Dear Chavera,

On the eve of Rosh Hashana, I am pleased to present you with this edition of the “Lapid” newsletter on behalf of the World WIZO Organization and Tourism Division. We have chosen articles, which I hope you will find both interesting and informative.

The upcoming *chagim* are a time of tradition and renewal. The article, "Applehoneyism" gives a new dimension to an old ritual that brings the customs of yesteryear into our lives. Indeed, you will be inspired by an article from WIZO India President Yael Jhirad, where she explains how Rosh Hashana is celebrated by the Bene Israel community there. She has also included a recipe for Halva. I recommend that you try it – it's delicious! There is also a very thought-provoking article on Yom Kippur, presenting an alternative perspective on observance of this solemn day.

The raison d'être of the World WIZO Organization and Tourism Division is to motivate and empower WIZO members worldwide. We hope that our article, "Membership Matters", the first in a series of articles designed to encourage women to become involved in WIZO, will be useful to you. We believe that sharing information and ideas with one another is the key to the success of WIZO as a movement. Guest writer, media specialist Rolene Marks, writes on the importance of advocacy and how we as WIZO women should be ambassadors for Israel at every possible opportunity. This is all part of our mission to empower women to be the best they can. Nowhere is this more evident than in our feature on Belaynesh Zevadi, who was recently appointed Israel's Ambassador to Ethiopia. In the Book review section there is a fascinating critique of Steven Gimbel's book *Einstein's Jewish Science: Physics at the Intersection of Politics and Religion*.

There is no doubt that 'seeing is believing' and we strongly encourage visits to WIZO projects. It is the most effective way of 'recharging the WIZO batteries'. When chaverot visit our day care centres, schools and other projects, they see for themselves the fruits of their labour and they are overwhelmed by the difference WIZO makes in the lives of Am Israel. This past summer saw an increase in Jewish youth from abroad visiting and volunteering in our various projects. This ensures that the WIZO message is passed on from generation to generation, strengthening the connection between Israel and the Diaspora. This is crucial and is always uppermost on our agenda.
We look forward to your participation on our first ever Succot Day Tour where you will see Israel through WIZO’s eyes. See our advert below.

Looking forward to 2013, please save the date: **13\textsuperscript{th} – 17\textsuperscript{th} January 2013** when we will convene the **Lapid Seminar** at the Hilton Tel Aviv. We are already working on an excellent programme and we promise you a very interesting and educational experience.

Finally, it is with reluctance that we say goodbye to Ahuva Koren who joins her husband in Los Angeles, where he has been relocated. For eleven years, Ahuva put her heart and soul into managing the division; she oversaw the organization of innumerable conferences and played a vital role in strengthening the relationship between World WIZO in Israel and federations abroad. Her positive outlook, boundless energy and ever-present smile were an inspiration to all. We hope it is not *shalom* but merely ‘*lehitraot*‘and we wish her every success for the future.

As we turn our attention to the promise of a sweet new year, we wish you all good health and happiness and much success in your WIZO endeavours. We know you will join us in a heartfelt wish for the peace, security and wellbeing of the State of Israel.

Shana Tova and may you be inscribed (in the Book of Life) for a good year.

With warm WIZO wishes,

\[\text{Janine Gelley}\]

Chairperson
Division of Organization and Tourism, World WIZO
“You are the future and the future is now”

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HOLIDAYS – ROSSH HASHANAH

Applehoneyism- a new take on an old tradition

Honey is perhaps the original superfood. Mesolithic rock paintings in Spain that are thought to be over 10,000 years old show women collecting honey from a wild bee nest. Since then, in every part of the world, people have kept bees, collecting their honey and using its delicious natural sweetness in baking and cooking, and of course, drizzled on apples.

For nearly 3,000 years, honey has been used for its medicinal qualities; as an antiseptic; as an antibiotic; and more recently, as an antioxidant for boosting the body’s defenses against serious illness.

