



HADASSAH SINCE 1912
PARTNERS WITH ISRAEL FOR LIFE

THE CELEBRATION OF THE CENTURY

Hadassah's Centennial Convention
Jerusalem • October 16-19, 2012



HADASSAH®
INTERNATIONAL

Letter from Sherry Altura

Dear Hadassah International Colleagues,

Welcome to Jerusalem to join in Hadassah's Centennial Celebration!

We have traveled to Israel from all corners of our planet to witness the dedication of the Sarah Wetsman Davidson Hospital Tower, Israel's most advanced medical facility, and to celebrate the 100th birthday of Hadassah.

Our visits to our "twin hills of healing" at Ein Kerem and Mount Scopus give us the unique opportunity to view the "work of our hands" and to meet the doctors whose visionary research and treatment bring health and healing to the patients who come through its doors.

Together, we will gather in the Harav Harashy Sion Levy *zz"l* B'Panama Auditorium in the Sarah Wetsman Davidson Hospital Tower, dedicated by our colleagues in Panama, to honor the generosity of our donors, who are among those whose extraordinary gifts have helped to make this Hospital Tower a reality.

I personally look forward to welcoming each one of you at our Opening Evening Dinner at the Mamilla Hotel where we will have the opportunity to make new friends and renew acquaintances with long-time members of our International family.

There is no doubt in my mind that, when the Convention concludes, each one of you will leave the spiritual City of Jerusalem and return home with a fresh enthusiasm and dedication to continue to meet our hospitals' future needs and to draw more supporters into the ranks of Hadassah International.

On behalf of the International Team and the Hadassah International Board of Directors, thank you for your inspiration and your devotion to Hadassah. You are extraordinary role models! I am confident that working together with you in the year ahead will bring us to even greater heights of achievement.

In friendship,



Sherry Altura
PRESIDENT, HADASSAH INTERNATIONAL

Hadassah International is a global network of men and women dedicated to supporting the Hadassah Medical Organization (HMO) in Jerusalem in the pursuit of HMO's commitment to:

- Provide world class health care to the inhabitants of Jerusalem, the State of Israel and the surrounding region, irrespective of faith or ethnicity;
- Provide compassionate and advanced health care;
- Promote excellence in research by which the frontiers of medicine are advanced and mankind benefits; and
- Promote excellence in teaching by which future generations are assured of the highest quality of care and scholarship.

Hadassah International will use its global reach to provide significant and sustainable financial support for, and raise global awareness of, the Mission of the Hadassah Medical Organization.

Welcome to Jerusalem! It's hard to believe that so much time has passed since we were last together in Israel.

What an exciting opportunity this is as we share in a once in a lifetime experience at Hadassah's Centennial Celebration. During the next few days you will have the opportunity to walk in the shoes of Henrietta Szold, the founder of Hadassah, and to follow her long-range vision of state-of-the-art hospitals and advanced medical care. We will be greeted by the President of Israel, Shimon Peres, and Prime Minister, Benjamin Netanyahu. We will tour our hospitals at Ein Kerem and Mount Scopus, where we will meet our talented, dedicated doctors, as well as some of our patients.

Together we will attend the dedication of the Sarah Wetsman Davidson Hospital Tower and tour this incredible 19 story building which will transform the future of medicine in Jerusalem.

Together we will tour, see, touch, and feel the pulse of Jerusalem.

We will culminate our Gala Centennial Celebration, with the presentation of the coveted Henrietta Szold Award to Israel's Prime Minister Benjamin Netanyahu.

We will enjoy a shouk atmosphere while being entertained by talented musicians, and eating the delectable foods of Israel. We are sure you will return home inspired by all that you experience.

Putting together this Centennial was no small feat, as you can imagine. We would like to thank our entire team of dedicated individuals. Without them, this celebration could not have happened. Most of all, however, we want to thank you, our delegates, for your continued support of Hadassah International and the Hadassah Medical Organization. You, together with your colleagues, are our future. May we all go from strength to strength.

