



THE LIFESAVER

Chanukah - Another Year of Light and Saving Lives

As we approach the end of calendar year 2017, the NSW Jewish Community and all our wonderful friends and supporters can look back with pride at another outstanding year of partnering with Magen David Adom in Israel in its precious quest to save lives.

Chanukah is a festival of light and it is illuminating that our collective contributions from so far away directly support MDA in Israel in such a tangible way.

In 2017, we responded to MDA Israel's specific request for 4 wheel drive Ambulances to provide lifesaving services in areas of rough terrain or under extreme weather conditions. This year, our efforts have resulted in the **donation of a total of six Ambulances for Israel**, four of which have the 4 wheel drive configuration, as well as a standard Ambulance and an Intensive Care Unit.

But wait there's more - we have also raised funds for **eight Medicycles** which included a revolutionary intercity 650cc version for highway use such as during heavy traffic and congestion between Jerusalem and Tel Aviv. We describe it as a "medicycle on steroids" and it even comes equipped with a defibrillator and portable oxygen tank. Many thanks to our wonderful supporter Mr Bruce Block for donating this unit as well as another medicycle this year.

Speaking of innovation - MDA Israel continues to cover the whole spectrum of First Responder vehicles to meet every contingency where emergency medical attention is needed and knowing that every split second counts. As another example, **MDA is introducing a fleet of electric quadricycles** (to be called Mini MERVs - Medical Emergency Response Vehicles) - which look like a combination of a very small electric car and a medicycle with four wheels. It is designed for two people, can navigate very narrow streets and parks and has a fold-up stretcher. I am so grateful to our dear friends Stanley & Charmaine Roth together with John Roth and Jillian Segal for their visionary donation of one of these innovative vehicles.

Continuing on the same theme, Sydney-based tech entrepreneur and dear friend, Neill Miller, suggested

to MDA Israel the benefits of having e-bikes as part of its first responder fleet. Such units could be suitably equipped and allocated to MDA's younger volunteers

for quick response to call outs helping to stabilise the patient - making every second count - until the ambulance arrives. MDA Israel's executives were most enthusiastic about Neill's suggestion and, following a feasibility study, will be rolling out these units to its young volunteers and guardians.

So, in total for 2017, our brothers and sisters in Israel will benefit from 15 vehicles donated by the NSW community with five of these vehicles made possible thanks to bequests. We are so proud to support MDA Israel's real heroes, its paramedics and volunteers who dedicate their lives to save the lives of others, and our tangible support is both transparent and so highly valued.

As we approach Chanukah, we ask you to kindly renew or to take out membership to become an Australian Friend of Magen David Adom. You will receive a membership card which entitles you to special attention by MDA on your visit to Israel including a free Ambulance ride in the unfortunate event of such a need. In fact, in this newsletter, we provide the stories of three of our Sydney-based friends who needed such assistance while in Israel this year.

On behalf of our board and staff as well as our MDA colleagues in Israel, our respective families would like to wish you and all your dear families, a very Happy Chanukah and pleasant and safe vacation period. We look forward to welcoming you to our very exciting functions and events planned for 2018.

Roland Nagel, President



New electric quadricycles join MDA's fleet to help reduce response times

International MDA Conference 2017

65 heads of Magen David Adom's Friends Societies from around the world arrived in Israel to participate in IMDAC. The Australian delegates were Tony & Carolyn Ziegler, Josh Bolot and Doron Lazarus from Sydney and Glynis Lipson and David & Peppy Sherr from Melbourne.

IMDAC 2017 kicked off at the Bloomberg station in Jerusalem on October 29. Eli Bin, MDA Director General gave his comprehensive opening remarks and financial presentation before heading off to Los Angeles for the Red Star Ball honouring Sheldon Adelson, with Jerry Seinfeld performing. That function raised over US\$18 million which included \$12m from the Adelsons, for the new MDA Blood Bank.

