



**Looking good**  
ORT colleges fashion ties between France and Russia.

Page 2



**We are the champions!**  
Israeli school on top of the world after winning Kadima Mada robotics contest.

Page 7



**Building a future**  
ORT helps Liberians to put years of civil war behind them.

Page 8

# ORT's \$18m science city

The redevelopment of the heart of Kiryat Yam into a magnificent education and sports campus has been formally opened in the presence of the Schoenbaum family whose \$5.3 million investment made it possible.

Science and Technology Minister Rabbi Professor Daniel Herschkowitz and Education Minister Gideon Sa'ar addressed the ceremonies. And hundreds of local people came to welcome Betty Schoenbaum, the nonagenarian heiress to the Shoney's restaurant and motel chain in the United States, as she and her four children – Ray, Jeff, Emily and Joann – toured the three-acre site adjacent to the Rodman High School, which was refurbished as part of the project.

"I am just amazed, overwhelmed, awed and thrilled. The campus is very much more than I had imagined it would be – thanks to ORT," Mrs Schoenbaum said following her first look at the site. "It's an absolutely astounding complex that's going to help people for many, many years God willing."

Emily said: "I can't believe that they pulled all this together so rapidly... It has exceeded my expectations. It's really a dream come true."

And Joann added: "ORT is a major force for making wonderful things happen in this country and all over the world... May ORT have many more donors like my mom so that this continues."

The Schoenbaums spent a morning visiting the campus's D. Dan and Betty Kahn Science Centre, the library and performing arts auditorium, the science park, the planetarium, the Yamda Marine Observatory, the Ethiopian Heritage Centre, and the Aquatic Centre – where they were joined by Israel's first Olympic Gold Medal-winner Gal Fridman.

The glittering, high-tech Alex and Betty Schoenbaum Science, Educational, Cultural and Sports Campus is the result of an \$18 million campaign launched in October 2007. The campaign has also attracted funding from ORT America's Dan Kahn, Israel's Ministry of Education and the Kiryat Yam municipality.

The new campus forms the hub of an urban educational system for the use of everyone from elementary school pupils to senior citizens in and around the coastal city

It heralds a new dawn for Kiryat Yam, a largely blue-collar community of 45,000 – including many Russian and Ethiopian immigrants – where the average income is about 25 per cent lower than the national average.

Kiryat Yam Mayor Shmuel Sisso told a dedication ceremony at the high school:

*Continues on page 3*



Kiryat Yam schoolchildren thank Betty Schoenbaum for the new campus.

## Jewish ed in FSU on the ropes

The Jewish Studies departments in World ORT's smaller schools in the Former Soviet Union may be forced to close within weeks unless funds are found to meet the continued shortfall in the Heftsiba programme.

Some 170 local Jewish Studies and Hebrew teachers face redundancy unless their salaries can be funded, raising the prospect of thousands of Jewish children being left without the opportunity to learn about their heritage and develop Hebrew-language skills.

ORT's smaller schools, such as the Jerusalem school in St Petersburg and its high schools in Odessa and Samara, are among those likely to be hardest hit. The larger schools in Moscow and Kiev may be able to limp along but will be under even greater pressure to cut costs generally.

"The story of the future of Jews in the

Former Soviet Union is not yet written," said World ORT Director General and CEO Robert Singer. "Without the active, immediate and on-going support of fellow Jews around the world there may soon be little left to write about."

Heftsiba is the name given to the programme which channels financial and material support to the ORT, Or Avner and Shema Yisrael school networks to provide hot lunches, school buses and salary top-ups for teachers.

The International Fellowship of Christians and Jews (IFCJ) has donated funds to meet this year's social welfare component and is committed to meet next year's social needs. And Israel's Ministry of Education has provided the money to send Israeli teachers, known as shlichim, to the schools.

But if the money necessary to pay for local Jewish Studies and Hebrew

teachers is not forthcoming then the shlichim's role may also become redundant.

"As long as the Jewish departments are running somehow then we will send the Israeli teachers to the schools as our part of the agreement," said Avi Ganon, World ORT Representative in Russia. "But once the departments close there may be no point in doing that."

Heftsiba has been lurching from one financial crisis to another for two years but has been repeatedly brought back from the brink of collapse by last-minute emergency funding from various sources. But there are no signs of any such funding this time, Mr Ganon said.

"Schools have even borrowed money to meet shortfall but we're not going to do that any more because we don't have the resources to pay back further loans," Mr Ganon said.

# ORT Uruguay's 'daring project'

Uruguay's first degree course in biotechnology is underway at ORT's university in Montevideo.

ORT Uruguay trusts that the 50 students now studying for the three-year technical qualification and the four-year Bachelor of Science degree will spearhead the creation of a flourishing new industry that will enhance the country's buoyant agricultural exports.

A biotechnology laboratory equipped with 20 individual work stations, rooms for the cultivation of microbes and other state-of-the-art facilities was inaugurated in the presence of the Minister of Education and

Culture, Ricardo Ehrlich, and the President of the National Research and Innovation Agency (ANII), Rodolfo Silveira.

"This is a wonderful and necessary initiative," Dr Ehrlich, himself a leading biochemist, said. "It will undoubtedly have an impact."

The enormous cost of setting up such a high-tech laboratory meant that an injection of public money was vital, which is where ANII – Uruguay's main body for investing in scientific research, technological development and innovation – stepped in.

ANII President Silveira said initiatives

like ORT Uruguay's would enable the country to take a leap into the future.

"It is time to take a leap and leave behind the perception of Uruguay as a dull country. This laboratory is a step in that direction," Mr Silveira said. "We believe in the development of a new Uruguayan who is capable of changing the productive sector and we believe that providing quality training and knowledge are key factors. I am glad that the Government has supported a private university that is undertaking such a daring project."

ORT Uruguay University Rector Dr Jorge Grunberg said the institution was

committed to diversifying as well as modernizing the country's economic base.

"We believe that Uruguay has to nurture new types of industry," Dr Grunberg said. "So ORT has been involved in developing new technology-based industries. For example, a United Nations study has shown that half of all the computer-related workers in Uruguay were trained by ORT. Biotechnology has a future: it can become an export industry in the medium to long term."

Since 2005, ORT Uruguay has been ranked among the world's top 500 universities by the Times Higher Education Supplement's annual survey.

## JUMP leaps forward

ORT's pioneering mentoring programme for senior students at Jewish day schools in Britain, JUMP, aims to double the number of teenagers it helps this year.

