



THE HARRY &
SYLVIA HOFFMAN
LEADERSHIP
& RESPONSIBILITY PROGRAM

2008-2011



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The Hoffman Leadership and Responsibility Program
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Harry Hoffman OAM

Chairman, Ardross Group of Companies
Chairman, Korsunski Charitable Trust
Life Governor, United Israel Appeal (WA Branch)

Harry Hoffman OAM was born in 1929 in Dubove, Czechoslovakia. In May 1944, he and his family were taken to Auschwitz where he lost his mother and two sisters.

Harry migrated to Australia in 1949 and through hard work and persistence, quickly learned English and developed a career in real estate. He met Sylvia Frochter, and Harry & Sylvia were married in 1953. They have two children, Susan and Alex, and one grandson, Joshua.

In 1957, Harry & Sylvia established Ardross Real Estate, the foundation of what was to become the Ardross Group.

The Ardross Group, which specializes in land development, constructs and/or owns commercial, industrial and residential properties, with numerous property developments around Perth. Currently the focus of the Group's work is on the regional locations of Albany, Manjimup, Bunbury and Jurien Bay.

The Group's landmark project is the 60km² Turquoise Coast project at Jurien Bay, 230km north of Perth. The project aims at developing Jurien Bay as a major tourist destination and as the regional center for the Turquoise Coast.

Harry Hoffman is a survivor, not only of the Holocaust, but also of the rigors of running an active business in property development during the "boom" and "bust" economic cycles that have marked Western Australia's recent history. Aided by his wife Sylvia, he has continued to employ a "hands-on" approach to the management of the Group's operations.

Harry was awarded an OAM in 2000 for his philanthropy to community groups and educational institutions. In 2003, he was awarded a Centenary Medal.

Harry has been active in a number of organizations supporting Jewish causes and is a Life Member of the Carmel School, Life Governor of the United Israel Appeal, and Chairman since 2001 of the Korsunski Charitable Trust. Harry & Sylvia support many philanthropic causes, and their contribution to the Carmel School has been such that in 2009, Carmel School was renamed the H & S Hoffman and G Korsunski Carmel School.



Harry and Sylvia also provide support to the Property Education Foundation, United Israel Appeal, and Leadership Western Australia, amongst others.

On the occasion of Harry's 80th birthday, Carmel School published a book on his life entitled *Hate Never Sat at My Table*. In the words of the author, Christina Dullard OAM, "Harry's story is a tale of resilience in the face of adversity; a story of robust optimism, opportunity and exhilarating success, despite diverse and significant challenges which few of us have ever faced; an inspiring story of a remarkable life and partnership which exemplifies *yishar koach* (from strength to strength)."

Harry & Sylvia's support for the Hebrew University of Jerusalem is long standing, and in 2007 they established the Hoffman Doctoral Fellowship Program for Leadership and Responsibility at the University. The three-year Fellowship, which provides a supplementary program in leadership skills, has been awarded to 49 students with outstanding academic achievements who are committed to addressing social, educational and civic needs while aiming for academic excellence.

Harry & Sylvia were recipients of Honorary Fellowships of the Hebrew University of Jerusalem in 2007.

Harry's support for the State of Israel and for educational causes appears limitless and he values Jewish education highly, an education that was cut short for him in his childhood. On receiving the Hebrew University's Honorary Fellowship, Harry said:

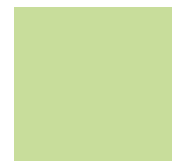
"I am very proud to be associated with the Hebrew University in Jerusalem and to have this honor bestowed upon me.

Since arriving in Australia and establishing what has ultimately become a successful business, I have personally strived to contribute as much as I can to society and behave as a model citizen, adhering to learnings I derived from my early childhood Jewish education.

This background has helped inspire me to seek the continuation of excellence in Jewish education, both in Israel and in my adopted home, Australia.

I look forward to continuing a close relationship with the Hebrew University in the many years to come."

Harry Hoffman OAM





Sylvia Hoffman

Director, Ardross Group of Companies

Sylvia Hoffman was born and bred in Perth, Western Australia. After marrying Harry, Sylvia finely tuned the balance between diverse responsibilities as she rose to the challenge of playing an important administrative role in the rapidly expanding business, while at the same time having children and raising a family without the luxury of extended family support.

Described by others as extremely pragmatic, Sylvia provided much needed stability in both arenas when economic circumstances dictated the careful management of financial resources.

Since retiring from active involvement in the Ardross Group in the mid-1990s, Sylvia has continued to support a range of charitable causes both in Australia and Israel. On receiving the Hebrew University's Honorary Fellowship in 2007, Sylvia said:

"I feel privileged and really honored to be recognized with an Honorary Fellowship.

