

VITALSIGNS

AMERICAN FRIENDS OF RABIN MEDICAL CENTER

FALL 2005



NEW FRONTIERS IN ORGAN TRANSPLANTS

STAR ATHLETES LEAD BIKE-A-THON

BEATING COLON CANCER

BOY FROM BRONX MAKES GOOD IN REAL ESTATE WORLD



RABIN MEDICAL CENTER

ISRAEL'S PREMIER MEDICAL COMPLEX

VITALSIGNS

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first comprehensive cancer center

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Vital Signs is a publication of American Friends of Rabin Medical Center (AFRMC), Inc., a 501(c) 3 non-profit organization, which is solely responsible for its contents. AFRMC was formed to educate Americans about the Rabin Medical Center (RMC), located in Petah Tikvah, Israel, and to raise funds on behalf of Rabin Medical Center.

RABIN'S LEGACY



Abraham "Barry" E. Cohen

Dear Friends,

The deepest ideals of Yitzhak Rabin were encapsulated in one sentence of his own words during his acceptance speech of the Nobel Peace Prize in 1994: "I stand here as the emissary of the soaring hopes of a people which has endured the worst that history has to offer and nevertheless made its mark - not just on the chronicles of the Jewish people but on all mankind."

It is fitting that we mark the 10th yearzeit of Yitzhak Rabin by celebrating life. How better to do that than to continue the great work underway at the Rabin Medical Center and that of its good friends around the globe.

At Rabin Medical Center, progress is apparent in the impressive structural improvements and achievements in medical science. And here in New York, our expanded operations under the leadership of Joshua Plaut have made much progress as we continue to increase our efforts in attracting new friends and supporters through innovative programs and of course, our upcoming Gala Dinner.

This year we are delighted to honor Dr. Phillip Frost, founder, chairman and CEO of IVAX Corporation, and one of America's leading philanthropists, and Pat Frost, who among many other charitable causes is the current chair of the Smithsonian Institution National Board in Washington, D.C. As we honour them, they honor us by participating in our event.

As always, we are looking forward to seeing all of our friends at the dinner and to continue improving our accomplishments on behalf of American Friends of Rabin Medical Center.

Warmest regards,

Abraham "Barry" E. Cohen
Chairman
American Friends of Rabin Medical Center

ONE FAMILY



Joshua Eli Plaut



Dan Oppenheim

Dear Friends,

April 28, 2005 was a great day for Rabin Medical Center; this remarkable hospital made the news on the Channel Two six o'clock Israel television broadcast. Following mention of the major events of the day, including the importance of the Russian President's historic first visit to Israel as well as settler protests from the West Bank, attention was drawn to the successful bike-a-thon organized to raise funds for Rabin Medical Center.

Seventeen people — among them Israel's highly popular star athletes — rode 250 miles from the hospital to Eilat. It wasn't just the distance that impressed the newscaster, but the fact that Americans and Israelis had united in a true partnership to raise awareness for and funds to support a truly remarkable hospital that performs 60 percent of the organ transplants in Israel.

Little did the over fifty sponsors from the United States know how grueling the ride was and how hard each rider worked for the pledged miles. Israelis needed to know that organs were in short supply and that many in Israel await life-saving transplantation.

We were proud to have been participants in this great ride and to witness Rabin Medical Center receive much deserved accolades for advancing medical treatment and healing for the people of Israel. We look forward to many more joint activities undertaken in that cooperative spirit that shows we are, indeed, one family.

L'hitraot,

Joshua Eli Plaut, Ph.D.
Executive Director
American Friends of Rabin Medical Center

Dr. Dan Oppenheim
Chief Executive Officer
Rabin Medical Center

CURE THE WINTER BLUES: AFRMC ISRAEL CHANUKAH TRIP, DECEMBER 20-29, 2005

Join a unique Israel adventure trip to the craters and canyonlands of Israel's Negev and Arava. American Friends of Rabin Medical Center invites you to participate in four days of wilderness trips. For city slickers: spend three days enjoying Jerusalem, and then an exciting stay in Tel Aviv, the city that never sleeps, including a visit to the Rabin Medical Center, gaining an insider's view of Israeli healthcare and medical technologies in action.

- This trip is limited to 20 people who reserve by October 10.
- Travel by Continental Airlines, \$2750 includes airfare, hotels, tours and some meals
- Call (212) 279-2522 or email mconen@afrmc.org to reserve space.



ISRAELI STAR ATHLETES LEAD 250 MILE BIKE-A-THON ON A JOURNEY FROM THE HEART

FOR SOME PEOPLE, PASSOVER VACATION IS A TIME FOR PICNICS, TRAVELING AND VISITING FRIENDS AND FAMILY. YET FOR OTHERS, IT IS THE PERFECT TIME TO DO A MITZVAH. INDEED, JACKIE ELIAS, AN ACTIVE MEMBER OF AMERICAN FRIENDS OF RABIN MEDICAL CENTER FROM THE UPPER EAST SIDE OF NEW YORK CITY, AND HER FRIEND AND TRAINER IN ISRAEL STEPHAN SARKISSIRAN ORGANIZED A BIKE-A-THON TO RAISE MONEY FOR THE DEPARTMENT OF CARDIOTHORACIC SURGERY AT RABIN MEDICAL CENTER. FOR JACKIE, WHO LOST HER FATHER FOUR YEARS AGO TO HEART FAILURE, THIS WAS A PERSONAL QUEST IN THE HOPE OF SAVING OTHERS.

This bike-a-thon also marked the tenth anniversary of the death of the American student Alisa Flatow who was killed by a suicide bomber in Israel and whose heart was transplanted at Rabin Medical Center. Her memory lives on in the Cardiac Transplantation Recovery Unit that now bears her name. Alisa's parents, Stephen and Roslyn Flatow, who are active members of American Friends of Rabin Medical Center, hope the money raised from the bike-a-thon will help other transplant patients.