Following the success of its inaugural year, in which 50 ambitious young people were matched with mentors with expertise and experience in professions they are interested in pursuing, the Childwick Trust has provided funding for an expansion of the programme.

Those who get through the rigorous selection process will enjoy six sessions with their mentor, including advice on how to prepare a CV, a workplace tour and attending a real workplace meeting. They will be expected to write notes on what they have learned and supplement their files with additional research on the career in question and their mentor's own company.

Liz Mason, Head of Year 12 at Britain's largest Jewish day school, JFS, said: "JUMP is a fantastic programme. Speaking to the kids

who did it last year they said it reinforced their desire to study in a particular field and others said it gave them access to work experience that they wouldn't have been able to get otherwise."

Among those kids was Julia Sidon, who was awarded a £150 shopping voucher for the best portfolio recording her experiences with her mentor, dentist Suzanne Barnett.

"I honestly thought it was very good," Julia said. "My mentor found work experience for me with a periodontist. I got a proper feel for what it's like to be a general practitioner thanks to her."

JUMP founder and Director Julia Alberga said it was not only an opportunity for students to have an early insight into their intended career.

"It is also seen as Jewish corporate social responsibility, a way for individuals to give back to the community by giving of their work time to young Jewish students starting on their path in life," Ms Alberga said.



Julia Sidon, centre, receives her award from Julia Alberga, left, and Suzanne Barnett.

## Franco-Russian style alliance



Newly-crowned Miss Pays d'Alsace Christy Lacour, centre, and runners up in the regional beauty contest parade clothes designed and made by fashion students at ORT Strasbourg specially for the event.

Four fashion students and three teachers from Moscow ORT Technology College have spent a week in Strasbourg learning about the ORT college there in the first exchange visit between the two institutions.

They collaborated on design work and the Russians attended the Miss Alsace competition, whose contestants wore clothes designed by ORT Strasbourg students, as well as shared information about their own courses and pedagogic techniques.

"This kind of exchange is a really logical step for members of the World ORT network to take," said ORT Strasbourg arts teacher Richard Aboaf, who was in charge of organising the visit. "It's all about mutual enrichment. They see how things are done in other countries, how their subject is taught and how careers differ."

Moscow has considerable expertise in teaching fashion, being regarded as Russia's leading provider of vocational training for the industry. Its students regularly win city- and nationwide fashion contests and enjoy master classes with internationally renowned Russian couturiers.

Strasbourg, on the other hand, is busy expanding a BTS diploma course in fashion design which it launched less than two years ago. The two-year, post-high school course enables students to study at a Masters level in university.

"It was a really wonderful experience," said Moscow student Anna Lyapkova. "We learned a lot and we have made new friends. We'll be keeping in touch using MySpace. And it may prove useful professionally to have an international network. We were able to communicate easily using English as the common language."

The visit follows the 2008 signing by ORT Strasbourg Principal Claude Sabbah and his Moscow counterpart Yuriy Mironenko of a bilateral agreement to ensure that the best education and training is available to their students regardless of national boundaries.

## Message from the Director General



In 2007, Bloomberg Businessweek reported on the crisis in Israeli education. The magazine reported that Israeli students, who had topped international rankings in maths and science in the 1960s, were now ranked below their peers in Thailand and Romania. The 2004 Nobel laureate in chemistry, Aaron Ciechanover, was quoted as warning, "Our most important resource is brain power, and if we don't foster this then our society is at risk."

What Businessweek did not report was that the seeds of a systemic regeneration had been planted just a few months previously with the launch of World ORT's partnership programme – Kadima Mada.

In the four years since then, we have implemented a total of 835 projects in more than 60 municipalities. Together with our partners at local and national government levels, World ORT, through Kadima Mada, has provided teachers with properly equipped staff rooms, popularised and updated the learning of science and technology and is revamping education provision for hospitalised children.

Thanks to the generosity of Seymour Schulich we are spearheading the widespread introduction of "smart classes", in which Interactive Whiteboards and laptops put paid to the passive learning of previous generations. According to the Henrietta Szold Institute's independent evaluation, this new way of learning motivates students and raises standards.

Kadima Mada's efforts have focused on the under-resourced peripheral communities of Israel and the benefits have ranged from significant to startling. In Kiryat Yam, for example, the rolling out of components of the Alex and Betty Schoenbaum Science, Educational, Cultural and Sports Campus, has seen the blue-collar city take poll position in the Haifa region's matriculation results after decades at the bottom of the board.

None of this could have been possible without the close cooperation which Kadima Mada has enjoyed with our partners in Israel – an "excellent relationship" as Dr Shimshon Shoshani, Director General of the Ministry of Education, characterised it during a meeting we had in New York with Federations, foundations and others to discuss the next step: a partnership between the Israeli Government and the Diaspora to bridge the digital divide between Israel's northern and southern peripheries – a multi-million-dollar programme which promises to be another nail in the coffin of the doomsday editorials.

Our collaboration does not end at Israel's borders. During a visit to our school in Moscow, Education Minister Gideon Sa'ar displayed a welcome openness to new ideas and appreciation of the financial problems facing Jewish school networks in the FSU. We are now discussing with his ministry how to resolve these issues.

It is a strong sense of teamwork which has also strengthened ORT's response to the financial crisis. As donations have declined in the USA, I am grateful to other national ORT organisations which have managed to step up their contributions while our new development team uncovers alternative sources of funding.

You may be surprised by the upbeat tone of this message, coming as it does at a time of austerity and anxiety. But the achievements outlined here are not diamonds in the dust, they are the tip of an iceberg, the most visible accomplishments of an organisation whose massive contribution to society we should all be proud to support.

**Robert Singer**

# \$25m Smart Class surge in Israel

World ORT is spearheading the introduction of interactive educational technology in Israel's under-resourced southern communities thanks to a \$4.3 million investment by Canadian philanthropist Seymour Schulich.

Mr Schulich's initial \$2.1 million donation in March enabled World ORT to launch the pioneering programme in the north of Israel through its programmatic arm in the Jewish State, Kadima Mada. By the end of the summer vacation 206 classes in 40 schools in 13 communities were fitted with Interactive Whiteboards, laptops and other equipment. Another 209 Smart classes, as well as training for teachers in their use, will be rolled out over the next two years.

The programme will "bring about an educational and social revolution," said Sylvan Shalom, the Minister for Development of the Galilee and Negev and Vice Prime Minister.