Interesting new initiatives raised at the Conference included:

- Land adjacent to the new Blood Bank will be used to build a new MDA head office
- Proposal to create a Breast Milk Bank for premature babies
- Agreement with several major health funds to pay MDA for call outs instead of collecting payment from the patient
- Filming has commenced for a reality TV series filmed inside an MDA ambulance

Doron Lazarus presented a well-received report highlighting MDA NSW achievements over the past year, whilst Glynis Lipson played a short film clip for the MDA Victoria report. Most Societies also gave presentations.

We then headed to Safra Square in Jerusalem for a display of medicycles, electric bicycles, and small electric vehicles, similar to enclosed golf buggies. These new types of vehicle are intended to reduce the response time through narrow streets and hectic traffic.

We were then welcomed to City Hall by Jerusalem Mayor Nir Barkat, before we headed to Tel Aviv for the night.

The second day took us south to the Erez Border Crossing with Gaza which is a terminal much like at an airport. We dedicated several new vehicles at Sfinat Hamidbar, including a bulletproof ambulance from NSW, before sitting down to a Bedouin lunch.

The next stop was to the Ariel Sharon army base where we viewed the IDF paramedic training program, all such training is conducted by MDA, including simulations of a terror attack in a private home.



Tony & Carolyn Ziegler next to a Christian volunteer from Sydney on the Medicycle, Doron Lazarus and Josh Bolot with a young MDA volunteer

Once they have completed their national service, many medics continue as MDA volunteers.

Doron Lazarus stayed in Tel Aviv for IMDAC presentations on quality and excellence in MDA on the third day, whilst Tony & Carolyn Ziegler, together with Glynis Lipson and Peppy Sherr from Victoria, travelled to Beersheva for the visit to memorials at Tel Sheva for New Zealand soldiers, and then to Beersheva for the Centenary of the ANZAC Light Horse Cavalry Charge.

The final morning saw an excellent presentation on the effective use of new media for marketing. In honour of Balfour Declaration Day, Conference delegates were all invited to the residence of the British Ambassador for Tea. We were hosted by the deputy Ambassador, Tony Kay OBE, as the Ambassador was in London for the Centenary of the Balfour Declaration celebrations.

The Conference wrapped up with the Gala Dinner at the Tel Aviv Hilton. Each Friends' Society was presented with replica certificates showing MDA's Honorary Doctorate from Bar Ilan University and the National Award for Quality and Excellence from the Prime Minister's Office – the most prestigious award in the public sector.

Tony Ziegler, Vice President



Carolyn & Tony Ziegler and Doron Lazarus at the dedication of the NSW Bullet Proof ambulance



Exciting re-enactment of the Charge of the Light Horse in Beersheva



Presentations to Australian delegates at closing Gala Dinner

MDA Movie Night - Rebel in the Rye

Magen David Adom friends filled the cinema at Bondi Junction on Wednesday November 22 to see the new film "Rebel in the Rye", about the life of celebrated but reclusive author, JD Salinger, who gained worldwide fame with the publication of his novel, "The Catcher in the Rye".

Roland Nagel, President welcomed and thanked patrons for their support and attendance. A short MDA movie was shown featuring a typical lifesaving situation where paramedics were called on for assistance to a child who was already turning blue. Within minutes the situation was turned from critical to positive with the child making a complete recovery.

The evening was made possible thanks to Lindy Tamir of the Jewish Film Festival who made the film available for MDA, sponsors and donors of generous raffle prizes.