A special group of riders began their grueling journey at 5:00 AM on April 26, 2005. They rode from Rabin Medical Center in Petah Tikvah to Eilat, a three-day journey

that covered over 250 miles. The group was unique. It included professional bike riders and Israeli Olympic athletes, such as elite cyclist Gal Friedman who won Israel's first ever-Olympic gold medal for windsurfing at the 2004 Olympics in Athens. Joining him were Eytan Orbach, an Olympic swimmer from the Atlanta and Sydney Olympic games, Dr. Avi Moyal, trainer for the Israeli National Soccer Team, Itay Groag, Israeli Teen Cycling Champion, Dr. Dan Oppenheim, CEO of RMC, Benny Savitch, a heart transplant patient, Prof. Gidi Sahar, the doctor who saved Savitch, Dr. Benny Medallion, senior cardiologist, Joshua Plaut, Executive Director of AFRMC, and, of course, Jackie Elias, one of only two women on the team.

The team returned exhausted but exhilarated from the satisfaction they felt in stimulating others to give. The bike-a-thon received widespread television, radio, and newspaper coverage in Israel and raised significant funds for Rabin Medical Center. >>

Above: Gal Friedman, Israeli Olympian and gold medalist, with other bike-riders
Right: (L-R) Jackie Elias and Uri Shik beginning the journey.

AFRMC is now planning to make this an annual event with next year's ride slated for April 21-23, 2006. The public is invited to join an enthusiastic group of participants as they ride the roadways of Israel in support of Rabin Medical Center, Israel's premier medical complex. Next year's route begins in the Golan Heights and ends in Petah Tikvah. ■

HEART OF A CHAMPION

If seventeen years ago, anyone told Benny Savitch that he would win a gold medal in swimming at the age of 60, he would not have believed it. If someone had told him that the medal would be won at the European Olympics for Heart and Lung transplant patients, Benny really would have had a good laugh.

That is because eight years ago Savitch had a life-saving heart transplant at Rabin Medical Center. And now, fresh from his European victory, Benny joined other Olympians and Rabin Medical Center staff for the much publicized and highly successful bike-a-thon to Eilat. At this event he stood with the doctor that saved his life, Dr. Gidi Sahar, director of the Heart and Lung Unit at Rabin Medical Center. The affection, warmth, and friendship between the two have gone beyond a patient-doctor relationship. Benny said, "in my wildest dreams I never thought I would ride bicycles alongside the physician who had given me a new heart and the opportunity to live again."



(L-R) Dr. Gidi Sahar and Benny Savitch

As a truck driver, working eighteen hours a day, Benny ate unhealthy foods, mainly steak and chips, and smoked heavily – four packs a day. His heart attack happened while driving his truck. At first he thought it was just a muscle spasm. By the time he arrived for treatment, his condition was critical. His only hope for survival was to undergo a heart transplant.

Today, Benny is no longer that truck driver of seventeen years ago. He lives a healthy lifestyle, exercising regularly and enjoying every moment of it. Benny hopes that the bike-a-thon for Rabin Medical Center will become an annual event and that each year he will be able to peddle a little further. ■

RESERVE YOUR SEAT NOW FOR THE RIDE TO SAVE LIVES ISRAEL BIKE-A-THON April 21-23, 2006

Ride from the Golan Heights to Tel Aviv
www.afrmc.org/bikeathon or 212.279.2522



ISRAELI BREAKTHROUGHS IN MEDICINE

GLUE IS IN

Stitches are out. Glue is in. A special medical glue shortens eye operation procedures and hastens healing by 50 percent because stitches are no longer necessary. The advantage of glue, according to Prof. Dov Weinberger, Director of the Department of Ophthalmology at Rabin Medical Center, who oversees 4,000 eye procedures per year, is that it dissolves naturally after one week, and minimizes side effects and risk. Used previously for other forms of surgery, the ophthalmology department's Dr. Orit Bechar expanded its usage to Glaucoma surgery and other eye excisions. So far 50 such operations have been performed and the results have been nothing but positive.

TOP THIS

Rabin Medical Center set a record for organ transplants in Israel when in a recent 24-hour period, six transplants were performed, including one heart, two lungs, one liver and two kidneys, thus saving the lives of six patients. A 61-year-old man waited four years for the heart. The liver was transplanted into a 58-year-old man suffering from Hepatitis C who had been on the waiting list for 10 years. The kidney transplants were carried out in a seven-year-old boy from Schneider Children's Medical Center and in a 48-year-old woman. Rabin Medical Center's Department of Organ Transplantation, under the direction of Prof. Eytan Mor, deserves its fine reputation because it allows Rabin Medical Center to carry out the majority of organ transplants in Israel.

BEATING COLON CANCER

Prof. Yaron Niv, Director of the Institute of Gastroenterology at Rabin Medical

Center, along with his colleague and friend, Dr. C. Richard Boland, Chief of gastroenterology at Baylor University, have identified a virus that exists in 90 percent of colon cancer cases in Israel. This normally harmless virus, called JC, is present in 70 to 80 percent of all human beings. But until now, it was not known what triggers change in the genetic structure of the large intestine that enables the cancer to develop. Prof. Niv and Dr. Boland studied hundreds of



(L-R) Prof. Ran Kornowski, Amos Ben Yosef, transplant recipient, and Dr. Schmuël Fuhs

Israeli patients with colon cancer, looking at their cancer tissue for DNA sequences of the JC virus in the cancer cells. They found that more than 80 percent of those tested had the DNA for the JC virus. The JC virus — or more specifically the T-antigen protein that is synthesized by the virus — may be the trigger in the development of at least 20-40 percent of the cases of colorectal cancer.