This, the first stage of what has been named the Schulich Canada Smart Classroom Initiative, follows Kadima Mada's two-year pilot programme in which 10 Smart classes were installed in each of six schools, more than tripling the number of such classrooms that were then in use throughout the entire country.

Mr Schulich donated a further \$2.2 million over the summer which, together with \$1 million from the UJA Federation of Greater Toronto and funding from World ORT, the Ministry for Development of the Negev and Galilee, the Ministry of Education and municipalities, has paved the way for a second stage to help disadvantaged communities in the country's south.

"Mr Schulich sees this project as a 'game-changer' in terms of the delivery of education for the vital communities situated on the geographic and economic frontiers of Israel," said Toronto Jewish

Federation CEO Ted Sokolsky. "For him and the Toronto Federation this is about adding a sense of pride and confidence for students and teachers alike, as well as entire communities, using education as the key to a better future for all."

The Schulich Initiative so far represents a total investment of more than \$25 million (NIS 95 million) which stands to benefit more than 50,000 students and nearly 5,000 teachers in dozens of communities.

"It is an enormous leap in progress for the Israeli education system," said World ORT Director General and CEO Robert Singer. "Thanks to the generosity and vision of Mr Schulich and the Greater Toronto Federation, World ORT and its partners are taking action which promises to unlock the latent potential of Israel's next generation and thus ensure the country's security and success on the world stage."

*Continued from page 1*

"This campus integrates values, culture, science and knowledge in a unique way and also combines and showcases the characters of its initiators. On one hand the honoured Schoenbaum Foundation and family, who recognised the potential we have here, on the other hand [World ORT's programmatic arm in Israel] Kadima Mada who knew how to take the potential and turn it into something productive, and lastly us – each and every one of us – doing all that we can to justify your hopes and investment in us."

Rabbi Professor Herschkowitz said: "It is very important that science is made accessible to as many people as possible. I have no doubt that this great enterprise will help local people of all ages to connect with and become involved in science and technology."

In the evening, Mr Sa'ar was joined by other VIPs including former Deputy Prime Minister Shaul Mofaz, Knesset member Shlomo Mula,



**Education Minister Gideon Sa'ar thanks Betty Schoenbaum.**

and the Mayors of Kiryat Bialik, Nesher, Sha'ar HaNegev, and Lower Galilee, together with ORT America's President, Shelley Fagel,

and Past President, Doreen Hermelin, and World ORT President Dr Jean de Gunzburg for a celebratory event with music, dance and lasers at the Kiryat Yam stadium.

Education Minister Gideon Sa'ar welcomed the cooperation between his department and Kadima Mada in Israel's periphery, of which the new campus is a key part.

"Every municipality knows that education is the key," he said. "This campus combines education, science, culture and sports to create a unique, quality environment for young people."

Dr de Gunzburg said after the ceremony: "This has been a fantastic partnership between the Kiryat Yam municipality under Mayor Sisso, World ORT and the Schoenbaums. These elements combined to make this project work. All the facilities are great and the students, who have already been using them, think the campus is incredible. It's just a complete transformation of the area."



**Hundreds of local people gave an ecstatic welcome to Betty Schoenbaum**

# ORT wins medals for Argentina

For the first time, Argentina's national team at the prestigious International Olympiad in Informatics (IOI) has relied completely on the skills of students from a single institution – ORT.

The IOI, which was held at Canada's University of Waterloo, is one of the world's top computer science competitions for secondary students and this year attracted 300 competitors from scores of countries.

Argentina's historic team comprised Gonzalo Avila Alterach, Martín Fixman, Lucas Tavolaro Ortíz and Ariel Zylber.

Martin and Ariel won silver and bronze medals respectively, taking their country to second place among Latin American competitors, and adding to the five medals won by their ORT schoolmates at science competitions held at the same time in Peru and Argentina.

The students' sterling performance vindicated ORT Argentina's educational approach, said their beaming principal, Viviana Jasid, who three months ago saw an ORT team beat rivals from universities and businesses across the Americas to win a place in the world final of the Talent and Innovation Competition (TIC) in Taiwan.

"We stimulate and encourage the students so that they excel in the subjects they like the most," Ms Jasid said. "In this way they can

develop their full potential. That's why we call ORT Argentina the school of opportunity – both for students and teachers."

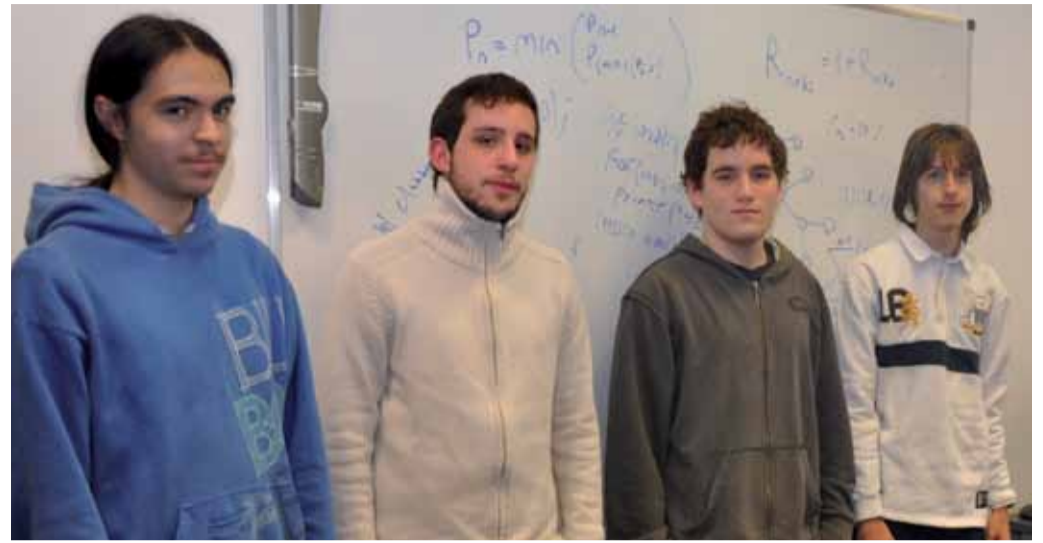
Rogelio Garcia Llano, the Director of Olimpiada Informatica Argentina (OIA), the Education Ministry-backed programme which organises the domestic heats to decide who goes on to the international contest, said the school's role was vital.

"Undoubtedly, the students' talent and willpower were attributes required to get the best results, but it was also fundamental that the school should devote a solid infrastructure to informatics," Mr Garcia Llano told Argentina's national news agency, Telam.