Fondly,



Barbara Sabin
CONFERENCE CO-CHAIR



Stacie Podos
CONFERENCE CO-CHAIR

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Below are some important details:

- At registration, you will receive a personalized name badge included in your packet. **For security reasons, it is essential that you wear your name badge at all times.** You will not be allowed into any session, meal or on any bus without the badge. If you lose it, please notify the IGT (travel agent) hostess in the hotel lobby.
- The badge is color-coded to indicate your tour groups
- Buses will leave promptly at the times stated in your program. If you do not plan on traveling on the bus, please notify the IGT hostess in the hotel lobby.
- Please check with the Hospitality Desk daily in case there are changes in the program.
- The IGT hostesses will be available to answer any additional questions you may have.

Program

TUESDAY, 16 OCTOBER

Welcome to Jerusalem! Check in at your leisure. Stroll the streets and explore the city.

Morning: Arrive in Jerusalem to begin a most inspiring centennial celebration. Check in to the Mamilla Hotel or the Prima Kings Hotel.

2:00 - 2:30 pm Walkers assemble
Mashbir Plaza (King George Street, top of Ben Yehuda Street)

Torch Relay March
Be sure to wear your Convention t-shirt!

If you are not participating in the march, we will meet at Safra Square.

2:30 - 4:15 pm **Convention Opening Celebration!** (Safra Square)

Guest of Honor:
Nir Barkat, Mayor of Jerusalem

Presiding
Miki Schulman, National Convention Chair

Mistress of Ceremonies
Barbara Goldstein, Deputy Executive Director,
Hadassah Offices in Israel

Program
Marlene Post & Frieda Rosenberg,
Centennial Co-Coordinator
Marcie Natan, Hadassah National President
Rhoda Smolow, Co-Chair, Presidential
Development, Organization Department

Our official Convention Opening Celebration
will take place with a short, joyous March through downtown Jerusalem. There will be flags, entertainment and fun as we enter Safra Square for our opening program with Nir Barkat, Mayor of Jerusalem, Hadassah National President Marcie Natan and a flash mob.

5:00 pm **WELCOME FESTIVE BUFFET DINNER**

Early Evening: Gather with your Hadassah International colleagues from around the world for a festive buffet dinner at the Mamilla Hotel. (Main Dining Room—Lower Level)

Presiding

Stacie Podos, Co-Chair Hadassah International
Centennial Celebration

Welcome

Sherry Altura, President Hadassah International

Greetings

Marcie Natan (invited), President, Hadassah,
The Women's Zionist Organization of America

6:30 pm **Gather at Buses** for a short ride to our opening evening

7:45 pm **Turning Dreams Into Reality: Sarah Wetsman Davidson Hospital Tower Dedication**
International Convention Center (ICC)

Guests of Honor

H.E. Shimon Peres, President of the
State of Israel
H.E. Daniel Shapiro, United States Ambassador
to Israel

Program

Karen Davidson
Judy & Sidney Swartz, Sarah Wetsman
Davidson Hospital Tower Campaign Co-Chairs
Marcie Natan, Hadassah National President
Janice Weinman, Hadassah Executive
Director/CEO

Join your colleagues and friends to share the pride we all feel on this momentous occasion: the dedication of the Hospital Tower, Hadassah's Centennial gift to Israel and her people. We announce to the world that Hadassah continues on the path of outstanding medical care as we embark on our second century of healing, teaching and research. The Hadassah Medical Organization (HMO), a pacesetter in the world of medicine, continues to be regarded as one of the world's leading healthcare institutions. It is because of you and your commitment to Hadassah that this dedication is a reality.