NEW GENES ARE HERE

Gene transfer to the heart is no longer a script for science fiction. Prof. Ran Kornowski, Director of the Cardiac Catheterization Institute and Catheterization Laboratories at Rabin Medical Center, conceived of the idea of gene

transplantation seven years ago. After completing preliminary work, he and Dr. Shmuel Fuchs, a senior cardiologist, teamed up with researchers in the USA to develop this innovative technique in collaboration with GenVec and Biosense-Webster, a Johnson & Johnson company. Prof. Kornowski used a novel gene therapy approach to treat Amos Ben Yosef, a 68-year-old man, of the case of angina pectoris because Amos could no longer undergo any other surgical or catheter-based interventions. Two years of trials are now underway with the hope that the newly created blood cells will enhance blood flow to the heart and improve its function.

NO CONTROVERSY HERE

While controversy exists in the USA concerning research with embryonic stem cells, everyone agrees that using adult stem cells are appropriate and efficacious. Rabin Medical Center has made a major breakthrough in applying adult stem cells to treat Parkinson's disease by

developing NurOwn, a technology that generates neuron-like cells derived from human bone marrow. Using the patient's own bone marrow to supply dopamine-producing cells circumvents problems of immunity and compatibility. Credit for the discovery goes to Prof. Eldad Melamed, Director of Neurology at the Rabin Medical Center and member of the Michael J. Fox Foundation for Parkinson's Research, together with Dr. Daniel Offen, Director of Laboratory of Neurosciences at Rabin Medical Center, and Dr. Yosef Levy. Commercialized by Brainstorm Cell Therapeutics based in Tel Aviv, NurOwn actually produces the missing chemical that enables restoration of motor movement. ■

MIDDLE EAST'S FIRST COMPREHENSIVE CANCER CENTER OPENS

As hundreds of white and blue balloons were released into the sky, the first cancer patients walked through the doors of the Davidoff Center on that beautiful Sunday of May 8, 2005.

Situated on the Rabin Medical Center Campus, the Davidoff Center was completed and opened for service thanks to the generosity of the Davidoff family of Mexico City. It is the first and largest comprehensive center for the treatment and research of cancer in Israel and the Middle East. Rabin Medical Center treats one-fifth of Israel's cancer patients and is a leading



partner in the worldwide effort to overcome diseases associated with cancer. The Davidoff Center will continue to assure that Rabin Medical Center is a leading international cancer center.

Dr. Dan Oppenheim, CEO of Rabin Medical Center, stressed that the Davidoff Center is revolutionary not only because of its emphasis on research and treatment but also because it was built and managed with an eye toward maximum privacy, comfort, and respect for patients and their visitors. ■

CANCER SURVIVOR FIGHTS BACK

For Mira Tako, the Davidoff Center was truly a lifesaver. With the help of the Rabin Medical Center's premier cancer center, Mira Tako was able to face and surmount her greatest fear, the onslaught of breast cancer.

A mother of two boys, a four-year-old and a four-month-old baby, Mira was concerned with suicide bombings; and cancer was far from her mind. Yet, that reality was soon to be shattered. While pumping breast milk for her baby one year ago at the age of 39, Mira felt a lump. Upset but still not fearing the worst, she sought help. Her ultrasound, which led to a mammography, confirmed the unthinkable. She had what looked like two malignant lumps in her breast and was referred for immediate medical treatment.

Initial shock turned into a will to live. Mira began researching doctors, and after visiting all the major hospitals in Israel, she



Mira Tako at dedication of Davidoff Center.

chose Rabin Medical Center where she felt the most confident. Under the care of Dr. Shula Rizel, Head of the Breast Cancer Unit at the Institute of Oncology at Rabin Medical Center, Mira began the most difficulty journey of her life.

Because of the advanced nature of her breast cancer she was advised to begin chemotherapy prior to surgery. After several treatments she had a mastectomy and removal of 17 lymph nodes, nine of which were found to be damaged. Her devastation and fear began to grow, and though there were many people to support her, Mira knew she had to fight this battle on her own. With 28 sessions of

chemotherapy as well as radiation treatment behind her, she has shown that she bears strength beyond her age.

Now, Mira continues her studies in social work and is optimistic and hopeful about her recovery. ■

PINCHAS COHEN APPOINTED AS NEW CHAIRMAN OF ISRAELI FRIENDS OF RABIN MEDICAL CENTER



The Executive Board of the Israel Friends of Rabin Medical Center (IFRMC) in Israel announces the appointment of Pinchas (Pini) Cohen as its new Chairman. Cohen is dedicated to promoting the hospital and helping it to maintain its vaulted status as one of the outstanding medical facilities

in Israel. Pini, as he is affectionately called, currently serves as CEO of Africa Israel Investments Ltd., as well as Chairman of the Board of Directors of Derech Eretz Highways Ltd., Danya Cebus Ltd., Gottex Ltd., and Africa-Israel Hotels Ltd. He served in the Israeli army as Lt.-Colonel and has a B.S. in Industrial Management from Tel Aviv University.



WELCOME TO STEPHEN SIEGEL, NEW BOARD PRESIDENT OF AMERICAN FRIENDS OF RABIN MEDICAL CENTER

MR. SIEGEL IS GLOBAL CHAIRMAN OF CB RICHARD ELLIS, A REAL ESTATE BROKERAGE FIRM WITH WORLDWIDE SERVICES. NAMED BY *CRAIN'S NEW YORK BUSINESS* IN 2003 AS ONE OF THE 100 MOST INFLUENTIAL BUSINESS LEADERS IN NEW YORK CITY, MR. SIEGEL HAS ARRANGED TRANSACTIONS FOR SOME OF THE NATION'S MOST PROMINENT CORPORATE CLIENTS. HE ALSO IS INVOLVED IN NUMEROUS CHARITABLE AND CIVIC AFFAIRS.

BOY FROM THE BRONX MAKES GOOD IN REAL ESTATE WORLD

Stephen Siegel is jealous of Bill Gates.

"I don't begrudge his wealth - he earned it," Mr. Siegel said of Microsoft's co-founder. "What I'm jealous about is the amount of money he has to give away: \$40 billion so far. I wish I had more to give."