After being chosen for the national team, Lucas Tavolaro Ortiz, 17, praised the support provided by ORT Argentina.

"The trainers and the workshops organised during the break after lunch are crucial for our preparation," Lucas said.

Ariel, who also won gold at this year's Cono Sur contest in Brazil as well as a bronze at the International Mathematical Olympiad in Kazakhstan, added: "We have very good maths teachers and the school helps me a lot to attend the international competitions. It would have been very much harder to advance the way I have done in maths at any other school."



Trailblazers: Gonzalo Avila Alterach, Martín Fixman, Lucas Tavolaro Ortíz and Ariel Zylber.

## ORT a centre of excellence for Hewlett-Packard

ORT has received high praise for its partnership with Hewlett-Packard in implementing training programmes in the Former Soviet Union.

On a recent visit to ORT House in London, Dr Jelena Godjevac, President and CEO of HP's Micro-Enterprise Acceleration Institute (MEA-I) in Geneva was effusive in her assessment of ORT's contribution

"ORT is by far one of the best partners we have ever had," she said. "When I started to work with ORT in 2005 it immediately showed strong commitment and a clear vision of what to achieve. The relationship built with us is long term and based on great confidence that ORT does things very well and reports precisely and quickly."

Dr Godjevac's comments came as ORT and HP were transforming and expanding the entrepreneur training programmes which they provide at 16 centres across Russia and Ukraine.

The Micro-enterprise Acceleration Programme (MAP) and Graduate Entrepreneurship Training through IT programme (GET-IT), which ORT Russia has developed to award-winning standards, have been replaced by a new programme – HP Learning Initiative for Entrepreneurs (LIFE).

ORT is HP's exclusive partner in the FSU region and is named a centre of excellence on the HP-LIFE website, alongside the United Nations Industrial Development Organisation (UNIDO) and the MEA-I.

While at ORT House, Dr Godjevac met ORT educators from 12 countries who had been brought together for the World ORT Hatter Technology Seminar and saw presentations about the organisation's schools and other programmes.

"What I learned is that ORT is really doing a good job. Vocational education is not easy, it's a long term investment, but it's a really worthwhile investment. I saw a search for excellence at the Seminar and I enjoyed it," she said.

Like its predecessors, LIFE is aimed at people starting up, running, or working in micro-enterprises. The curriculum is split into business modules – marketing, operations, communications and finance – which are subdivided into topics such as website management, financial graphics and IT security. Unlike MAP and GET-IT, the new curriculum is also split into different entrepreneurship levels in order to address people with varying degrees of experience in business and with varying technological skills.

## ORT Kiev joins Microsoft's international elite

The ORT Kiev Technology Lyceum has become the only school in Ukraine to be chosen by Microsoft to join its small, international group of innovative schools.

The Lyceum's selection as a Pathfinder School brings it shoulder-to-shoulder with the ORT de Gunzburg High School in St Petersburg, which last year became the only Russian school to make the grade.

"We were shocked when we heard the news," said the Lyceum's delighted principal, Yuriy Kinkov.

His was one of 56 schools selected from 114 applicants in 48 countries to be part of the Microsoft Partners in Learning Innovative Schools Programme, a 10-year, \$500 million commitment by the company to help schools and teachers use technology to advance teaching and learning more effectively.

"You have demonstrated strong school leadership with a proven record of innovation and successful change implementation," Microsoft's acceptance letter stated. "Additionally, you have a vision for learning and have already started on the road to reform and improvement."

It is a welcome morale boost for the school community. Established in 2000 as an elite secondary school with a competitive admissions policy, the ORT Kiev Technology Lyceum received significant funding from renowned financier Ron Baron. But it has been battling with years of intensifying financial problems resulting from the collapse of the Heftsiba funding system.

Deputy Principal Sergey Dzuba, who managed the Lyceum's application to become a Pathfinder School, said: "Participating in this project will provide our school with the opportunity to share experience in the use of innovative technologies in education with other schools from around the world using modern communication tools. It's an opportunity for subject teachers to raise their lessons to a new level, making them more interesting and efficient."

World ORT's Chief Programme Officer, Vladimir Dribinskiy, added: "What Microsoft is introducing to the schools is in line with our understanding of the main trends in ICT in education; for example, how to make the library more accessible; how to make textbooks and curricula available to students and parents at home; how to share educational resources between institutions; how to create synergy of teachers' experience and skills across national boundaries."

## ORT SA helps kids meet their goals



It is good to have goals in life – especially when you have ORT on your side. Just ask any of these 16-year-olds, a few of the 200 Jewish and non-Jewish teenagers who recently completed the first year of the pilot Geared for Life programme, a three-year intensive course which allows participants to obtain a tertiary vocational qualification while completing high school.

Geared for Life offers a range of practical qualifications, from Marketing and Project Management to Paralegal and Nail Technology; it is aimed at giving the learners the upper hand when they finish high school, as they will have a nationally recognised qualification with

professional experience as well as their high school matriculation.

At the end of year celebration, pictured, awards were presented to those learners who had shown a combination of excellent attendance, consistent marks and a generally positive attitude.

The success of the pilot programme has led to the launch this year of Geared for Life Too, which has attracted more than 1,000 learners.

The programmes are supported by the Service Sector Education and Training Authority (Services SETA), which uses taxation on companies in service industries to raise the skills level of their workers.

# Focus on ORT India

For the Bnei Menashe of Manipur, Mumbai isn't a city of dreams; it's a necessary stopover to the Promised Land. The community of 3,000 claims descent from Menashe, one of Israel's ten lost tribes. Their oral histories describe their departure from Eretz Israel 2,700 years ago and their journey across West Asia, China and Burma to India while their songs speak of the Exodus.

But the Bnei Menashe were formally recognised as descendants of Israel only in 2005. That decision spelt change for the community and many young Manipuri Jews have decided to exercise their Right of Return to Israel.

At its centre in the Mumbai suburb of Worli, ORT India offers vocational programmes to help them assimilate into Israel. It prepares Bnei Menashe youth for jobs both in Israel and India, becoming at once a place of hope for Jews in Manipur and a place from which Manipur's Jews can hope to make the leap beyond.

*Time Out India* sent journalist **Rachel Lopez** and photographer **Amit Chakravarty** to ORT India to find out more. It is reproduced here by permission.



Most of the teachers at ORT are Marathi-speaking Bene Israel from the Konkan while the students tend to chat in the Manipuri tribal language of Thadokuki; the textbooks are in Hebrew and the medium of instruction is English. "Thankfully everybody understands Hindi," said Sharon Galsurkar (left), who conducts classes in Judaism.