Knowing its quality as a natural preservative, the ancient Egyptians used honey to embalm their dead and as a gift for the long journey into the afterlife. And the Romans valued honey so highly that it was possible to use it to pay one’s taxes instead of gold.

The importance of honey does not stop with the product itself. The pollination that is carried out by bees as they fly from plant to plant in search of nectar is a vital part of almost every ecosystem on the planet. Einstein once said:

"If the bee disappears from the surface of the earth, man would have no more than four years to live. No more bees, no more pollination ... no more man."

Honey is also mentioned many times in the Hebrew Bible, as one of the gifts sent by Jacob with his sons when they went down to Egypt to seek food during the famine (Genesis 43:11). At the Burning Bush, God promises Moses to rescue the Israelites and bring them to a "land flowing with milk and honey" (Exodus 3:8). Throughout the Bible, Israel is repeatedly referred to as the land of "milk and honey." Manna, the most perfect food ever created, which sustained the Israelites for 40 years of wandering in the desert, is described as tasting "like a cake fried in honey" (Exodus 16:31).

Today honey remains a powerful symbol of Jewish New Year observance when we eat it with apples, baked in a cake or drizzled over challah, as we hope for a sweet New Year.

Why do we continue the tradition of eating apples and honey on Rosh HaShanah when there are plenty of other sweet foods we could eat?

In his article entitled, "Why Apples and Honey?", Rabbi Aron Moss suggests that these Rosh Hashanah delicacies may have a deeper symbolism than just their sweet flavors. He draws a comparison between apples and honey. Their common denominator is that they are both sweet
foods but they differ in their longevity. Apples need to be eaten fresh as after a while they will become rotten and decompose while honey which is ancient as days old and can last in a usable form for years.

Apples represent the modern world, the here and now, that fleeting moment in time which we call the present. It is fresh today, stale tomorrow. Honey, on the other hand, represents tradition, a force that is unchanging and constant, timeless and stable.

Jewish spirituality is a delicate marriage of these two forces. For our spiritual life to be dynamic and alive, it must change and keep up with the times. But to have substance and meaning, it has to present a truth that is above change that is timeless.

**Blessings for a sweet New Year to all our WIZO chaverot worldwide**

May the sweet and sticky flavour bring us a sweet and happy new year.
May the industriousness of the worker bees bring us a successful new year.
May its remarkable healing qualities bring us a healthy and protected new year.
May its strong and ancient heritage bring us a meaningful and grounded new year.
May the essential role of bees in the ecosystem bring us a balanced, thoughtful new year.
And may its role in so many religious traditions bring us a spiritually fulfilling new year.

*Adapted from an article by Rabbi Anna Gerrard, September 2011, retrieved from http://rabbianna.blogspot.co.il/2011/09/rosh-hashanah-sermon-2010.html*

**CELEBRATING HIGH HOLY DAYS AROUND THE WORLD**

**Rosh Hashana traditions of the Bene Israel community**

By Yael Jhirad, President WIZO India

In India, we are fervent in our celebration of Jewish High Holy Days and our rituals and customs include some delectable twists, courtesy of the national culture and tradition. The first *selicha* (penitential prayer) is observed on the second day of the month of Elul. On the eve of Rosh Hashana, the festive dinner table is resplendent with foods, each one with a special significance.

There are apples to dip in honey to signify a sweet and fruitful year, garlic to free ourselves from bitterness, beetroot to rid ourselves of our enemies, and dates in deference to the almighty. White gourd (Indian winter melon) symbolizes purity of heart and mind.
Pomegranate and green beans signify our unbreakable bond with Israel. On our table, we have a head of lamb, which reminds us of the sacrifice of Isaac. After making a ha-motzi over the challah, which on this night is eaten with sugar crystals instead of salt, we enjoy a sumptuous feast and we partake of the sweet delicacy, fragrant, rose-coloured Bene Israel Halva, diamond-shaped pieces of Halva cooked in coconut milk – a traditional Indian recipe handed down by our grandmothers, made easier these days by modern kitchen gadgets!

