

# Israel Connection

AN AIPAC HOLIDAY PUBLICATION FOR SYNAGOGUES

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## Opportunities to Define a New Year

**ROSH HASHANAH HAS ALWAYS BEEN A TIME FOR REFLECTION AND RENEWAL.** The holiday also has marked periods of change that altered the course of Jewish history.

In his compilation of the non-legal passages of the Talmud, the 16th century sage Rabbi Yaakov ibn Chaviv recounts some of the events through history that transpired on Rosh Hashanah and shifted the reality of the Jewish people.

According to the rabbi, on Rosh Hashanah, Joseph was released from prison. The bondage of our forefathers in Egypt ceased on Rosh Hashanah. And, it was on Rosh Hashanah that Sarah conceived Isaac.

The story of Sarah illustrates how shifting realities can make assumptions irrelevant. Already a 90-year-old woman when she heard the prophecy that she would become pregnant, “Sarah laughed...” (Genesis 18:12) at the prospect of becoming a new mother at her advanced age. Yet, in this unexpected event, the nation of Israel was created.



Throughout our lives, as individuals and as a people, we have learned that we must plan for all scenarios.

Today, growing instability across the Middle East is testing every assumption Israel’s leaders and military planners have had for generations.

With so many destabilizing forces at play in the region, the friendship between the United States and Israel becomes more important than ever.

Here in America, we can make a difference. We can educate our elected officials and support legislation to help strengthen the critical bond between the United States and Israel.

We can help both nations remain safe as they adapt to anticipated changes and prepare for events for which we have little warning.

With our involvement, this year can be another defining moment in Jewish history as we work to secure the future of the Jewish state.

## Uncertain Times

The hope and optimism emanating from the start of the “Arab Spring” has largely been replaced by instability and vulnerability throughout the Middle East.

Our ally Israel is stuck in the middle of the shifting sands of the region.

It has been 40 years since the Jewish state faced such precarious challenges on all of its borders.

The once relatively quiet borders along Syria and Egypt have given way to political upheaval and an uncertain future.

Jordan is facing difficulties as it copes with hundreds of thousands of displaced Syrian refugees. Lebanon is home to the Iranian-backed terrorist group Hezbollah, which has tens of thousands of rockets pointed at the Jewish state.

The environment surrounding Israel is indeed dangerous to Israel, but it also threatens America’s national security.

Thankfully members of Congress are working to ensure that American interests in the region are secure, and that Israel remains strong.

**Visit [www.aipac.org/](http://www.aipac.org/) TakeAction to learn about these legislative initiatives and how you can make your voice heard.**

Even as Israel faces instability on every border, the Jewish state continues to be at the forefront of making the world a safer, healthier place. These are just a few examples in a growing list.



## Painless

Injecting medicine through needles can be painful. To help ease the discomfort, Israel's TransPharma Medical has developed the ViaDerm Drug Delivery System. ViaDerm is an electronic applicator that pushes medication into the bloodstream through a patch. The device is ideal for diabetes sufferers and those who require daily injections. Medications adapted for ViaDerm can be time-released so patients who require multiple injections only need to administer the patch once daily.



## Digital Security

Israel is the world leader in cyber-security. Israeli start-up NSO is helping protect governments by selling "intelligence collection tools" that give users the ability to combat perceived security threats coming from smartphones. The device uses software that allows officials to gain access to encrypted data transmitted through a user's smartphone, tablet or mobile device.



## Chilling Effect

An exciting new process is helping to remove breast cancer tumors by freezing them. Israeli biomedical company IceCure uses patented technology to treat small cancerous tumors in the breast through an ultrasound guided procedure that penetrates the tumor and destroys it by engulfing it in ice. The entire procedure takes about ten minutes and does not require surgery or recovery time.



## Seeing-Eye Car

Mobileye advances driver safety through collision prevention. The vision-based platform, developed in Israel, works as a third eye in the car. The program analyzes the various driving risks and issues audible and visual alerts to help drivers avoid accidents. Mobileye is installed in more than 90 percent of vehicles manufactured by Ford, GM, Volvo, BMW, Hyundai and Nissan.