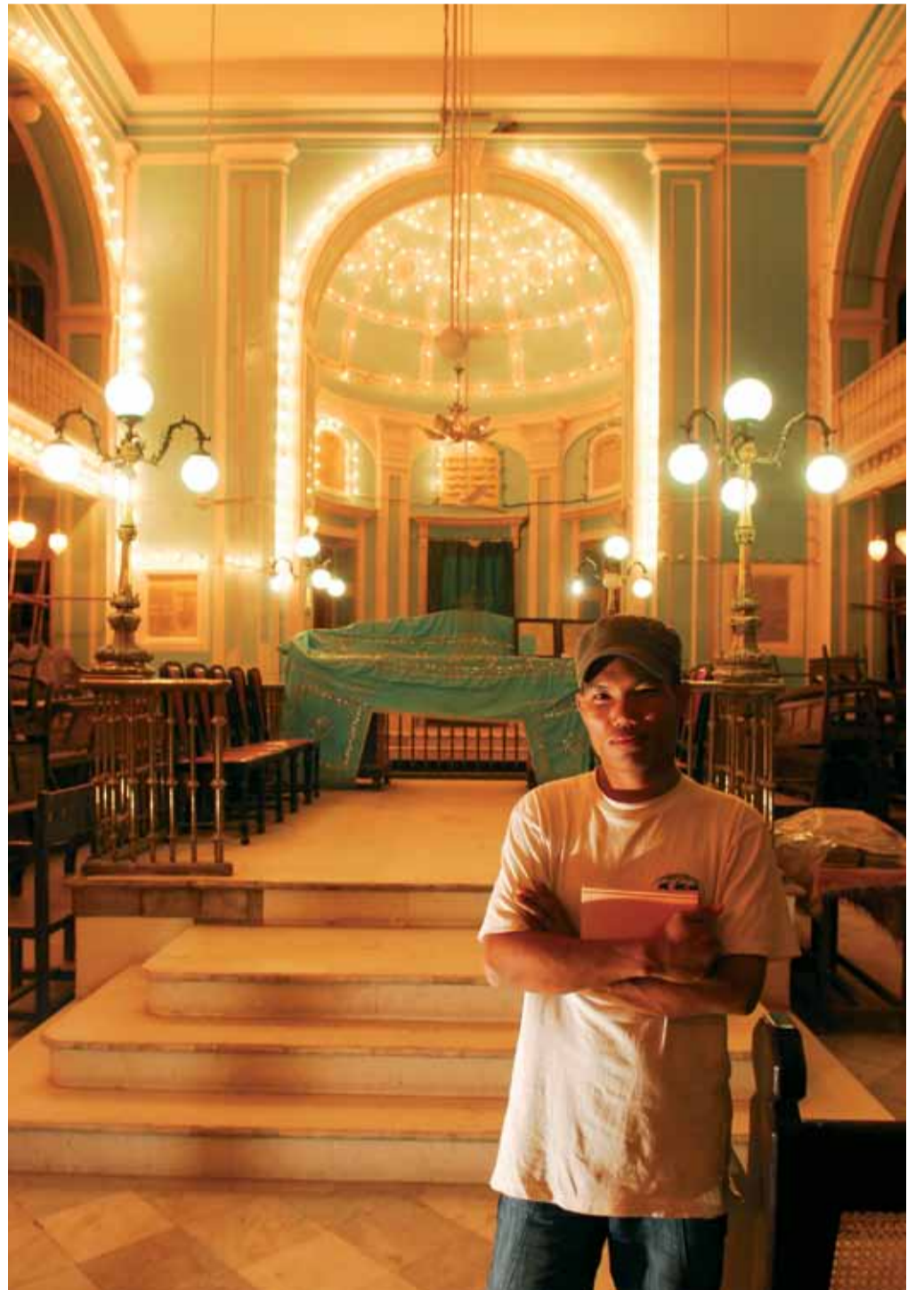
Photos: Amit Chakravarty



Switching hiking for lots of staircase climbing, students make the seven-storied ORT headquarters in Worli their home, school, workshop and epicentre of activity. The building has a girls' hostel (the boys are housed in Byculla), computer rooms, tool-making workshops and a training salon, with a pre-school and school for special education on the bottom floors.



ORT has a well stocked kosher kitchen. The girls take it over for Saturday night dinner. That's when meals of rice and vegetables are wolfed down with mini-mountains of fresh, salted, green chillies on the side. They're still not hot enough for the Manipuris. "The ones back home are bigger and hotter," said Ariellah Guite.



Ezra Haochungnung Mate, 27, has been attending the weekly services at Byculla's Magen David Synagogue for a year, which is about as long as he's been in Mumbai. But he has been praying about travelling to Israel for even longer. "Since before I was born," he said. "My parents dreamed for the Promised Land for many years." Armed with computer skills, a familiarity with design software and several classes in Jewish culture at ORT, he's perhaps closer to the dream than his parents ever were. "I want to serve in the Israeli army," said Mate, who missed out on the Indian Army because he was too old.

# ORT Uruguay draws on Californian expertise

Two ORT Uruguay design students have returned to Montevideo enriched in more ways than one after spending six weeks at the California Institute of the Arts (CalArts).

Florentina Perez and Sebastian Perez (no relation) spent the time in Los Angeles studying with the world's leading teachers of animation thanks to an academic collaboration programme agreed between CalArts and ORT Uruguay last year.

While there, they helped to create entries for PSAid, a nationwide Public Service Announcement (PSA) contest sponsored by the Centre for International Disaster Information.

The team's two entries won first and second places respectively netting a total of \$17,000 prize money.

"The concept for Helping Hands was my idea and it was quite something for me personally that the class decided to go with it. It was the most gratifying part for me – much more than the money – because the students at CalArts are very talented people," said Florentina, 23, who has been studying at ORT Uruguay for three years.

For Sebastian, 22, the time at CalArts was

Among the CalArts faculty members who have been sharing their expertise with students, educators and working professionals is Walt Disney theme parks' animation director George Scribner.

Mr Scribner, who has worked on numerous features for Disney over the past 30 years, including *The Lion King*, was delighted to find a university of the quality of ORT Uruguay.

"It's a case of 'who knew?!' I've never been south of Panama. [ORT Uruguay's] vision is pretty impressive."

Coming from an educational environment which selects the best applicants from a large pool of committed artists, he appreciates the challenge of teaching students with a broader range of experience.