On Rosh Hashana, the first day of the Hebrew month of Tishrei, the date when the world was created, we take our places in the synagogue to listen to the blowing of the shofar (ram's horn). In India, as in the rest of the world we celebrate two days of Rosh Hashana. While we silently listen to the shofar, we reflect on past deeds and search our souls. After Mincha (afternoon prayers), we walk to the seashore, where the Tashlich prayer is recited. We shake the hems of our clothes to signify that we have thrown our sins into the deep ocean. In Mumbai we generally gather at Bhau Cha Dhakka (Ferry Wharf). This tradition has resulted in many shidduchim as several families gather together with everybody dressed in all their finery. This has resulted in hundreds of marriages in the Indian Jewish Community over the years.

We observe the yamim noraim, the 10 days of awe between Rosh Hashana and Yom Kippur, the day of judgement, on which we fast and pray to G-d to pardon us for our sins and transgressions, and we believe that on this day G-d will seal our destiny.

Halwa Recipe
The fragrant rose-coloured halwa is a dessert traditionally eaten by the Bene Israel community on Rosh Hashana

INGREDIENTS:
10 tbsp wheat extract, or chik
7 litres coconut milk
14 tbsp sugar
100g almonds
1 tbsp vanilla essence
Edible colour rose pink

METHOD:
If you wish to make your own wheat extract, soak whole wheat in water for three days, changing the water occasionally till the grain puffs up. Grind wheat in a hand-operated machine to a smooth paste, spread out on a plate and dry in the sun. When completely dry, break into pieces and store in jars. If using readymade chik, make a paste of chik with water and let it stand for 4 hours until the water surfaces. Remove the excess water. Mix coconut milk and sugar with the paste and cook on a slow fire, stirring continuously for 4 hours till the paste thickens and leaves the pan. Add vanilla and colour, and cook for half an hour. Spread on a flat surface and when cool, cut into diamond shapes, decorate with almonds and eat fresh.
SERVES 2 ‘THALIS’ (Plates)
HOLIDAYS - YOM KIPPUR

A multi sensory approach to fasting

Yom Kippur is considered the most holy of Jewish holidays and its observance is held even among the majority of secular Jews who may not strictly observe other holidays. What is it about Yom Kippur that draws in so many otherwise secular Jews? Why, of all things, do people choose to fast one day a year when they are not inclined to adopt any other Jewish practices? What is so powerful about fasting that pulls them towards this tradition? The answer is many-fold.

The primary reason and the starting point of this custom, of course, is that it is written in the Torah: “It shall be a sacred occasion for you. You shall practice self-denial.” (Leviticus 23:27). However, a single verse from the Torah is unlikely to convince us. We need to find further justification why such an observance might enhance our spiritual life and increase our ability to be better human beings.

We can understand the purpose of fasting on a number of levels. Fasting is a way of focusing the mind and body. It is an act of self-discipline, testing our abilities to master our physical self through mental focus. Yom Kippur is a time when our spiritual needs supersede our physical needs.

It is also a time of reflection and introspection. We take time out of our busy schedules to be more in touch with our inner self, to take stock and ponder our failings, both to make amends and to improve ourselves.

Giving up food also helps us to think of others at this time of year, especially those less fortunate than ourselves and to experience just a little of the suffering that is part of their everyday lives. It is both humbling and educational to be reminded just how lucky we are.

In addition, studies show that there are health benefits to fasting, even if it’s just for one day. For example, fasting allows our digestive system to rest and for the body to cleanse and detoxify.

It has been said that variety is the spice of life and gives it all its' flavor. It is all too easy to lead a life in which every day is the same. Fasting on Yom Kippur ensures that at least one day per year will be very different.
To Eat or Not to Eat... That is a Jewish Question!