"Dream big dreams, then take the practical steps to make them a reality." —HENRIETTA SZOLD

10:30-11:15 pm **Shuttle Buses to Return to Hotels**
International Convention Center (ICC)

Program

WEDNESDAY, 17 OCTOBER

- 8:30 am **Board Buses** to the Hadassah Hospital Ein Kerem Campus
- 9:00 am **Arrive—Sarah Wetsman Davidson Hospital Tower**
- Morning:** See, touch and feel the pulse of the Sarah Wetsman Davidson Hospital Tower as you tour this incredible 19-story building which will transform the future of medicine in Jerusalem.
- Join us as we honor our International donors who have contributed at the Founders level of \$25,000 or more at a special dedication ceremony in the Harav Harashy Sion Levy *zz"l* B'Panama Auditorium dedicated by generous donors of Panama
- Presiding**
Sherry Altura, President,
Hadassah International
- Greetings**
Prof. Ehud Kokia, Director General Hadassah Medical Organization
- Presentation**
Professor Dimitrios M. Karussis,
Senior Physician, Dept. of Neurology
- Recognition Ceremony for Major Donors**
Sherry Altura, President,
Hadassah International
- Tour of the Sarah Wetsman Davidson Tower**
- 12:00 pm **Board Buses** for our tour
(Box lunches will be provided)
- 1:00 pm **Visit Ammunition Hill**
- Afternoon:** Learn about the Six-Day War in 1967 as we visit Ammunition Hill, a site of intense battles that now serves as a living memorial to those who gave their lives in defense of the country.
- Evening:**
- OPTION 1**
7:30 pm Founders Dinner for those who have donated a gift at the Centennial Founder level of \$25,000 or higher. *(By invitation.)*
Buses depart at 6:45

OPTION 2

- 10:00 pm Young Hadassah International is invited to join Young Hadassah HWZOA for a Club Event at Haomon 17 in Talpiot

OPTION 3

- Enjoy a free evening in this magical city

- 7:30 - 11:00 pm **Founders Dinner & Auction For Health and Healing** *(Pre-registration required)*
The Pavilion

Presiding

Rhoda Bernstein, Chair, Founders Dinner

Welcome

Helaine Ohayon, Coordinator,
Development Division

Greetings

Marcie Natan, National President

Motzi

Shari and Neil Garfinkel

Speakers

Professor Ehud Kokia, Director General,
Hadassah Medical Organization
Joyce Rabin, Chair, Hadassah Medical
Organization

Auctioneer

Anke Adler-Slottke, International Director,
Christie's Auction House, London

Founders from all over the world will enjoy an opportunity to mix and mingle during an elegant dinner. A very special and unusual program is planned to delight and inspire. New pledges of a Founder's gift of \$25,000 or more will be accepted at the door.

- 10:00 - 12:00 am **Shuttle buses return to hotels**
from the Founders Dinner

- 10:00 - 12:00 am **Haoman 17 for Young Hadassah**

Presiding

Debbie Minkoff

Dance the night away... Young Hadassah, all under the age of 50, can join the Israeli and international community for a rocking night at Haoman 17, one of Israel's hottest clubs. Entry and the first drink are complimentary for the first 200 guests.

Program

THURSDAY, 18 OCTOBER

8:00 am

Board Buses

9:00 am

Tour Mount Scopus

Morning: Our day begins with an inspiring program in Berman Hall followed by a tour of Hadassah International's special projects at Hadassah Hospital – Mount Scopus, where we will experience the impact of our partnership with the Medical Center. The tour will be followed by a lavish buffet lunch where we will hear about the fruits of our labor over the past year from our participating countries.

Presiding

Belle Simon, Vice President,
Hadassah International

Greetings

Dr. Osnat Levtzion-Korach, Director
Hadassah Mt. Scopus

Presentation

Professor Isaiah Wexler,
Dept. of Pediatrics, Mt. Scopus

Presentation

Nehama Grenimann Bauch, Young Hadassah
International Faraway Places Project

Tour

Lunch in The Pillars of Hope

12:30 pm

Board Buses for your track options

Afternoon:

OPTIONAL TRACK 1 Discover the wonders of ancient Jerusalem, beginning with a visit to the Davidson Center, where multimedia exhibitions detail the history and construction of the Temple Mount area.

OPTIONAL TRACK 2 Tour the Menachem Begin Center, where interactive multimedia exhibitions detail the life of Menachem Begin and the history of the State

of Israel.

4:00 - 5:00 pm **Shuttle Buses to International Convention Center (ICC)** —
Please visit our Hadassah Boutique

PLEASE NOTE: There will be strict security checks by the Prime Minister's office. Please be prepared to wait in line to enter the ICC.