Raffle prizes were generously donated by:

Len Milner, Mayfair bags, Tony & Carolyn Ziegler, Dreambaby, Hedley & Zara Gordon, Book Review St Ives, Garry Browne, Stuart Alexander, Hairvolution

We extend our thanks to sponsors for snacks:

Michael Gordon, Wild One, Clive Sher, Lacorium Health, Dovid Krinsky, Krinskys



Barbara & Raymond Whitten



Kathy & Neill Miller



Haviva Elais, Frederica Barlaz and Gerry Leighton



Paul & Diane Drexler, raffle winners with Roland Nagel



Roland Nagel and Ruth Eskin, raffle prize winner



Jonathan & Sandy Smuskowitz



Jacqui Bakker and Tony Ziegler



Hymie & Maureen Flekser

MDA Proudly Launches Medical Innovation Forum

Australian Friends of Magen David Adom recently launched our exciting new MDA Medical Innovation Forum with an intimate boardroom breakfast, proudly sponsored by OurCrowd.

This function was the first of a series of events which will showcase the latest medical companies and innovations from Israel.

Our appreciation is extended to our keynote presenter, Dr Yossi Bahagon visiting from Israel, for sharing his unique insights in to The Digital Health Landscape of the Future. Thanks also to all those who joined us for this early morning event.

It was a pleasure to partner with Dan Bennett, Brad Joffe, Ali Rosenberg, Andy Kaye and the entire team at OurCrowd, who share our passion for medical innovation and its ability to help save more lives.

For more information on future MDA Medical Innovation Forums or to find out more about Magen David Adom's lifesaving work in Israel please call the office on 9358 2521 or email doron@magendavidadom.org.au.



Andy Kaye, Dan Bennett, Doron Lazarus



David Schlessinger, Josh Bolot, Tony Ziegler

Australians helped by MDA in Israel

In publicity describing the role of Magen David Adom in Israel there is usually a mention of the fact that MDA cares for “all of Israel’s people and visitors”. Below are three stories of situations experienced by Sydney visitors to Israel recently who were in need of Magen David Adom’s professional care.

Nicole Strasser, Bellevue Hill, writes of an incident that happened to her in September this year when she slipped and fell by the pool at her Tel Aviv hotel.

“I was in a lot of pain as I had badly torn my right hamstring and to try to break the fall I fell onto my left shoulder tearing my rotator cuff.

Within minutes Magen David Adom had arrived to my aid. They were simply amazing in the care and attention they showed to me and my husband. They took us to the hospital and actually stayed with me reassuring and comforting me for at least an hour if not longer amidst the chaos and mayhem of the Accident and Emergency Department. Magen David Adom were the ones who changed me out of my wet swimming clothes and into dry hospital clothes. They were the ones who took me to the bathroom, they were the ones who brought me food and drink. They stayed with me far and beyond the call of duty. I shall never forget their dedication and kindness to me. I cannot speak highly enough of Magen David Adom.”

Well known community stalwarts, Lorraine and Mervyn Bassarabie from Point Piper, visited Israel in July 2017. Mervyn recalls that Lorraine had been unwell even before arriving in Israel and, on a doctor’s advice, was sent to hospital. As soon as she saw a Magen David Adom ambulance arrive to take her there, she started to relax. The MDA ambulance crew were most friendly, professional and reassuring. Thanks to the MDA team, Lorraine arrived at the Bikkur Cholim Hospital in good spirits and was soon back on the mend.”

Lorraine Bassarabie can’t speak highly enough of the positive experience she had with Magen David Adom and that special sense of belonging to a wider family of caring, community and support.

The third incident occurred while Judy Russell, one of our Christian Friends from Sydney was conducting her seventh tour to Israel. The tour, entitled Gallipoli to Beersheba, followed in some of the steps of the AIF and the Australian Light Horse.

“The group was visiting Jerusalem on our way to Beersheba, specifically for the 100th Anniversary Commemorations of the Battle of Beersheba and Sinai-Palestine Campaign of 1916-18.

Viewing the city of Jerusalem from the Mount of Olives is always an awesome sight. Walking down to the Garden of Gethsemane is usually an enjoyable stroll, albeit a steep one. However a light shower earlier on the morning of 28th October 2017 made the pathway very slippery and unfortunately one of the ladies in my group fell and broke her ankle. It was immediately obvious that serious damage had been suffered and the situation was quite distressing. Our guide immediately called 101, Magen David Adom, for assistance and not long afterwards we could hear the reassuring ambulance siren.