These explanations are all very well but does it really work? Are we really in a higher spiritual state when we don’t eat? Or are we just miserably thinking about food all day and a little bit light headed?

In the introduction to one of his cookery books, Lionel Blue writes about the passages of the Jewish year and how they are marked by smell and taste, by the aroma of the kitchen. We can expand on this train of thought to explain perhaps why, despite its lack of obvious appeal, many unobservant Jews still choose to fast on Yom Kippur. If it is quintessentially Jewish to celebrate with food; if food is the one feature of each festival that everybody remembers and relates to; then it makes perfect sense that our most effective form of penitence should be fasting.

Adapted from an article by Rabbi Anna Gerrard, August 2011, retrieved from http://rabbiaanna.blogspot.co.il/2011/08/yom-kippur-sermon-2009.html
To challenge the issues of recruitment faced by individual federations in their own country, we first need to know what they are up against. Only then, we can provide the tools to rectify the situation to the benefit of WIZO.

Israel is central to the heart of Jews everywhere. It has been that way since time immemorial. We pray towards Jerusalem. Zionism is the basis of our raison d’être and Zionism is at the very core of WIZO.

WIZO encourages members to debate and discuss issues in the framework of ‘empowering the Israel we love’. Through WIZO, the woman finds her voice on what interests her: empowerment of women, violence in the family, social justice - and not least its excellent educational model. WIZO affords its members excellent opportunities as a platform for a unified Zionist voice. For example, many women today are committed to human rights and contrary to current trends in thinking; Israel's record in human rights is par excellence. If we can identify the need of our potential members, we can cater to that need. We should garner interest in our cause by engaging in wider dialogues. WIZO builds on the vision of the late and great Mancunian Rebecca Sieff, but now, raking over our glorious history repeatedly creates a yawn of inactivity. To be the movement that we aspire to be, we must modify our approach to appeal to today's woman. In educating a new generation of WIZO women, we empower them to educate others. The education should be on the facts, the good news, and the positives. We have to mobilize hasbara forces to promote the image of Israel in the world so that new members will be proud to join forces with a progressive movement such as ours that supports Israel's future through its children and to dispel popular, ignorant myths about the very land that is home to every Jew everywhere. WIZO must take advantage of social networking; the communication tool of the modern women and WIZO must prove itself a movement that believes that THINKING OUTSIDE THE BOX is the way forward.

Finally, we have to find our collective Jewish heart by encouraging our children in every way to find their focus with Israel, one visit, they will be 'hooked', and in this way, we strengthen our relationship with Israel. Parents have a major role in creating and cultivating Israeli identity. It is a two way street. We must recognize we have much to learn from young people and in turn, they will learn much from us.

It is only by addressing these challenges can we create a successful model to recruit new members to WIZO.
THE SUCCESSFUL JEWISH WOMAN

Belaynesh Zevadia: Our woman in Addis Ababa

Despite the many challenges that Ethiopian immigrants continue to face in Israel — the community’s women have been succeeded in shattering the glass ceiling and ascending to positions of power and prominence.

In March, educator Pnina Falego Gaday-Agenyahu, became the first Ethiopian-Israeli to be appointed to Israel’s Council for Higher Education. Yarden Fanta-Vagenshtein, a post-doctoral fellow at Harvard University’s Graduate School of Education, is the first Ethiopian woman to earn a doctorate in Israel. Belaynesh Zevadia is the first woman of Ethiopian descent to hold a high public office. She made aliyah as a teenager, and then at age 25, she became the first Ethiopian-Israeli diplomat in Israel’s Foreign Service. In February she was appointed Israel's Ambassador to Ethiopia. For forty three year-old Zevadia this appointment can be conveniently called a return to her roots, and she is the first Israeli of African descent to be sent back to the country of her birth as the ambassador of her spiritual and now national homeland.