Nevertheless, he gives plenty to charities in the city and elsewhere, including his old school in the Bronx.

As a young man, Mr. Siegel never expected to leave the Bronx.

Neither had he imagined a career beyond that of a journeyman painter, his father Charles's profession. Most certainly, Mr. Siegel never imagined that he would one day become chairman for global growth of the world's biggest real estate services and investment bank, CB Richard Ellis, a job he has held for the last two years.

"I started working when I was 12 years old," Mr. Siegel said. "I delivered groceries; I stacked newspapers at a neighborhood store. But it was going to City College that opened up a whole new world for me. And even then, I had to work to put myself through college."

One day he received a serendipitous call from a friend at Bing & Bing, a prominent real estate company. His friend told him that there was a low-level spot available. Mr. Siegel got a job in the mail room, at a weekly salary of \$70 - 30 percent more than what he was making in his previous, even more menial job. He rose steadily through the ranks.

He then joined another industry giant, Cushman & Wakefield. By his late 30s, he'd become chairman and CEO.

"I had good mentors who passed on their expertise quite openly to me," Mr. Siegel said, quietly deflecting a question about his ambition. "But I was also willing to take chances. Of course, there's also timing, and a little bit of luck that's needed for success."

He displayed how willing he was to take chances when he accepted an offer in 1992 to become president of Gordon & Company, a small real estate brokerage doing about \$50 million in annual business. By 2000, Mr. Siegel had raised revenues to \$1 billion, mostly by getting the company to go national.

There was also the fact that in that eight-year period, real estate was strong. And there was the fact that the com-

pany had been acquired by the Insignia Financial Group, which gave Mr. Siegel more heft in manpower and resources.

"We were very driven and focused," he said.

His performance got the attention of CB Richard Ellis. Mr. Siegel was already tiring of combining management duties with what he loved to do much more, investing.

And so exactly two years ago, he came to the behemoth. CB Richard Ellis and its partner and affiliate offices have more than 17,000 employees in some 300 offices scattered through 50 countries.

In 2004, the company posted service revenues totaling \$2.4 billion and completed more than 41,600 sale and lease assignments, with a consideration value of over \$127.1 billion according to the company's literature.

The firm's institutional property and corporate facilities management portfolio includes 989 million square feet.

There were 39,500 valuation and advisory assignments last year. In addition through L.J. Melody & Company, the firm completed \$13.3 billion in commercial mortgage originations, and through CB Richard Ellis Investors, it had \$15.1 billion in investment assets under management. The company's stock has gone from \$19 when Mr. Siegel joined to \$43.58 yesterday.

Now Mr. Siegel spends much of his time in investing and syndicating real estate, nationally as well as abroad.

"I've watched my industry evolving into a thoroughly technology-driven business, with exceptional professionals," Mr. Siegel said. "But those of us who grew up in an environment where business relationships were formed more informally, but no less lucratively - miss the importance that used to be put on developing personal relationships. Because competition has been heightened, real estate professionals tend to subordinate relationships - which you really can't because people are still important. After all, it's people with whom you're doing business."

His success has enabled Mr. Siegel to expand his investments into restaurants and a minor-league baseball team. He's on various boards, including that of the City Center.

"I'm having fun," he said. ■

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WHAT'S NEW ON THE BOARD?

AMERICAN FRIENDS OF RABIN MEDICAL CENTER WELCOMES NEW MEMBERS TO THE BOARD OF DIRECTORS

ADDITIONS



Robert Ivanhoe is Chairman of Greenberg Traurig's Real Estate National Practice Department. He is uniformly recognized as one of the lead real estate attorneys in New York City and nationwide. He has represented numerous nationally recognized owner/developer and institutional lender/investor clients domestically and internationally. Rob served as chair for the AFRMC gala dinners in 2002 and 2003.



Anthony Westreich serves as President and CEO of Monday Properties, which he joined in 2002. Mr. Westreich oversees operations, including asset management, property management, construction management, and leasing development. Prior to 2002, Mr. Westreich co-founded NOVO Corporation; one of the largest privately held Internet professional services firms in the US. Mr. Westreich serves on the board of Grand Central Partnership, The Real Estate Board of New York, The Building Owners and Managers Association and the Young Presidents' Organization.

TRANSITIONS



Yaron Cohen, long serving AFRMC board member, and Executive Director of Cushman & Wakefield, assumes the post of treasurer on the AFRMC executive board. Yaron has been a vital force in raising funds for the annual dinners and journals. Yaron follows in the footsteps of **Shimon Topor**, who served with distinction as treasurer for many years and who will remain on the Board of Directors.

Mazel Tov to Andrea Hauptman, AFRMC Controller, and her husband, Val Perez on the birth of their daughter, Emma Isabel Perez.

NEW STAFF



AFRMC welcomes **Deborah Jakubovic** who brings a wealth of experience in non-profit management, volunteer coordination and training, and program design and implementation to our office. As Director of Development, Deborah's responsibilities include donor development, grant writing, and event planning. Having earned an MBA in management from Rutgers University, Deborah most recently served as Associate Director of Field Services for the National Council of Jewish Women (overseeing over 120 regional chapters) and Assistant Regional Vice President of American Arbitration Association. Deborah can be reached at 212-279-2522, extension 205, or djakubovic@afrmc.org



AFRMC welcomes **Meredith Conen** as Special Projects Coordinator. Having earned a BS in business marketing from University of Maryland, Meredith most recently served as Program Assistant in the Marketing, Communications, and Public Affairs Department at the American Committee of the Weizmann Institute of Science. Her experience there provided Meredith with a strong background in non-profit public relations, website management, and both media and donor relations. Meredith can be reached at 212-279-2522, extension 201, or mconen@afrmc.org

TED COTT NAMED DIRECTOR OF FLORIDA CHAPTER



Joshua Plaut, Executive Director of AFRMC, named Ted Cott as the new director for AFRMC's Florida Regional Chapter.