I'm also extremely pleased that the contribution Harry and I have been able to commit to the Hebrew University, will assist Israel in its development of future leaders.

Additionally, my admiration goes out to those students who will become eligible to be selected to participate in the Leadership Program."

Sylvia Hoffman



Dear Harry and Sylvia,

I have known about the Hoffman Leadership Program since its inception, but it is only since becoming President of the University that I became fully aware of its uniqueness and importance. One of the most important missions of a research university is to train the next generation of scientists. Your program goes even beyond that. It sets a new standard for higher education and scholarly leadership. It combines talent and commitment towards the missions of the 21st century. The graduates of the Hoffman Program are the best product that any university can generate – outstanding young scholars with a deep commitment to society as an added value to their academic excellence. The Hebrew University, Israeli society and the world of science will forever be grateful to you for initiating and generously supporting this project.

With appreciation and gratitude,
Menahem Ben-Sasson, President





Dear Harry and Sylvia,

The second cohort is graduating from your Leadership Program at the Hebrew University, equipped with a load of insights and experiences accumulated over three years of intensive discussions, workshops and group work on specific projects. For me it is another moving landmark in my long personal association with both of you and in my involvement in the program. I participated in selecting every one of the students who are now graduating and I have followed them closely at the program activities which I attended. They combine academic excellence with a social commitment that requires leadership skills and an understanding of our human and natural environment. I expect each of them to make an impact in their chosen field of educational, cultural or public activity.

I shall always cherish the personal friendship which is at the basis of our relationship, and together with the entire university family I shall always be grateful to your vision and entrepreneurship, your dedication and generosity which produced this unique project.

I wish you many years of good health and of active life to enjoy the fruits of all your efforts and I hope to see you many more times at the forthcoming graduation ceremonies.

Hanoch Gutfreund



Greetings to the Hoffman Scholars



To my dearest friends from the Second Hoffman Cohort,

It is almost three years since we first met and it is time and it is hard to believe how fast these years have passed. For me, the challenges of the Hoffman Program were not simple as they were associated with many hopes and hesitations regarding the planning of the program. I can easily remember the contribution of each one of you to the program: how you helped me in understanding intellectual enthusiasm, dedication to important issues, and the passion for doing for others. We were blessed to benefit from your collective visions of responsibility and critical thinking coupled with leadership and dedication to your independent goals. Together, you all established a unique synergy of qualities! I thank each one of you for your contribution to the group spirit, and for your special individual talents and wisdoms.

Adva, Anat I., Anat P., Gadi, Hagai, Laura, Ohad, Orly, Rea, Roy, Tzili and Yoel - I will always cherish what I have learned from you! We all know that you will be highly successful in the paths you have chosen. I'm already looking forward to seeing it happen!

Warmest wishes to you all,
Amalya Oliver-Lumerman



Dear graduates,

I have been following the Hoffman Leadership Program for almost two years, and every meeting has been a unique, exciting experience. I found you, the Hoffman fellows, to be creative, involved in the community, caring and optimistic, representing the best of our society. Not to mention excellence in research, which is taken for granted. I hope that our meetings have enriched you and will help you in your future professional development. I also hope that the ties formed between you will continue to flourish after graduating from the program. Remember (and I apologize to the mathematicians) that the whole is larger than the sum of its parts.

Good luck, wherever you go!
Udi De-Shalit




Orly Aziz-Boaron

Faculty of Agriculture

Koret School of Veterinary Medicine

Department of Animal Science

Characterizing the Factor Affecting the Epidemiology of Bovine Ephemeral Fever in Israel



Orly is conducting research in Epidemiology at the Koret School for Veterinary Medicine under the supervision of Dr Eyal Klement. The research subject is Bovine Ephemeral Fever Virus (BEFV), a rhabdovirus that belongs to the genus Ephemerovirus and causes acute febrile disease in cattle and water buffalo. The disease can cause heavy economic losses mainly due to reduced milk production. BEFV is an arthropod borne (ARBO) virus, a group of viruses that spread by blood-sucking insects and pose an increasing threat to human beings and livestock due to global warming and globalization. The research focuses on the determination of risk factors for infectivity, identification of its vector and definition of ways of arrival. It is intended to serve as a basis for establishing control measures against BEFV in Israel. Furthermore, since ARBO infections know no borders, the research will enable the development of knowledge that in time will support the surveillance and response to ARBO infections that might spread between Israel and its neighbors.