On arrival the medical officers very quickly and professionally assessed the situation, splinted Cecille’s ankle and gently lifted her into the back of the vehicle, providing constant reassurance.

Whilst sitting in the front of the ambulance, just prior to leaving for Hadassah Hospital, I noticed some of my group excitedly pointing to the side of the vehicle on which a kangaroo symbol and an inscription giving the donor’s name were displayed. It was quite a moment as we realised we were in an Australian funded MDA ambulance* and being wonderfully cared for by some very professional, compassionate, Israeli medical officers.

The attention was excellent and the personnel outstanding in their handling of the situation both at the site and also in the hospital’s emergency department.”

Judy gratefully acknowledged, “We had first-hand experience of the necessity of MDA in Israel and the vital role Australia plays in raising funds for the provision of such excellent services.”



Peter & Nicole Strasser



Judy Russell and patient Cecille travelled in the ambulance generously donated by Dr Cyril Aarons of Randwick in 2015



Mervyn & Lorraine Bassarabie

American Red Cross calls on MDA Israel for help

When southeast Texas was devastated by floods caused by Hurricane Harvey in late September and tens of thousands of people lost their homes, the American Red Cross put out a call for assistance and expertise and Magen David Adom Israel responded.

This was the first time the American Red Cross had called on MDA Israel for assistance. MDA shared information on best practice for multi casualty events and natural disasters during the historic 10 day mission. The team deployed consisted of three paramedics including an expert in community health and disease control. They were joined by some local volunteers who were trained in MDA's Overseas Volunteer program in Israel.

As Israel's member to the International Red Cross and Red Crescent Movement, MDA regularly partners with countries around the world to exchange knowledge and best practices in emergency medicine.



Magen David Adom senior EMT Itzik Mor, left and community health specialist Tomer Kaplan with American Red Cross CEO Gail McGovern coordinate relief efforts in hurricane ravaged Houston.

Moriah College Hillel House Fundraiser for MDA

On Wednesday 8th November years 7 - 11 students from Hillel House, Moriah College hosted a charity quadrathlon event, strengthening their wonderful relationship with Magen David Adom.



Some of the Hillel House students who took part in the Challenge

Each section of the challenge was named for an equivalent area of Israel, as if they were moving through those areas.

As part of the charity initiative, Hillel students collectively ran 88km (through the Golan Heights) on a treadmill, rowed 110km (across the Sea of Galilee) on a rowing machine, cycled 156km (from Haifa to Jerusalem) on a stationary bike and hiked 30km (across the Jerusalem Trail) on a cross-trainer, all in just 7 hours.

They raised almost \$4000 on the day, matching their incredible effort from last year's event. The funds will be used to purchase vital lifesaving vehicles and equipment in Israel.

Thank you to Moriah College, Hillel House for organising the challenge and especially to all of the students who participated, helping to save even more lives.

Announcing Israel's New Breast Milk Bank

The first national Breast Milk Bank is set to open in Israel in April 2018.

Magen David Adom in collaboration with the Association for Mother's Milk Donations will set up the service. The activity will allow breastfeeding women to donate excess breast milk to babies whose mothers are not on hand for some reason – for premature babies, mothers and babies requiring operations, extra hospitalisation, etc.. The Breast Milk Bank will be located in the MDA Jerusalem station and will be funded mostly by MDA and partially by the Ministry of Health.

Healthy breastfeeding mothers with excess breast milk who fulfil the Ministry of Health's demands, live a healthy lifestyle can provide a donation without hindering their ability to nurse their own babies. According to medical statistics, only 30% of women nurse without using any supplements, and could act as potential donors to the Breast Milk Bank. The average donation volume ranges from 100-200cc per day, during the 3-9 months after the birth.