Ted Cott is a Lake Worth, Florida resident marketing and communication specialist. Ted is hopeful about increasing awareness in Florida of Rabin Medical Center's accomplishments through diverse programs and projects. The AFRMC family looks forward to increased support under Ted's leadership. Ted can be reached at 561-432-1417, or tedspeak@bellsouth.net

NAVA BARAK'S MESSAGE OF HOPE



(L-R) Janice Gillerman, Raquel Ramati, Judy Wolff, Aline Davidoff, Yvonne Cohen and Nava Barak



(L-R) Jacki Florin, Nava Barak, and Joel Florin



(L-R) Larry Magid, Nava Barak, Millie Magid, and Lori Plaut



(L-R) Joshua Plaut, Malcolm Trobman, Michael Fein, Phyllis Trobman, Honorable Joshua Friedman, Les Trobman, US Congressman James Saxton, Shelli Okon, Andy Friedman, US Congressman Robert Andrews, Nava Barak, Joel Okon, Eva Schlanger, Deedee Fein, and Marvin Schlanger

AMERICAN FRIENDS OF RABIN MEDICAL CENTER HOSTED NAVA BARAK FROM ISRAEL FOR A SERIES OF SUCCESSFUL EVENTS ON BEHALF OF THE HOSPITAL

MANHATTAN – Yvonne Cohen hosted an intimate women's luncheon for supporters featuring Nava Barak, joined by the wives of Israeli diplomats, including Ruth Mekel, Consulate General Aryeh Mekel's wife, and Janice Gillerman, the wife of Israel's UN Ambassador, Dan Gillerman. Nava shared her personal history and how her tenure as Israel's first lady shaped her values of giving and volunteerism. Ruth Mekel, who serves as the Director of Tourism for the Israeli Consulate, spoke enthusiastically about the wealth of Israeli culture in New York, especially in the arts and film.

LONG ISLAND – Jacki and Joel Florin hosted a cocktail reception on June 2, 2005 honoring Nava at their home in Brookville, New York. After the lyrical humor and piano playing of Rick Crom, everyone listened to AFRMC Chairman Barry Cohen and Executive Director Joshua Plaut speak on the Rabin Medical Center as a temple of medicine and hope for the Middle East. More than forty guests enjoyed Nava's enchanting stories of her experiences as Israel's former First Lady and her work with the hospital. By the end of the evening many new Long Island friends had committed themselves to visiting and helping the hospital.

NEW JERSEY – Cherry Hill, New Jersey will never be the same after Nava Barak appeared as guest of honor to lead an evening of tributes to **Malcolm and Phyllis Trobman** and noted Holocaust educator **Andy Friedman**. The event raised money for the Rabin Medical Center's Charles E. Trobman Oncology Data Management Center. This Center is a significant component of the new Cancer Center and is designed to track clinical trials and interpret experimental data for cancer treatment.

The event attracted over three hundred friends. Cherry Hill Mayor Bernie Platt honored Andy with a City Council proclamation. Marvin Schlanger, CEO of a global specialty chemical company, served as the master of ceremonies and Deedee Fein, Co-Chair of the Committee, introduced the guest speakers who were united in their enthusiasm for the role America plays in supporting Israel and Rabin Medical Center.

New Jersey Congressmen James Saxton and Robert Andrews spoke of the partnership that America and Israel have in combating terrorism and in championing the peace process. Both Congressmen Saxton and Andrews shared many kind words for Andy Friedman and her work as a teacher of Holocaust history. >>

At the close of the evening, Andy Friedman roused the audience with the challenge of “zachor” and “l’chayim” -- to remember those who perished in the Holocaust and to honor those that lived their lives in dignity. Andy reminisced how her life intersected with Chuck Trobman who, in fact, inspired her while he was growing up. Now Charles’ parents, Phyllis and Malcolm, and his brother Les, remember their loved one by honoring Israel through their support of the Rabin Medical Center. ■

NEW JERSEY CONGRESSMEN MAKE IMPORTANT STATEMENTS IN SUPPORT OF THE STATE OF ISRAEL

CONGRESSMAN JAMES SAXTON

Republican, Third District of New Jersey

“As I work to defeat the threat of international terrorism and transform our military, I am often reminded of what we can learn from our friends in Israel. During my last trip to Israel two months ago, once again I was astounded by the poise, skill and dedication and ability of the Israeli soldiers and officers. While in Tel Aviv, I had the honor of eating with an old friend, General Amos Gilad, former military coordinator of the West Bank and Gaza. He projects calmness like only an Israeli general can do. As we were speaking about tactics and strategies, he looked at me and said - as a former commander, as someone who has had to send your men into booby traps and into the middle of protests, I say every time an American soldier is killed or injured in Iraq or Afghanistan, to me it’s like losing one of my own boys who had found a similar fear. This symbolizes the special relationship between Israel and the United States.”

CONGRESSMAN ROBERT ANDREWS

Democrat, First District of New Jersey

“Shalom is something we say at the beginning as well as the end of time together, and I do think that peace has that timeless quality of requiring us to look backwards as well as forward, to contemplate on the blessings we’ve had as well as the blessings we will attain.

Peace is not the absence of the storm but the presence of the calm. It requires the partnership between the brothers and sisters in Israel and those who stand here with them.

Dawn is about to break in the Middle East. Every dawn that breaks confronts the good people of Israel and her friends around the world. The question is: Will this be yet another day when a demented soldier of the Islamic Jihad chooses to murder the innocent? Will this be the day when going to a bookstore could be the end of your life? Will this be the day when the seemingly ordinary becomes the extraordinarily hurtful and painful? Today the brave men and women of the IDF and citizens of Israel will face that question and do everything to make sure this is not the day when havoc is wreaked and pain is visited.

Peace is not the absence of those atrocious acts, but the presence of strength and dignity of the people who make sure those acts never happen. Peace is earned, not given. Peace is strength, not weakness. Peace must be renewed, not simply retained.”