During her years with the Hoffman Program, Orly has worked as a volunteer for "ELEM," an organization which operates a range of projects for helping youth in distress, and at the ADI Center, a day care center for girls aged 14-22 who are dealing with different types of crises. She has also taken part in running a safe house that serves as an intermediate stage for girls in the process of rehabilitation and becoming independent powerful woman.




Adva Eichengreen

Faculty of Social Sciences

Department of Psychology

Self-Directed vs Others-Directed Orientation Among Hard-of-Hearing Young Adults: Emotional Effects of Integration Into the Hearing Society



The rehabilitation and integration approach, alongside its vital advantages, stresses the disabled child's need to adapt him/herself to the abled-bodied environment, and is an expression of a prevalent social value-system according to which disability is a fault that should be mended to the greatest extent possible. The goal of the research is to determine whether this approach, in the case of hard-of-hearing children, yields specific psychodynamic effects, based on the psychoanalytic concept of False Self defense. In addition, the research seeks to assess rehabilitational, familial and social variables that may mediate the aforementioned effects. Adva's research is conducted under the supervision of Dr. Dan Hoofien and Prof. Eytan Bachar.

During her years with the Hoffman Program, Adva has also been academically involved via the Van Leer Institute in Jerusalem in introducing the field of Disability Studies to the Israeli academic, professional and general public. Adva is a member of the boarding management of "Bekol", the national organization of hard-of-hearing people. She also co-facilitates a self-help group of hard-of-hearing people supported by the Jerusalem Municipality. Another ongoing project of Adva's is making the Hebrew University more accessible to hard-of-hearing students.





Yoel Greenberg

Faculty of Humanities

Department of Musicology

Decomposing Sonata Form: Towards a Genetic Code of Complex Creative Norms

Within the creative arts, there are frequently recurring patterns and generic moulds which play a part in the creation of a set of common conventions or creative norms. More often than not, this happens through a process of tacit imitation between different creators, and explicit theorizations of such patterns are normally ex post-facto descriptions rather than generative prescriptions. Despite this, these patterns are frequently highly complex. Yoel's research attempts to explain how such complex creative norms can emerge in the absence of theoretical formulations. Focusing on the complex musical form known as sonata form, he presents a reductionist model analogous to "selfish gene" evolutionary theory, showing how such a complex entity could have spontaneously emerged. The methodology used employs techniques appropriated from modern evolutionary theory and population genetics. This includes mathematical modeling of the emergence of complex musical form from simple formal elements, and of the networks through which such elements are transmitted.



Ohad Ilovich

Faculty of Medicine

Hadassah Hebrew University Hospital

Cyclotron/Radiochemistry Unit

Novel Positron Emission Tomography (Pet) Agents for in Vivo Imaging of Angiogenic Processes and Myocardial Perfusion

Ohad's research focuses on the development of imaging agents for Positron Emission tomography (PET) in two basic fields: angiogenesis and myocardial perfusion. Angiogenesis is the sprouting of new blood vessels from existing vasculature - a necessity for tumor growth. Imaging angiogenesis could lead to a better understanding of the molecular processes involved in angiogenesis, better patient selection for antiangiogenic therapies and better personalized medicine. Myocardial perfusion imaging (MPI) is a very large field, involved in the diagnosis and risk stratification of patients with coronary artery disease. MPI is usually performed using inferior SPECT technology and development of new PET based agents could help diagnosis and treatment. The angiogenesis project has led to a shift in paradigm towards using peptides for imaging the angiogenic processes. The MPI project has led to the development of several new imaging agents, one of which has already successfully undergone tests in healthy mice, rats, rabbits and finally in a novel model of partial coronary artery occlusion in pigs. Clinical trials are expected to start soon. Ohad's research is conducted under the supervision of Prof. Eyal Mishani.



During his Hoffman years, Ohad volunteered with a big brother program in the Ethiopian community in Jerusalem. Ohad also worked towards the advancement of legislation in the field of clinical radiopharmaceutical production in Israel.





Anat Itay

Faculty of Social Sciences

Department of Political Science

Towards a Qualitative Model of Progress

Anat's research focuses on issues of progress and quality of life, and incorporates fascination both in research and in practice. Her research, focuses on political theory and public policy, on contemporary models and theories of progress, it focuses on developing a model of progress to challenge the economic, quantitative one. The dissertation is a PhD-by-Publications work, and so it includes published (or accepted for publication) research, on different aspects of progress: current conceptions towards progress, objections to progress, and finally a proposed qualitative model of progress and quality of life.