5:00 - 6:00 pm **A light dinner will be served**
International Convention Center (ICC)

6:30 - 8:30 pm **Gala Centennial Reception and Celebration**
International Convention Center (ICC)

The spectacular Centennial Celebration Gala program will tell the story of Hadassah, which is the story of Israel in music and dance. We are thrilled to be able to honor Prime Minister Benjamin Netanyahu with the Henrietta Szold Award.

Henrietta Szold Award Presentation

Nancy Falchuk, Honorary Vice President

Henrietta Szold Award Response

H.E. Benjamin Netanyahu, Prime Minister,
State of Israel

Program

Marcie Natan, Hadassah National President
Miki Schulman, Centennial Convention Chair
Audrey Shimron, Director, Hadassah Offices
in Israel

8:30 - 9:00 pm **Board Buses for the Airport or Return to Your Hotel**

FRIDAY, 19 OCTOBER

Morning

Check out and departure

L'hitraot and safe travels!

Who's Who

SHERRY ALTURA of Los Angeles, CA is the Chair of Hadassah International and a National Vice-President of HWZOA. She previously served Hadassah International as Chair of Major Gifts, and liaison to its units in Panama and Mexico. Mrs. Altura has served as Governing Cabinet Chair of Hadassah Southern California and as a Chair of Major Gift fundraising for Hadassah America. She has professional experience in retail, having been a Merchandise Manager of the Beverly Hills, California Saks Fifth Avenue store. Mrs. Altura and her husband, Paul, are "Guardians" at the Hadassah Medical Center. They also have sponsored the "Altura Lone Soldiers Home" at Hadassah's Meir Shfeya youth village in Israel, which provides graduates of the village who are now serving in the Army with a home to return to for holidays and weekends. Her son, Jack, is studying for an MBA at Loyola and a law degree at University of Southern California.

PROF. EHUD KOKIA, MD, MHA is the Director General of the Hadassah Medical Organization. Prior to his recent appointment he was the CEO of Maccabi Healthcare Services. Prof. Kokia spent 17 years at Maccabi, beginning at the district level and having served in several key positions within the organization.

Prof. Kokia received his MD degree in 1974 from the Sackler School of Medicine, Tel Aviv University. Following a rotating internship at Sheba Medical Center at Tel Hashomer, Prof. Kokia served as a physician in the Israel Defense Forces. Upon completing his army service Prof. Kokia did his residency in the Department of OB-GYN at Sheba Medical Center. He then returned to active military duty as a Commander in the Israeli Air Force. Prof. Kokia is a graduate of the US Naval Flight Surgeon Course at the Naval Aeromedical Institution (NAMI) in Pensacola, Florida where he also worked on the Off Vertical Rotation Chair research project. Prof. Kokia was a research fellow at the University of Maryland at Baltimore's Department of OB & GYN in the Division of Reproductive Endocrinology. In 2001 he earned his Masters' of Health Administration from Ben Gurion University of the Negev.

Prof. Kokia has authored more than 75 scientific publications.

DR. OSNAT LEVTZION-KORACH was recently appointed the Director of the Hadassah University Hospital - Mt. Scopus. She is a graduate of the Hebrew University-Hadassah School of Medicine and completed residencies in both Pediatrics and Hospital Management at the Hadassah Medical Center. She received a Masters degree in Health Administration and worked at the Center of Excellence for Patient Safety Clinical Research and Practice at Brigham and Women's Hospital and Harvard Medical School in Boston, Massachusetts. Upon her return to

Israel, Dr. Levtzion-Korach was named Deputy Director of Assaf Harofeh Medical Center. She has authored or co-authored a dozen research studies that have been published in prestigious medical journals. Born in Jerusalem, Dr. Levtzion-Korach is married to Dr. Amit Korach, a senior physician in the Department of Cardiothoracic Surgery at Hadassah- Ein Kerem, and the mother of four sons.

BERNICE S. TANNENBAUM, Founder of Hadassah International and esteemed advisor on our Hadassah International team, served as Hadassah International's president for over a decade. She is Hadassah's 16th National President, serving from 1976-1980.