(Remarks at American Friends of Rabin Medical Center Forum in Cherry Hill, New Jersey on June 1, 2005)

ISRAELI AMBASSADOR TELLS FLORIDA GATHERING: VISIT AND SUPPORT ISRAEL



(L-R) - Joseph Franco, Helen Franco, Joshua Plaut, Leah Bregman, Judy Elkin, Amb. Daniel Ayalon, Dr. Dan Oppenheim, Chagit Lipson, Dr. Robert Bregman, Dr. Ron Jordan, Cheryl Jordan, and Robert Sandalman

Dr. Robert Bregman and Helen Franco organized the AFRMC Florida chapter to sponsor a community forum in Boca Raton, Florida, with Israeli Ambassador Daniel Ayalon as keynote speaker on February 24, 2005. Fresh from his attendance at Israeli-Palestinian peace talks in Sharm-el-Sheikh with Secretary of State Condoleezza Rice, Amb. Ayalon reflected on the current situation, saying, “The break from terror attacks could not be credited to Palestinian Authority President Mahmoud Abbas. Hamas and Islamic Jihad have decided not to attack right now for political reasons. They are, in fact, rearming and can attack at will whenever it is in their interest to do so.” The Ambassador thanked the community for its steadfast support of Israel and appealed to them to “visit, invest and take political action in support of the Jewish state, and to especially support the Rabin Medical Center.” Dr. Dan Oppenheim, CEO of Rabin Medical Center, addressed the many new friends of the hospital, urging them to visit and to support the hospital in its efforts to provide the very best healthcare for the citizens of Israel. ■

THE FUTURE OF GENETICS AND THE EFFECTS ON OUR LIVES
Sunday October 16, 2005, Boca Raton, Florida

Come here one of Israel’s leading geneticist, Rabin Medical Center
Professor Moti Shohat, speak on this subject

FOR FURTHER INFORMATION CONTACT

Ted Cott in Florida at 561-432-1417 / 561-313-0058
or Joshua Plaut in New York at 212-279-2522.

NEW CIRCLE ON THE MOVE

- **MARCH** – A group of forty New Circle members went upstairs at Studio 54 to attend the off-Broadway show *NEWSical* that satirizes politics and popular culture, proving the adage that laughter is often the best medicine.
- **APRIL** – On opening day, art advisor Michael Witmer gave a private tour of the New York Art & Antique Show to AFRMC's New Circle. Friends of Rabin Medical Center appreciate the idea that concern with hospital aesthetics aids in the healing process.
- **MAY** – The New Circle hosted Dr. Jacob Yahav, Deputy Director General for Rabin Medical Center, who discussed, "An Israeli Medical Institution Responds to Terrorism." Terrorism in Israel presents special challenges to the medical community, and New Circle members came to appreciate the difficulties Rabin Medical Center faces in developing strategies to respond to the potential of terrorist attacks. They learned that Israel shares its expertise with US medical and governmental agencies in an effort to help prevent global terrorism.

- **JULY** – Gathered together at the swanky Manhattan lounge Opia for happy hour, the New Circle discussed attending the screening of the movie *9/11/03: A Day in the Life of New York*, a documentary produced by New Circle member Richard Karz which members saw September 11, 2005. ■

CAFÉ ISRAEL

New Circle is launching Café Israel, an informal discussion group by invitation only for participants to discuss critical issues facing Israel. Every second Tuesday of the month, starting September 13, 2005 from 6:30-8:30 pm at Le Figaro Cafe, 184 Bleeker Street (212.677.1100) in Greenwich Village. September topic: "Pros and Cons of the Gaza Disengagement."

On Tuesday October 11, 6:30-8:30 pm, at Le Figaro Cafe talk about "Old Pope, New Pope: How Can Israel and the Vatican Improve Relations?" Guest Co-Moderator is Gary Krupp, the 7th Jew in history to be knighted. Krupp promotes improved Vatican-Israel relations through his Pave the Way foundation reconciliation projects.

Discussions, free of charge, are intended for professionals, executives and decision-makers who want to explore political, social, and cultural developments in Israel. To RSVP, call the AFRMC office 212.279.2522, email mconen@afmc.org or stop by Le Figaro Cafe.

NEW FRONTIERS

The director of the Department of Organ Transplantation at Rabin Medical Center, Professor Eytan Mor, recently visited New York City and spoke to American Friends of Rabin Medical Center supporters of the pioneering work in organ transplantation.

Rabin Medical Center conducts the majority - over 60 percent - of organ transplants in Israel. The statistics are impressive. From 1982-2004, Rabin Medical Center conducted

- **2045 kidney transplants, 265 of them on children**
- **32 kidney/pancreas for Type II diabetes**
- **242 liver transplants, 50 of them on children**
- **106 lung transplants**
- **and 93 heart transplants**

All of the transplants performed on children were carried out at the neighboring Schneider Children's Medical Center.

Rabin Medical Center is the first hospital in Israel to achieve a crossover kidney transplant where two partners exchange kidneys because their own donor was not a compatible blood type. Doctors also completed the first living-relative liver transplants - parent to child and adult to adult; the first successful split liver transplant operation - a liver is split into two parts and is shared between a child and an adult; and the first domino



(L-R) Dr. Eytan Mor with one of his liver transplant recipients, Mr Amzaleg Hanania

transplant - a block of heart-lung is transplanted in one patient and the removed heart is transplanted in another patient.

Prof. Mor pointed to new frontiers in embryonic tissue transplants and transformed hepatocytes to islet cells. New embryonic tissues are grown in animals and then transplanted into humans with the hope of self-regeneration. Also, great strides are occurring in immune suppression and drug protocols.

The long-range goals of Rabin Medical Center are to increase the number of liver transplants, and to improve pre-transplant patient screening and post-transplantation drug protocols. ■



DON'T MISS THE GALA DINNER OF THE YEAR!