"CalArts students have been drawing

his first time in the United States.

"It was amazing, like something from another world," he said. "It was an excellent experience: everyone was so talented, you learn from everyone."

They were the first ORT Uruguay undergraduates to benefit from the university's collaboration with CalArts, a two-year programme to raise digital animation

their entire lives and have known what they want to do all their lives. At ORT there are those who are quite good to those who are just beginning," Mr Scribner said. "At CalArts we train artists to become actors with pencils, to be able to perform on paper, the level of artistry is already there when they come to us. In Uruguay it's trickier. But I like it. The students are very open to what I'm trying to communicate."

He paid tribute not only to the skill and open-mindedness of ORT Uruguay's educators.

"I show them our approach to teaching – how we're looking for compelling story tellers, not just people with the ability to draw. We need people who can draw a story; it's a verb. The teachers here get it; they are way ahead of me."

skills in Uruguay to international level.

"We strongly believe that we should be producing more service industry products – such as digital animation – rather than rely on primary produce," said ORT Uruguay Rector Dr Jorge Grunberg. "This is all part of our strategy to bring new disciplines to Uruguay. ORT Uruguay is different from other universities



**Wealth of knowledge:** ORT Uruguay design students Florentina and Sebastian Perez won a share of \$17,000 prize money while studying at CalArts.

because we're not duplicating another degree for teaching law, for example. We are innovating; we're bringing to Uruguay – and to Latin America – new disciplines which are not being taught at an internationally competitive level."

## David Susman z"l, 1926 - 2010

David Susman, Honorary Life president of ORT South Africa and Founding Chairman of the ORT-Tech Institute, was loved and admired for what has been described as a formidable combination of a good head and a good heart.

In decades spent at the helm of Woolworths, Mr Susman was pivotal in making the business an icon in South African retail.

But his vision and courage stretched far beyond the boardroom. Having served in the infantry in World War Two, he postponed his re-entry to civilian life instead volunteering to fight in Israel's War of Independence during which he was seriously wounded.

The sense of duty which took him to Israel underpinned a strong philanthropic career, notably a massive contribution to ORT over more than 50 years. In that time

his active participation and inspirational leadership in a host of educational initiatives have enriched the lives of thousands of teachers and students.

Were it not for his highly effective chairmanship of ORT-Tech (which trains educators in the teaching of maths, science and technology) between 1994 and 2008 it is debatable whether so many Jewish and non-Jewish schools in South Africa would today be benefitting from ORT programmes.

His contribution was recognised two months before his death by naming ORT-Tech's new headquarters in Cape Town after him.

ORT-Tech Chairman Dorienne Levitt said at the time: "David makes the world a better place by what he does and by what he gives to others. He doesn't stop at 'good enough', he goes beyond that to something fabulous and great. He thinks

big but in the most elegant ways."

And Honorary President of British ORT Sir David Sieff, who attended the opening of the building, noted that an estimated 250,000 children have had some basic exposure to maths, science and technology

as a result of ORT-Tech training undergone by their teachers.

Mr Susman had given "a lifetime's dedication" to ORT, Sir David said. "If it wasn't for David's commitment and generosity, I'm not sure where ORT SA would be."



ORT Tech Trust Past Chairman David Susman (wearing kippah) with, from left, British ORT Honorary President Sir David Sieff, ORT Chair Western Cape Nilly Baruch, ORT South Africa National Chairman Irwin Lipmworth, ORT SA National Vice Chairman Ricci Lyons, ORT-TECH Trust Chairman Dorienne Levitt, and ORT-Tech Director Alta Greef.

## Professor Anatoly Grinberg z"l, 1939 – 2010

Professor Anatoly Solomonovich Grinberg was instrumental in bringing ORT back to Belorussia more than 60 years after it was closed down by the Soviet authorities and his dedication to ORT's mission made him the obvious choice as its national director in 2001.

Born in Minsk shortly before World War Two, Professor Grinberg graduated from the Belorussian Polytechnic Institute with a degree in Mechanical Engineering. In 1961 he graduated from the Leningrad Polytechnic Institute in Radiotechnics and enjoyed international renown for his work in the field of cybernetics.

A double-winner of the prestigious Soviet State Prize, he became the founder and first head of the Chair of Information Resources Management at the Academy of Public Administration under the aegis of the President of the Republic of Belarus; and in recent years he held the Academy's Chair of Economic and Mathematic Methods of Management.

His academic prowess – he published more than 300 scientific works and was an academian of the New York Academy of Sciences, the International Informatisation Academy, and the International Academy for Information Technologies – meant he had a particularly deep appreciation of ORT's educational mission. And he liked the flexibility ORT enjoys due to



**Professor Anatoly Grinberg.**

its non-governmental, non-religious and non-political status.

Under his direction, ORT Belorussia grew in size, status and effectiveness. In addition to operating the Byalik High School, it provides services through training centres in Minsk, Gomel and Polotsk and actively cooperates with other communal and non-Jewish organizations, institutions and companies.

With his death World ORT has lost a very good friend as well as a tireless, enthusiastic and highly skilled colleague.

He is survived by his wife, Svetlana, and daughters Olga and Tatiana.

# School's in for summer

Israel's first female Nobel Prize-winner, Professor Ada Yonath, became an unexpectedly familiar face at the Raya Cowan International Science Summer Camp.

Professor Yonath – co-winner of last year's Nobel Prize for Chemistry for her work on ribosomes – delivered a lecture to the 19 high school students from eight countries that World ORT had brought to the Weizmann Institute of Science for this year's summer camp.

But she surprised everyone by repeatedly visiting her laboratory to see how two students who were performing research there were getting on. Ofek Aloni and Matheus Esteves Ferreira were using X-ray crystallography to determine the three-dimensional structure of lysozyme – an enzyme responsible for breaking down the sugar coating of bacteria, killing them by causing their cells to rupture.

"It was a project that Ada worked on at the start of her career at the Weizmann in the 1960s," said Dr Matthew Belousoff, who was mentoring the students. "She got really involved with them; she sat with them every day to see what they were doing, getting them to show her their results and would tell all the old stories. She's normally very busy and doesn't even see me – and I work with her! But she got all excited about seeing the kids working on one of her old projects."