During her years with the Hoffman Program, Anat has been involved in leading the project of Israel's Progress Index, an initiative to measure and evaluate progress and quality of life in Israel. This project is multi-layered, incorporating work with Government level, local organisations and community participation. She studied for her B.A and M.A in Political Science at the Hebrew University of Jerusalem and conducted her research for PhD at University College London, the University Of London, UK in addition to the Hebrew University of Jerusalem. Anat got married this spring, right after having submitted her dissertation.



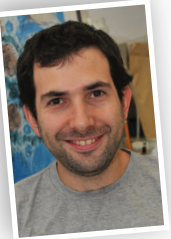
Rea Mitelman

Faculty of Medicine, Faculty of Science

The Interdisciplinary Center for Neural Computation, and the Department of Medical Neurobiology

The Role of Synchronous Activity in the Physiology and Pathophysiology of the Motor System

Rea's research focuses on the role of synchronous activity in the physiology and pathology of the motor system. The motor cortex is usually perceived as the main player in the motor system, but there are two major subcortical networks with notable influence on its activity: the cerebellum and the basal ganglia, both innervating the motor cortex via the thalamus. The existing knowledge about synchrony in these networks is somewhat confusing: on one hand, synchrony was shown to play a role in the normal physiology of the motor system; on the other hand, it is well accepted that synchronous oscillations in the motor system play a major role in the pathophysiology of Parkinson's disease and its motor deficits. In his research Rea tries to explain the conditions in which synchrony is vital to performance of physiological movements, and those in which it contributes to pathological movement disorders. Rea's research is conducted under the supervision of Dr. Yifat Prut and Prof. Hagai Bergman.



During his years with the Hoffman Program, Rea volunteered in assisting disabled children and adults with leisure activities, in the organizations Etgarim and Beit Ha-Galgalm.





Roy Oppenheim

Faculty of Humanities, School of Education

Philosophy of Education

Emotion Without Movement

Roy holds two graduate degrees, in the Philosophy of Education and in Orchestra Conducting. He currently makes a similar interdisciplinary attempt in his Ph.D. research, where the research object is musical, the method used – philosophical and the goal – educational. Roy's dissertation, inspired by Heidegger, Bergson and Merlot-Ponty's works, uses the musical experience as a laboratory to a phenomenological exploration of the temporal experience, in order to present its implications on the concept of human being.



Roy suggests an innovative perception of the experience of music and its tones, neither as a world with images nor as a temporal background in which there exists a series of auditory objects, but as a clock. Much as the clock shows time and its progress – the musical experience voices it. Listening to music is akin to observing a clock, to searching for 'the now', confirming the existence of the self and its temporality, existing prior to any image of the self or any narrative of it. Therefore, any attempt to hold on to a musical tone as an image or object resembles the desperate attempt to hold on to the 'now', or, in other words, to ask... "what time is it?"

As his Hoffman volunteer project, Roy founded the "Israeli Revolution Orchestra" Association, a creative ensemble that serves as a Musical lab for original Israeli music that combines performing arts as well as musical education. For the past three years, he managed the Orchestra's projects as a volunteer and performed in renowned festival such as the Israel Festival 2010, the International Spring Festival 2009 and many more.

Roy is also an I.D.F. air-borne unit commander, and continues to serve in the reserve forces to date.



Tzili Paz-Wolk

Criminology Institute, Faculty of Law

The Program of Conflict Research, Faculty of Social Studies

Sexual Assault Victims in the Criminal Process

Tzili's research focuses on the interpersonal encounter between sexual assault victims and law enforcement representatives. The research is supervised by Professors Leslie Sebba and Simcha Landau from the Criminology Institute. The encounter has been shown to be of unique importance, as it forms the foundation for an effective and fair advancement of the criminal process as a whole. The victim's personal story, that is unveiled through the encounter, has important ramifications for the ability to conduct a fair and efficient process that is in the interest of all the participants.



Tzili's research has revealed that, contrary to conclusions of past studies, most interactions between the victims and law enforcement representatives are conducted in a positive manner that is sensitive to the victim's needs and enables her to tell the story of her victimization in a full and authentic manner. Moreover, the findings reveal a significant change in the system's treatment of victims' of sexual assault. The analysis of the findings from an institutional perspective offers explanations to the occurrence of the change, and highlights the intensive relation between the law enforcement system and rape crisis centers as central force in its mobilization.

While working on the research and during her years with the Hoffman Program, Tzili has continued her extensive volunteer work at the Tel Aviv rape crisis center. Tzili's volunteer work included accompanying victims who chose to venture into the criminal process, speaking to law enforcement professionals, and teaching courses that enhances their competence to conduct the interaction with sexual assault victims in an optimal manner.