Join Larry King and Middle East Presidential Envoy Ambassador

Dennis Ross to commemorate Yitzhak Rabin's life and legacy.

The dinner will take place at The Pierre Hotel, Sunday October 30 at 6:00 pm. Larry King will serve as our Master of Ceremonies. We are honored to host as keynote speaker Ambassador Dennis Ross, presidential envoy and distinguished Middle East diplomat, a senior fellow at The Washington Institute for Near East Policy, and author of *The Missing Peace: The Inside Story of the Fight for Middle East Peace* (Farrar Straus Giroux, 2004). Ross will pay tribute in his remarks to Yitzhak Rabin's life and legacy on the occasion of the tenth anniversary of Rabin's assassination. Ross will also analyze current Middle East crises in Iraq and Iran and discuss the Gaza disengagement. The Honorable Arnold Burns of The QuanStar Group, LLC will be our dinner chairman. The widely-acclaimed Jazz Museum of Harlem All-Stars Band will provide entertainment.

At this year's dinner, American Friends of Rabin Medical Center honor Patricia and Phillip Frost, M.D. Dr. Frost is a noted philanthropist and the founder, chairman and CEO of IVAX Corporation, an international company that discovers, develops, manufactures, and markets branded and generic pharmaceuticals and veterinary products. IVAX was recently acquired by Teva Pharmaceuticals of Israel, the largest generic drug company in the world. Dr. Frost will assume the position of Vice-Chair of Teva Pharmaceuticals. Dr. Frost also serves as Co-Vice Chairman of the Board of Governors American Stock Exchange.

This year's gala fundraising features Rabin Medical Center's unique accomplishments in utilizing advanced medical technologies to treat patients. Contributors to this year's dinner will be gratified to know that their gifts will be used directly to heal and improve the quality of patients' lives.

As in the past, our AFRMC members and companies will be given the opportunity to purchase corporate tables consisting of 10 seats, starting at \$7,500. Please contact the AFRMC office for sponsorship opportunities. Individual tickets will be priced at \$750.

Help us out by reserving early. To discuss how you can be involved in AFRMC's annual dinner 2005, please contact Deborah Jakubovic at (212) 279-2522. AFRMC looks forward to welcoming you at The Pierre Hotel. ■

HELP THE HOSPITAL THRIVE

Rabin Medical Center's leadership in organ transplantation, cardiology, cancer treatment and care, and women's health is made possible by donors, like you, who support the thousands of health professionals who are dedicated to providing the highest standard of medical care while preserving patients' dignity. Please consider the following ways to support Israel's premier medical facility:

GENERAL SUPPORT - You can provide funding that is flexible, supporting the most pressing needs to the most exciting new initiatives.

PROGRAM SUPPORT - You can direct your gift to an area of treatment, research or specialization that reflects the donor's interest. Donors who contribute over \$30,000 can have a wall plaque placed at Rabin Medical Center in their name or those whom they choose to honor.

CAPITAL GIFTS - You can provide funding for construction, renovation or purchase of medical equipment that enables patients to receive the most advanced and comprehensive care. Diverse opportunities are available for naming of buildings, wings, rooms, laboratories or equipment.

- **MATERNITY AND NEONATAL CARE WING**

Cost - \$1,500,000

- **CANCER RESEARCH WING**

Cost - \$6,100,000

- **CENTER FOR EMERGENCY MEDICINE AND TRAUMA**

Cost - \$12,600,000

GIFT CONTRIBUTIONS - You can give a meaningful gift for any occasion: a holiday, a birthday, an anniversary, or in memory or honor of a friend or loved one. A personalized card is then sent to the designee and the donor receives an acknowledgment letter.

BE A VOLUNTEER - Be a part of organizing American Friends of Rabin Medical Center special events, volunteer on to its public relations committee or help us find potential supporters, foundations and corporations that would be interested in becoming sponsors.

URGENT NEEDS

COST

Volumetric Infusion Pump(s)	\$1,400
Automatic External Defibrillator(s)	\$2,000
Special Orthopedic Bed(s)	\$5,000
Level One Hotline System	\$6,000
Closed Incubator for Newborn Nursery	\$15,000
Computerized Tomography System (CT)	\$120,000

Please contact Deborah Jakubovic at (212) 279-2522 to discuss support for any of these projects.

REUNITED AND IT FEELS SO GOOD



(L-R) Avraham Aviram and David Seigel

A hospital is not just for healing. Sometimes, it is a place to get reacquainted with long lost friends. So it was for 79-year old David Seigel of Herzliya and 75-year old Avraham Aviram of Petah Tikvah. They had not seen each other for 60 years when an unexpected, fateful meeting at Rabin Medical

Center reunited them at last.

While lying in his bed, David was in the mood for something sweet. When he walked out of his room, he met Avraham who heard his request and said he would be happy to bring David some chocolate from the cafeteria. The two began talking, and from his accent, David understood that Avraham was Romanian. Shortly afterwards, they discovered they were from the same town, had lived across the street from one another, and had been good friends during childhood.

Their paths could have crossed many times before. Both had immigrated to Israel in 1945 and had passed through the same refuge camp in Cyprus at the same time. But it took a hospital visit at Rabin Medical Center to rekindle their old friendship and to reminisce about their childhood in Romania. Now that they have reunited, they plan never to lose contact again. ■

STILL COOKING AT 109



(L-R) Alona Shelach, Head Nurse, Haloah Zlouf, age 109, and Dr. Yeheskel Levy, Senior Physician, Department of Ophthalmology

It's never too late to improve your vision. A 109-year-old woman, one of the oldest living women in Israel, decided she wanted to improve her vision. A cataract obstructed her vision. Dr. Yeheskel Levy, a senior physician in the Ophthalmology Department of Rabin Medical Center, performed a cataract

operation on the woman's left eye, after having carried out the same procedure on her right eyes two years ago.