For Matheus, a student at ORT Brazil, the

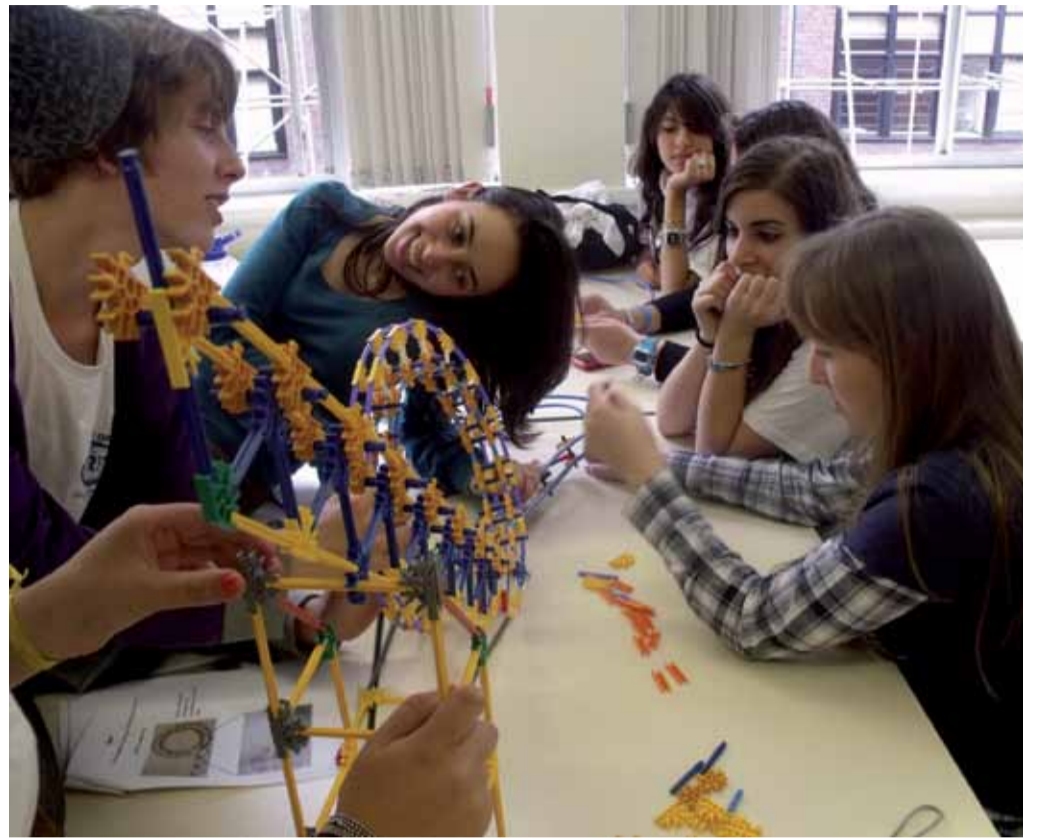
experience was a dream-come-true.

"I never imagined that I would be so close to a Nobel Prize laureate!" he said. "The summer school has been amazing. Since I was a child I have wanted to do research, maybe because my family is involved in science. Being at the Weizmann Institute, which is the second top research institute in the world, and working in Professor Yonath's lab – it's a once in a lifetime opportunity."

Split into small groups, the students from Israel, Argentina, Brazil, Mexico, Kyrgyzstan, Moldova, Lithuania, Bulgaria and Italy pursued projects ranging from using computers to simulate and study the collisions of sub-atomic particles as measured at the Large Hadron Collider at the European Laboratory for Particle Physics to investigating the function of cells responsible for the removal and adding of skeletal bone.

Meanwhile, in London, dozens of teenagers from nine countries came together for the latest World ORT Rosner English and Science Summer School. In addition to intensive English language learning, the kids were stimulated by forays into science and technology – and still had time for sightseeing.

In addition to the core benefit of improving her English, a tour of the Hunterian Museum at the Royal College of Surgeons was particularly appealing for Israeli participant Bat-El Ranya, 16.



Summer time and the learning is easy: students at the World ORT Rosner English and Science Summer School get to grips with principles of engineering at Royal Holloway, University of London.

"I have dreamed of being a surgeon since I was nine years old," said Bat-El, a student at Tefen High School in the Galilee. "My grandmother got cancer and I felt weak

because I couldn't do anything. I want to improve my English because it is a very big part of being a doctor: most of the research and information at university is in English."

## Kadima Mada paves way for robotics champs

An Israeli school supported by Kadima Mada has won the world championship title at the largest open international robotics competition to be held in the United States.

The Misgav School's stunning victory over more than 110 teams from China, Israel, Indonesia, Canada, Portugal, India, South Korea and the United States follows a strong showing in a national Israeli competition sponsored by Kadima Mada.

Five of the seven teams which Misgav entered into the Kadima Mada Israel competition finished in the top 10 which qualified them for the American contest. Of those, four won first place in their particular categories at the 17th annual Fire Fighting Home Robot Competition at the elite Trinity College in Connecticut. And Misgav teams took first, second and third places in the robotics Olympiad, which tested theoretical knowledge, which was also part of the event at Trinity.

But it was the team comprising Eyal Shifman, Ram Gerassy, Yuval Zach-Zlica and Zur Shental which took the overall title thanks not only to the outstanding performance of their robot (named K.O.F., King of Falafel, in honour of the team's favourite food) but also to their superb theoretical knowledge and the quality of the poster they produced explaining the design of their robot.

Just as they did for the Kadima Mada Israel contest a month earlier, the Misgav students designed autonomous robots which could navigate a random maze simulating a four-room home to find a candle and extinguish it.

"We are very happy. The kids worked very hard and got a good result," said coach Haim Dribin on their return to Israel. "They learn a lot during the building of the robots; it's very important to give them this opportunity for practical and experiential learning – theoretical learning

is not enough."

It is the second year running that Kadima Mada has sponsored the Israeli competition.

Kadima Mada Executive Director Rony Kalinsky said: "We realised that students did not have exciting projects to stimulate their interest in science and technology.

So, in collaboration with the Ministry of Education, we decided to sponsor this competition. I am delighted to say that it is attracting more and more entries, including from students exhibiting a broader range of ability and particularly from girls who are overcoming a cultural bias against their participation in science and technology."

## Technology – just what the doctor ordered!

Digital cameras and computers provided by World ORT's Kadima Mada-Kav Or programme are giving patients as young as five at Barzilai Hospital's Mental Health Centre in Ashkelon an effective new way to express their feelings.

For the autistic, traumatised and other children being treated at Barzilai Hospital's outpatient clinic the equipment, which was acquired thanks to a donation by New York-based corporate lawyer Stephen Rasch, opens the door to greater communication.