As the Founder of Hadassah International, Bernice helped to develop a Hadassah presence in more than 34 countries. When Hadassah International celebrated its 20th anniversary, Bernice was honored as its "Woman of Distinction." She was also honored by Hadassah International in 2004 with the dedication of the Bernice Tannenbaum Play Area for the new Center for Children with Chronic Diseases at Hadassah-Mount Scopus. Bernice has also been bestowed with Hadassah's highest honor, the "Henrietta Szold Award," named after Hadassah's founder.

Bernice and her late husband, Nathan, are members of the Society of Major Donors at Hadassah. They have also provided endowments for the Human Biology Research Center and Young Hadassah International scholarships.

"The road to the future," Bernice says, "must produce a rooted, global community, trained by us and then empowered to grow far beyond our present constituencies. Our job is to imbue these leaders with passion, persistence, and persuasion so that Hadassah International, the Hadassah Medical Organization, and Israel must be at the center of their efforts."

PROF. DIMITRIOS M. KARUSSIS, Director of the Hadassah University Medical Center's multi-disciplinary Multiple Sclerosis Center and Senior Physician in the Department of Neurology, was born in Thessaloniki, Greece. He graduated from the Aristotelion University Medical School there before moving to Israel, where he received a doctorate in Neuroimmunology and Neurobiology from the Hebrew University and Weizmann Institute.

In 2008, his many years of research on multiple sclerosis culminated in a breakthrough, which he described modestly as "encouraging" and "promising." When he and his team reported their discovery in *The Journal of Clinical Neurology and Neurosurgery* it immediately received international attention.

Who's Who

PROF. DIMITRIOS M. KARUSSIS (*continued*)

Basically they discovered that patients can use their own stem cells to stabilize or improve their conditions.

The research also involved using the same principle to treat people with amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease.

Following conclusive tests on laboratory animals, the research has now moved into a new and exciting phase. Two years ago, Hadasit, Hadassah's technology transfer company, and BrainStorm Cell Therapeutics Inc. of New York, a developer of adult stem cell technologies and therapeutics, signed an agreement to conduct clinical trials on this potential treatment for people with ALS – the first in the world. These trials have begun at the Hadassah University Medical Center, and first results were very promising, drawing on going international attention.

PROF. ISAIAH (SHAIA) WEXLER M.D., PH.D heads the Pediatric Feeding, Nutrition and Metabolic Disorders Center in the Department of Pediatrics at Hadassah – Mt. Scopus. Together with his colleagues in the Department of Clinical Biochemistry and The Center for Neuropediatrics and Child Development on Mt. Scopus, he treats children born with metabolic disorders and diseases – some of them life-threatening.

Before immigrating to Israel in 1997, Prof. Wexler completed residencies and a post-graduate Fellowship in Pediatric Endocrinology and Metabolism at Rainbow Babies and Children's Hospital in Cleveland. While in Cleveland, he was appointed Associate Professor in the Department of Pediatrics at Case Western Reserve University, where he continues to serve as an adjunct Associate Professor. He also serves as an Associate Professor at the Hebrew University-Hadassah School of Medicine.

In addition to his numerous clinical and academic responsibilities, Prof. Wexler devotes a great deal of time to research. His research interests currently focus on psychosocial issues involving healthcare delivery especially in regions affected by low-intensity conflicts. He has authored and co-authored many chapters and several books and his research results continue to be published in leading medical journals.

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Assistant, Hadassah International & Hadassah Switzerland

Hadassah International, founded in 1983 by Past National Hadassah President Bernice S. Tannenbaum, is a humanitarian organization spanning five continents, comprised of men and women of all faiths and nationalities whose primary purpose is to financially support the Hadassah Medical Center, a premier facility of healing, teaching and research in Jerusalem. Through the universal language of medicine, we have built bridges to nations by initiating and hosting symposia where Hadassah's health care professionals share their expertise. We have also helped to establish cooperative research and clinical ventures between Hadassah and medical and scientific institutions around the world.

Supporting Healing ♦ Teaching ♦ Research