Prof. Dov Weinberger, Director of the Ophthalmology Department at Rabin Medical Center, commented that, "we are aware that deterioration of the sense of sight in the elderly is one of their most prevalent problems and the hospital is especially attentive to their needs in this area." Many of the hospital's ophthalmology patients are over age 90 and so the hospital has an extremely experienced surgical staff that is attentive to both the mental and physical needs of their patients.

The patient, Mrs. Haloah Zlouf from Ramat Gan immigrated to Israel from Iraq in the 1950s. She speaks four languages, and is still cooking her famous Iraqi dishes for her large family, which includes 14 grandchildren and four great-grand children. When asked to give tips on her secret to longevity, she refused to answer, fearing bad luck. Yet her daughter-in-law said that her secret seems to be a life well lived, in happiness and joy. ■

IN THE NEIGHBORHOOD

FALAFEL ON THE RUN

Eating is an Israeli passion, so it is not surprising that just beyond the main gate of Rabin Medical Center is a small kiosk, a food shack that stays busy all day. Not very fancy, you can find something for everyone – from full meals to snacks. Operating into the wee hours of the night, a passerby can smell typical Israeli foods from afar. Be it falafel, schwarma, or schnitzel, you can have your choice stuffed into a pita with all the trimmings: humus and tahina, Israeli salad, and of course greasy fries. You can sit or stand or take your food to go. And don't forget plenty of napkins, because as every Israeli knows, the pita often overflows and can easily spill all over your clothes.

It would be hard to count the number of hospital visitors who have stopped here to have a snack, and you can even see patients in pajamas out for a snack. One woman came for a checkup in her ninth month of pregnancy and was told she was already in labor. She asked if she could take a walk and went to the kiosk for coffee and burekas (a Middle Eastern pastry stuffed with cheese or potato). Fifteen minutes later, she was back at the hospital delivering her baby. Now every time she passes the food shack, she is reminded of that very special day. So, next time you visit the hospital and want some local flavor check out the kiosk nearby. ■

Q: I work in a large company, in a position that involves a great deal of stress and pressure. Recently, I have been suffering from chest pains and would like to know how I can differentiate between pressure as a result of stress or stemming from a heart attack.

A: Unusual, severe chest pressure, especially if its onset is from stress or physical exertion, can definitely be a sign of a heart attack. If these symptoms occur and you have any suspicion that a heart attack may be the cause, you must call an ambulance immediately and go to the nearest hospital. Never drive yourself.

Intermittent chest pains, or pains that appear only when you are under pressure and abate once the pressure (the trigger factor) has subsided, may be a sign of angina pectoris, which is a thickening of arteries supplying blood to the heart. When these pains happen, you should consult your physician and have a series of examinations in order to get an accurate diagnosis.

Prof. Alexander Butler, Director of the Cardiology Department at Rabin Medical Center

Q: How many times a week should an adult eat red meat?

A: It is recommended that an adult eat weekly 4-5 portions from a meat group, but not necessarily red meat, because red meat is high in saturated fats and can raise bad cholesterol (LDL), thereby increasing risk of coronary heart disease. Meat is one part of a large protein group, consisting of meat, poultry, fish, dry beans, eggs, and nuts.

Proteins function as building blocks for bones, muscles, cartilage, skin, and blood. They are also building blocks for enzymes, hormones, and vitamins. Foods in this group provide protein, B vitamins (niacin, thiamin, riboflavin, and B6), vitamin E, iron, zinc, and magnesium. Fish is also a good source of Omega3.

During the last few years, a connection has been found between over consumption of red meat and heart disease and cancer. It would be preferable to eat fish, turkey or chicken. But don't forget, that it is also important to include portions of dry beans, such as soy, lentil, chickpeas, and white beans.

Sigal Frishman, Director of Nutrition and Diet Unit at Rabin Medical Center

Please send us any health questions you would like answered to afmc@afmc.org.

BEHIND THE STETHOSCOPE: LIVER SPECIALIST PROF. RAN TUR-KASPA



A third generation Israeli, Prof. Ran Tur-Kaspa makes his home at Rabin Medical Center as head of Medicine D and the Liver Institute. Since Prof. Tur-Kaspa joined Rabin Medical Center in 1995, the Liver Institute has become the leading center for liver research and treatment in Israel and receives referrals from all over the country. Prof. Tur-Kaspa conducts

intensive research on diseases of the liver, which is his specialty.

A bright, inquisitive child and a man of intense spirit, Ran fell in love with biology at an early age. Being a physician was definitely in his future. Fascinated by solving biological problems, he realized that the most direct way to effect cure was not only to conduct research, but also to treat and heal people.

At the age of 17, he enlisted in the Academic Reserve Corps and began medical studies at Hebrew University where he graduated with honors in 1972. He served as a physician in the Israeli Defense Forces, and during the Yom Kippur war he saved many lives on the battlefield.

He completed his army service in the Israeli Air Force at the rank of Lieutenant Colonel. For 19 years, from 1976-1995, he was a leading physician at Hadassah University Hospital in Jerusalem where he was the head of the Liver Transplantation Clinic.

Especially interested in the liver and liver diseases, Prof. Tur-Kaspa received a two year Fogarty Fellowship and Fullbright Award from the Liver Center at Albert Einstein College of Medicine in New York to focus exclusively on liver-related problems. During this time, he was awarded the American Liver Research Award.

Prof. Tur-Kaspa is married with three daughters. Yet, he finds the time to treat patients, teach, and conduct research. He teaches medical students at the Sackler School of Medicine at Tel Aviv University, where he also serves as Vice Dean and head of the Medical School. ■



**AMERICAN FRIENDS OF
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**American Friends of Rabin Medical Center
NEW YORK GALA DINNER
Sunday, October 30, 2005**

6:00 pm The Pierre Hotel New York City

DINNER CHAIRMAN **The Honorable Arnold Burns**



Larry King
MASTER OF CEREMONIES



Amb. Dennis Ross
KEYNOTE SPEAKER



Phillip Frost, M.D.
HONOREE