Zevadia grew up in the village of Ambova in the Gondar province where her father was the head kes (religious leader). She arrived in Israel at the age of 16 on a Jewish Agency scholarship to study at the Hebrew University. After attending Jerusalem’s Ulpan Etzion, Zevadia went to work for the Jewish Agency during Operation Moses, a covert evacuation of some 8000 Ethiopian Jews into Israel from Sudan. A graduate of the Hebrew University, with a BA in International Relations and an MA in African Studies, she joined the Foreign Ministry in 1993, and served in various diplomatic capacities at the Israeli consulates in Chicago and Houston.

Zevadia is a source of inspiration and role model to be emulated by the entire Ethiopian community. As a young Israeli woman of Ethiopian descent she has weathered the many obstacles facing the Ethiopian community and is synonymous with the successful model of acculturation into modern Israeli society.

In an interview Zevadia said that “It is a great honor to be appointed ambassador, and especially the first ambassador from the Ethiopian community. I made aliyah as a teenager and am returning to Ethiopia as an ambassador.” She continued to say that her appointment is also proof "that in Israel, opportunities are available to everyone - native Israelis and new immigrants alike". As Israel's envoy to Ethiopia she intends to focus on three specific areas in which the State can be of assistance to Ethiopia: agriculture, water and education.

Zevadia's husband Serkalem Adigeh will also serve in the embassy in Addis Ababa, working as the commercial attaché. Being from Ethiopian descent their understanding of the traditions of both Ethiopia and Israel and knowing how to bridge them will be a valuable asset.
ISRAEL ADVOCACY

When the going gets tough … the tough get active

By Rolene Marks

The shul president walks into the Rabbi’s office and horrified, sees that the Rabbi is watching Al Jazeera TV. “Rabbi”, he exclaims, “how could you. Are you becoming, G-d forbid a self-loathing Jew? The Rabbi replies, “On the contrary, when I read the newspapers like the New York Times I see that Jews are victims of anti-Semitism, others call for our destruction and we are at a perpetual state of war in our homeland. But when I watch Al Jazeera I hear that we are running the world, controlling world economies and the media. I feel so much better.”It is easy to couch Israel’s media war using humour but as they say, many a true word said in jest!

I am often asked why Israel’s public relation’s is so bad”. Why do we struggle for balanced coverage or to present our side of the narrative? Sometimes it seems that Israel is tried and convicted in the court of public opinion before we have even started our opening arguments.

This has long been the subject of debate and the cause of much frustration! After all, shouldn’t the truth always prevail? In an age where we are bombarded with 24 hour news coverage at the click of the button and everyone has the ability to play armchair general, shouldn’t there be opportunity for better coverage?

It is no secret that Brand Israeli is under serious attack in the world media. Israel is perceived as the brutish Goliath to the Palestinian David. Massive advertising spend by Arab countries on major television news networks and heavily influenced editorial policy (despite protestations to the contrary) dictate the slant of the coverage. It seems inconceivable at times that a country that is smaller than the US State of New Jersey or South Africa’s Kruger National Park garners such disproportionate coverage at the expense of other global conflicts.

So how can we play a role in making the case for Israel?

As WIZO women we are presented with the opportunity to become ambassadors for Israel. As representatives of one of Israel’s most loved and respected organisations we can be more than activists. We can be pro-activists! It has become incumbent upon us to become de facto spokeswomen or public diplomats as go about presenting Israel’s side to the story.
We have always been proud of our exceptional army of volunteers and now this army is being called up to serve in a different way.

Here is what we can do to help:

Social Media Activism – If the thought of having to “Like” or tweeting makes you feel like a right twit, have no fear. The social media networks are where it’s at! You can help your message in support of Israel go viral and build a community at the click of a button. Facebook is fast becoming the preferred place to meet and greet and network! This is also a chance to post those great articles and video’s that you won’t see on TV or in the papers. In seconds you can have a huge, captive audience. This is the perfect opportunity to share not just the facts but also Israel’s positive stories.

Fire up the email! We all have large personal mailing lists. Send articles and fact sheets to your contacts. Keep the word spreading!