It is estimated that the demand for breast milk will be hundreds of litres a month. The units stored in the Breast Milk Bank will be thoroughly tested for infectious diseases, nutritional analysis, processing, rapid freezing, etc.



Image: Google Images

MDA Simcha Program

Next time your family or friends have a simcha or celebration why not choose to give a beautiful, personalized certificate, card or e-card. The proceeds will go towards the MDA Simcha program which directly supports the MDA Wish Ambulance. Memorial donations can also be acknowledged in the same way.

The Wish Ambulance is provided free of charge to a person who is terminally ill or incapacitated, to attend a family reunion or simcha, visit the Kotel – to fulfil a special wish.

Since the Rosh Hashanah issue of the **LIFESAVER** the following people have been honoured in this special way.

BNEI MITZVAH

Jordan Saul Galgut
Esther Krebs
Hadassah Krebs
Miri Leibman

FOR BIRTHDAYS

Births

Ethan Owen Nir

21st

Jesse Klass

50th

Darren Klass

60th

Clifford Smith
Hilton Woolf

70th

Des Klein
Marion Max
Adrian Mordech

75th

Peter Goldman
Judith Lewis

80th

Mark Eisenberg
Mervyn Felsher
Beulah Gross
Cynthia Katz
Sam Rock
Annette Sarif
Albert Wine

90th

Ivan Cher
Henri Rubin



Henri Rubin recently celebrated his 90th birthday. He saves lives daily through his invention of Earth Leakage Protection, also known as the Safety Switch. He originally developed the device to prevent electrical accidents in South Africa's gold mines, and it was adopted world-wide to prevent electrocutions in residential and industrial environments. By requesting donations to MDA in lieu of gifts for his birthday, Henri continues to save lives! Mazal Tov, till 120. Pictured with his daughter Melissa McCurdie.

Other Birthdays

Judy Babic
Debbie Barr
Maureen Diamond
Gill Groll
Debbie Grossman
Ted Grossman
Morley Lewis
Dalia Ottensosser
Jenny Sher
Debbie Sleigh
Peggy Wahlhaus
Richard Wolf

OTHER CERTIFICATES

Wedding

Janelle & George Bogan-Willis
Lindsey & Kelvin Kenney

Anniversaries

60th

Rebe & Julian Chodos
Joan & Alan Taylor

Rosh Hashanah Greetings

Berman Family
Bermeister Family
Cohen Family
Drutman Family
Herman Family
Hirsch Family
Kellman Family



Ted & Debbie Grossman celebrated their combined 150th birthdays. They asked for donations to be given to MDA as they have very strong ties with Israel and lots of family living there. Debbie said, "We hope the donations you receive will help a little towards the wonderful work that MDA performs every day." Mazal tov to you both.

Kertesz Family
Lewis Family

Hospitality and Appreciation

Charles & Vivienne Beck
Barry & Roz Ben
Colin & Sandy Lipworth
Michael & Susan Modell
Cliff Rosenberg

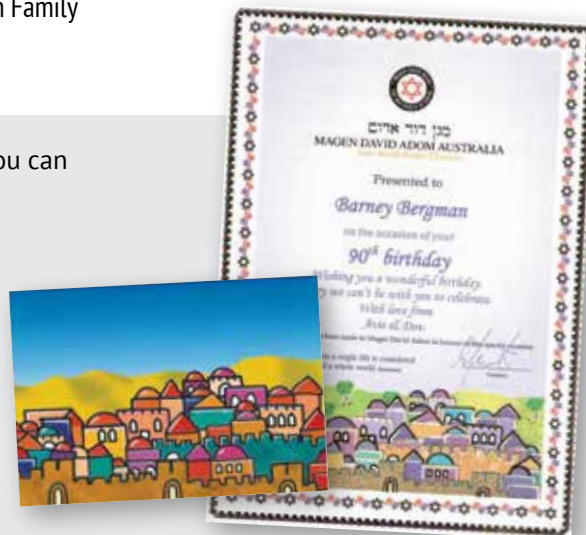
Speedy Recovery

Yesheyahu Zets

Requesting a MDA gift certificate, card or e-card couldn't be easier. You can

- Go online to www.magendavidadom.org.au
- Phone the MDA office 9358 2521
- Email admin@magendavidadom.org.au
- Post cheque to PO Box 293, Edgecliff NSW 2027

Please advise payment details – credit card (American Express, Mastercard or Visa), who is to be honoured (or remembered) and the occasion, a short message and where the certificate, card or e-card is to be sent.