"Most of the children have communication problems; they have difficulty in learning and in staying focused and concentrated," said Head computer teacher Naor Epstein, who shows the youngsters – some of whom have been traumatised by years of rocket attacks from nearby Gaza – how to use the cameras, computers and relevant software.

"But the cameras open a way for them to show what they think of the world and what they feel in a way that they couldn't before. They open up and start to show an interest and to talk about things that they never talked about before. This is something I'm very happy to see and I'm

very grateful. We can all see the progress that the children are making thanks to the new equipment."

Kadima Mada-Kav Or's services at the 500-bed Barzilai Hospital are just one part of the educational programme provided in the paediatric departments of all 27 of Israel's public hospitals by World ORT with the financial backing of the SASA Setton Foundation.

Mr Rasch, a partner at international corporate boutique firm Loeb, Block and Partners, decided to act upon a long-held desire to support ORT.

"I feel that I owe some debt of gratitude to ORT because of the good work they performed for my parents many years ago," he said.

His father, Albert, taught at the ORT school in the Munich Displaced Persons camp after his liberation from Dachau. It was there that he met his future wife, Esther, who had survived the war in Hungary and come to the ORT school to learn sewing. They were among some 80,000 Holocaust Survivors trained and educated by ORT in Austria, Germany and Italy between 1945 and 1951.

"It seems to me that everything that ORT does is very worthy," Mr Rasch said.



Teacher Haim Dribin, centre, with his winning team (from left) Zur Shental, Ram Gerassy, Eyal Shifman, and Yuval Zach-Zlica.

# Soros supports World ORT in Liberia

Billionaire philanthropist George Soros has invested \$1 million in an ORT project to help former child soldiers and other young people in Liberia acquire work skills of value in an era of peace.

The West African country has emerged from 14 years of civil wars during which a generation missed out on the schooling necessary for success in civilian life.

Thanks to the grant by Mr Soros's Open Society Institute (OSI), World ORT's International Cooperation Department (ORT IC), which has been implementing non-sectarian aid programmes in developing countries for 50 years, is there to help them.

ORT IC's Liberian Youth Training and Employment project will directly help 1,000 people in six rural districts gain vital practical skills through an apprenticeship scheme. But the project will benefit many more by helping to improve training and employability throughout the whole country.

"We're working on a micro-level but the overall goal is to develop a national framework for standards, certifications and training," said the Director of ORT IC's Washington bureau, Celeste Angus.

Mr Soros has given the project his personal backing.

"An educated youth is key to the future of an open society," he said. "It is my conviction that equipping young people with education and the skills needed to be productive members of their communities will be a crucial step towards a peaceful Liberia."

ORT IC is working with USAID's Core Education Skills for Liberian Youth (CESLY) programme, which educates young men up to the 6th grade. Vocational education programmes require participants to have reached 9th grade so ORT will fill the gap,

providing necessary support and training to both the apprentices and small businesses.

The Director of OSI's Education Support Programme, Hugh McLean, said that it had been looking for partners which could build local capacity and give support of the kind that had been overlooked.

"We really need positive examples in

this country," Mr McLean said. "Small as it is, this project could be a very crucial contribution to what is quite a small country. But it's a country that has a lot riding on it: democracy after war and the first woman president in Africa. Both for the region and for the world it's important that this succeeds."



Training is tailored to fit local needs and gives people real hope for the future.

## Zest for QUEST boosts pledges

A gala dinner celebrating World ORT's 130th anniversary attracted a record \$2.7 million in pledges.

The dinner kick-started QUEST (Quality and Universal Education in Science and Technology), World ORT's new, four-year campaign for the CIS and Baltic States.

World ORT President Dr Jean de Gunzburg and his predecessor, Sir Maurice Hatter, led the donations at the event which attracted some 200 people from more than 30 countries to the Great Choral Synagogue in St Petersburg, the city of ORT's birth. But significant pledges were also made by members of the Board of Representatives, which was holding its annual meeting in the city, and by relatives of Dr de Gunzburg who were visiting the city to learn about their family's connection to the founding and development of ORT.

"A good deal of the money is targeted for the Former Soviet Union, amounting to at least a quarter of the campaign's target," said Dr de Gunzburg. "I was moved by the generosity of everyone there. People were in very good spirits and encouraged by all the support we have been getting. In spite of the difficult financial situation throughout the world ORT has never been better so we have reason to rejoice."

QUEST continues World ORT's engagement with the Jewish communities of the CIS and Baltic States which has been developed through the Regeneration 2000 and Regeneration 2004 campaigns.

The need is greater than ever: ORT's schools have to raise their already high standards to compete with much improved non-Jewish schools. And the future of ORT's 17 schools in the region hangs in the balance because of a dramatic cut in the Heftsiba system, which channels funds from the Israeli government, the Jewish Agency for Israel and others for Jewish education in the FSU.

The focus of the three-day Board meeting, which included a tour of the city's prestigious ORT de Gunzburg High School, was on World ORT's achievements over 130 years of operations, during which time it had "remained faithful to its mission to provide Jewish communities, wherever they are, with the skills and knowledge necessary to cope with the complexity and uncertainties of their environment and to foster economic self-sufficiency, mobility and Jewish identity".

## ORT teacher Googled

An ORT South Africa educator has joined the rarefied ranks of Google Certified Teachers.

Ariellah Rosenberg, Head of Educator Empowerment at ORT SA, was one of just 49 teachers from around the world – and the only one from South Africa – who was invited to participate in the Google Teachers Academy (GTA) in England, the first to be held outside the United States of America.

"Google Certified Teachers are exceptional K-12 educators with a passion for using innovative tools to improve teaching and learning, as well as creative leaders and ambassadors for change," a Google spokesman said. "They are recognised experts and widely admired for their commitment to high expectations for students, life-long learning and collaboration."

Ms Rosenberg benefited from hands-on experience with Google's free products and other technologies, learned about innovative instructional strategies, and received resources to share with colleagues.

"I am no newcomer to Internet technology but I was surprised by how many functions Google has which are potentially of immense use to teachers," Ms Rosenberg said after completing the intensive one-day seminar. "I'm looking forward to incorporating applications from Google into many of our projects including the leadership and responsibility programme which we are bringing to schools in South Africa."

She felt that the use of these applications, including Google docs, which allows individuals around the world to simultaneously create and edit work on-line, and Google calendar to help teachers plan and coordinate their work stood to boost productivity and effectiveness.



Ariellah Rosenberg

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