Nothing says Israel quite like WIZO – and nobody can advocate quite like WIZO women! WIZO has a plethora of phenomenal projects that are really worth showing off. Bring members of your community or influential business people and politicians to see the amazing work being done by WIZO for the improvement of Israeli society. We are often told by people who have visited Israel for the first time that the country is nothing like the stories that they read in the press.

Encourage young women to become members and leaders – we are a generation that has always grown up with Israel in existence. Help grow the bond between young Diaspora women to each other and to Israel by encouraging them to join and grow with WIZO.

A strong and improved Israeli society is the ultimate insurance policy. This is our time to be her greatest Ambassadors.

Rolene Marks is a member of the Media Team Israel, a voluntary body under the auspices of the South African Zionist Federation that counters bias against Israel in the media. Rolene Marks has written numerous published opinion-editorials, addressed groups and has been featured on radio and television countering bias against Israel. Follow Rolemarks on Twitter or read her blog: www.rorosrantings.wordpress.com
BOOK REVIEW

"Einstein’s Jewish Science: Physics at the Intersection of Politics and Religion", by Steven Gimbel, The Johns Hopkins University Press

Jewish Physics? It's all relative

In his original new book *Einstein’s Jewish Science* Professor Steven Gimbel, chairman of the Philosophy department at Gettysburg College, argues that we should consider in all seriousness that the Nazis were in some measure correct when they derided Albert Einstein’s revolutionary theory by calling it “Jewish science.” He proposes that "If you can look past the anti-Semitism maybe relativity is ‘Jewish science’ after all.” Gimbel examines Einstein and his work to explore how beliefs, background, and environment may—or may not—have influenced the work of the scientist.

You cannot understand Einstein’s science, Gimbel declares, without knowing the history, religion, and philosophy that influenced it.

Is relativity Jewish? In his book Gimbel explores the many meanings of this provocative phrase and considers whether there is any sense in which Einstein’s theory of relativity is Jewish. He puts forward the hypothesis that Jewish culture had a great deal to do with Einstein’s questioning of the universe and suggests there is a possibility that elements of Jewish thinking gave rise to what is now recognized as one of the deepest insights of all time.

What gives Einstein’s work a Jewish flavor, Gimbel believes, is an approach to the universe that reminds him of the way a “Talmudic scholar seeks to understand God’s truth.” The heart of the Talmudic view is that there is an absolute truth, but this truth is not directly and completely available to us,” Gimbel writes. “It turns out that exactly the same style of thinking occurs in the theory of relativity and in some of Einstein’s other research.”

*Einstein’s Jewish Science* intertwines science, history, philosophy, theology, and politics in fresh and fascinating ways to solve the multifaceted riddle of what religion means—and what it means to science. There are some senses, Gimbel claims, in which Jews can find a special connection to $E = mc^2$, and this claim leads to the engaging, spirited debate at the heart of this book. Gimbel reinterprets modern science and modern Judaism in a way that is sometimes exasperating, often challenging, frequently inspired and always riveting. You may not be persuaded, but after grappling with this book, you are sure to see in a new light both science and Jews of the twentieth century.
Visiting Israel this October?
Fancy a great day out?
...see our work for yourself

A GREAT DAY OUT
Packed with amazing experiences so you can return home excited and enthused by what you have seen and learned about WIZO’s work

Pick up Hilton Hotel, Tel Aviv 08.30 or King Solomon Hotel, Netanya 09.15
See a WIZOUk sponsored Day Care Centre in an impoverished neighbourhood of Netanya and the WIZO Australia sponsored Ahuzat Yeladim Youth Village in Haifa and learn how the most disadvantaged children and youth turn their lives around with WIZO’s help. Visit the Atlit Detention Camp Museum and hear how Holocaust survivors and other illegal immigrants were interned on their arrival in Israel.

Return (approx) 18.30

For more information and reservations please contact:
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