Gadi Peleg

Faculty of Agriculture

The Robert H. Smith Institute of Plant Sciences and Genetics in Agriculture

The Role of Endodermal Aquaporins in Root Architecture and Whole Plant Water Permeability

The United Nations recently reported that a massive desertification is threatening vast areas of land in the world. This looming crisis of drought, extreme temperatures and high salinity are major limiting factors for plant growth and crop productivity and therefore requires alternate solutions for agricultural production in order to feed the ever-increasing world population. Improved resistance to drought, salinity and extreme temperatures has been observed in plants over expressed genes regulating osmolytes as the aquaporins (AQP's) genes family. These genes control the plant water permeability and therefore play an essential role in plants ability to cope with abiotic stresses. The involvement of these family members' genes in abiotic stress response makes them prime candidates for future studies toward improved crop tolerance to such stresses. The major interest of Gadi's research lies in studying the cellular mechanisms regulating the functions of the AQP family in plants. The challenge to study these mechanisms requires a multidisciplinary research approach. To achieve this goal, Gadi combines labs' expertise in plant physiology and plant molecular biology.



During his years with the Hoffman program, Gadi participated in volunteer activity in 'Zalul' environmental association. 'Zalul' is a not-for-profit organization committed to protecting and maintaining clean, clear water along Israel's rivers and shorelines and to bring issues of environmental protection to the forefront of the public agenda.



Anat Perry

Faculty of Social Sciences

Department of Psychology

Exploring Motor System Contributions to the Perception of Social Information: Evidence from EEG Activity in the 8-13 Hz Frequency Range

Much effort has been invested in the past decade in identifying the neural mechanisms that mediate our understanding of others' minds. As part of this endeavor, an impressive body of studies has been marshaled under the perception-action coupling account of empathy. The core assumption of this account is that perceiving the other's emotion and/or action activates automatically the corresponding representations of that emotion and/or action in the observer, which, in turn, activates somatic and autonomic responses, and enables us to feel or understand what the other is feeling. In her PhD research, Anat studied EEG rhythms measured above the somato-motor cortex, known as "mu rhythms". It has been widely known that motor actions suppress these rhythms, and that mu-suppression is also induced while the participant observes actions executed by someone else. Anat's research focused on these rhythms and how they are affected by different social tasks. Her results suggest that we understand others through activation of our own motor system, and that this system is involved not only in action perception and execution but also in higher social cognitive processes such as mediating empathy.



During her years with the Hoffman Program, Anat's volunteer work focused on coordinating a BA tutoring project for students of the Arab sector in the Psychology Department.





Hagai Shpigler

Faculty of Science

Department of Ecology, Evolution and Behavior

Juvenile Hormone and the Evolution of Sociality in Bees

Hagai's research focuses on the evolution of insect socialites. The origin of social insect is one of the major enigmas in the evolutionary research. Bees provide an excellent model with which to study the evolution of sociality, because deferent species show diversity in the levels of sociality. Hagai examines the regulation of gene expression in the brain of bee workers from two species: The bumblebees which show a primitive social behavior and the honeybee that presents highly social behavior and compared between them. These approach aim to uncover the mechanism that underline the modification that allow the evolvement of the complexity of insect socialites. Hagai's research is conducted under the supervision of Prof. Guy Bloch.



While being part of the Hoffman Program, Hagai volunteered as a mentor for an undergraduate student in a program for promoting students from the Israel periphery at the Hebrew university.



Laura Wharton

Faculty of Social Sciences

Department of Political Science

The Vicissitudes of Social Ideology: From the Party of the Workers of Israel to the Israeli Labor Party, 1965-1977

For decades Israel was known for its wide social net and its development of advanced social services, yet by the 1970s changes had begun to take place that entailed relegating socioeconomic concerns to a lower place among the country's complicated priorities. Laura's research is focused on understanding how and why these changes took place: working on the level of the party, she has been doing archival work to follow discussions and decisions made within the Israeli Labor Party. Focusing on the period 1965-1977, when the Labor Party formed the government, she has sought to find to what extent the changes which were begun in the 1970s, such as privatization, were the result of ideological transformation and influenced by changes in the world economy and how much they stemmed from domestic and internal pressures. Investigating policy debates regarding employment and public housing, her findings show that ideological commitments remained a key force in protecting social considerations, and that organizational and practical factors rather than ideological changes paved the way for further and far-reaching changes in the social services. Laura's research is supervised by Prof. Itzhak Galnoor and Prof. Shlomo Avineri.



During her years with the Hoffman Program, Laura was elected to Jerusalem's City Council, Laura serves in this volunteer position to advance the rights of people with disabilities, the elderly and to promote the advancement of women, especially those in communities where women are not generally encouraged to pursue independent lives.