John Rector, a self made man 1929 - 2016

John Rector was born in Berlin in 1929; and at the tender age of 9 he and his parents Kurt and Ruth escaped the Nazi regime; arriving in Australia in 1938; thereby starting their new life. And John made it a good life in Sydney; working hard, he supported his parents in a new land, and excelled academically; achieving degrees in Engineering, Science and Economics.

The lion's share of John's working life was as a management consultant; eventually setting up his own successful practice in the mid 1970's until he retired in the mid 90's. The projects of which he was most proud were the modernising of three Royal Australian Navy dockyards.

A family man; John married Linda in 1956, and had 3 children: Susan, David and Ruth. John was devoted to his parents and was a loving husband, father and 'pa' to his 5 grandchildren. But that is only part of his story.

A self-made man in many ways, John was active in so many causes and pastimes. He was a long time passionate Zionist, he volunteered for many years with the Jewish National Fund and served on many committees of which Magen David Adom was just one; he served as Vice President for three years and was the editor of the MDA newsletter. John in 'retirement' gave his time and expertise at COA, and he joined the Association of Independent Retirees; serving as their President for 3 years. John's philanthropy extended to the University of Sydney and the creation of a scholarship in his name in Jewish Studies.

John loved his fishing, his bridge, his Sudoku and his politics. A lively conversationalist, he was a quiet achiever, but made his presence felt in any given setting with his agile mind and plain speaking. He loved to travel, having visited every continent; reconnecting with his former homeland after unification, and memorably choosing Israel as a destination several times.

John is remembered not only as a generous, thoughtful individual but a spirited one, who most humbly and without pretension moved through the world, and made substantial donations to a range of causes that he was most passionate about.

John would have been enormously pleased that his bequest to MDA has been used so wonderfully and thoughtfully to purchase two First Responder medicycles that will serve the Yarden region in the far north of Israel.

Written by David Rector and Ruth Ryder



John Rector with his family: Ruth Ryder, David Rector (Front) Linda Rector, Sue Maxwell



The inscription displayed on both medicycles



Steffa & John Rosenbaum with granddaughter, Miriam

Steffa Rosenbaum 1924 - 2016

Steffa Rosenbaum's enduring love of Israel and her generosity of spirit are both evident in her bequest to Magen David Adom.

Steffa Rosenbaum (nee Scheffer) was a Zionist and a member of the youth movement Betar in pre-war Poland where she was born in 1924.

As with many of her generation of Holocaust survivors, she bore the wounds and horrors of the loss of her family, great physical and mental hardships and of miraculous survival. The scars never left her entirely, but in their place grew a determination to survive which she imbued in her children.

A speaker of German, Polish and Yiddish, Steffa met her husband, John Rosenbaum at the end of the war. Together with John and their young daughter, Ruth, they migrated from Germany to Sydney, Australia in 1952. Their second daughter, Theadora was born in 1957.

Steffa's passions and interests included her family and friends, classical music, her patience for gardening and answering endless questions about how things grow. Her generosity of spirit was very evident whenever visitors came to her home.

The love of Israel, inculcated in Steffa's teen years and the importance of her Jewish identity, shaped by the Second World War, never left her.

In 2015, aged 91, she made Aliya and enjoyed 10 wonderful months in Israel surrounded by her family.

Written by her daughter Theadora Beniacar

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