## Friendly Skies

The U.S. Transportation Security Administration (TSA) uses Israeli methods to ensure safe traveling conditions in and out of U.S. airports. The Screening of Passengers by Observation Techniques (SPOT) program trains officers to detect behaviors that a person exhibits in response to the fear of being discovered. SPOT has helped to identify illegal activities that have resulted in thousands of arrests at airports and other transportation hubs around the United States.

# Israeli Innovations

## Helping to Make 5774 a Safe and Healthy New Year



## Brain Waves

The FDA has approved a magnetic helmet for treating depression, created by the Israeli company Brainway. Patients apply the helmet for fifteen to thirty minutes, repeated over several weeks, for a more comfortable, noninvasive treatment that targets the brain directly. The helmet has already been approved in Europe to treat clinical depression, bipolar disorder, schizophrenia, Parkinson's disease and PTSD.



## Preventing HIV

Research has shown that circumcision can reduce the risk of HIV infection by 70 percent in men in sub-Saharan Africa. Israeli company Circ MedTech has developed a device called PrePex, which enables virtually painless, adult male circumcision in a safe and easy-to-administer procedure, to help conquer the HIV/AIDS epidemic. Over two brief appointments, men can receive the simple procedure that can help protect them against contracting HIV.



## Listen Up

An Israeli system called EyeMusic is teaching the blind to "see" with their ears. This sensory-substitution device scans an object or image and transforms the visual into musical notes, which creates a new sensory language that teaches the brain to convert sound into images.



## Take One Pill and...

Israel-based company Given Imaging has developed a "camera in a pill," aptly named the PillCam, which is useful for diagnosing gastrointestinal ailments. Patients using the PillCam simply swallow the pill and as it travels through the digestive track it will snap up to 870,000 images. Eight hours later, doctors can view a high-resolution video of the intestines, thanks to this inexpensive and painless innovation.



## Fresh Air

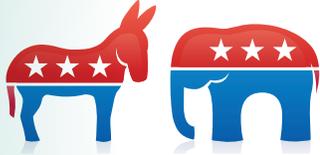
A system to eliminate germs and allergens that cause illness or odors is helping to solve "sick building syndrome" by sending millions of "good" bacteria to overtake the "bad" bacteria. Israeli invention, Better Air, also has created a home-based plug-and-play purifier that cleans the air intake of heating or air-conditioning units.

For more about the many ways Israel is helping to keep our world safe and healthy, visit [www.aipac.org/innovation](http://www.aipac.org/innovation).

# Did You Know?

You probably know that AIPAC activists work with members of Congress to help keep Israel safe. But did you also know...

**AIPAC is bipartisan** and works with leaders on both sides of the political aisle to strengthen the U.S.-Israel friendship.



**AIPAC members build personal friendships** with members of Congress to help educate them about the U.S.-Israel relationship.



**AIPAC educates students** on hundreds of college campuses and high schools throughout the country about how to be active in pro-Israel politics.



**AIPAC works with Congress to help advance the peace process** through direct negotiations between Israel and the Palestinians.



**AIPAC has an educational foundation** which brings leaders in Congress and influential members of the Latino, African American and pro-Israel Christian communities to Israel to experience the country and understand the value of America's friendship.

**AIPAC is a domestic lobby** and is supported by private donations.

**AIPAC supports a robust foreign aid budget**, which includes \$3.1 billion in annual security assistance for Israel.

**AIPAC does not rate, endorse or contribute** to members of Congress or candidates for office.

**More than 12,000 Americans gather in Washington, DC for the AIPAC Policy Conference**, including activists from more than 200 congregations, representing every denomination of Judaism.



**AIPAC has been called** "the most important organization affecting America's relationship with Israel," by *The New York Times*.



## Be Inspired...

For more information or to register for the AIPAC Policy Conference, visit:  
[www.aipac.org/pc](http://www.aipac.org/pc)

## Be There...



## Be Heard...

# The AIPAC Policy Conference

March 2-4, 2014 | Washington, DC

 **AIPAC**  
THE AMERICAN ISRAEL PUBLIC AFFAIRS COMMITTEE  
America's Pro-Israel Lobby