



The Diplomatic Club

March 2011



**POLAND'S
AMBASSADOR
TO ISRAEL**

**MIDDLE EAST:
BETWEEN
REVOLUTION
AND REFORMS**

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ONLY JEWISH
MUSEUM IN
ARAB WORLD**

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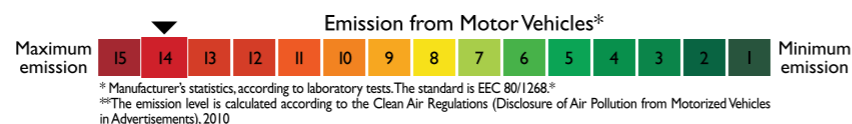
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Dear Friends,

February is a busy month with lots of major festivals and events taking place in the world .

Saint Valentine's Day is an annual holiday held on February 14 celebrating love and affection The holiday is named after one or more early Christian martyrs named Valentine and was established by Pope Gelasius I in 496 AD. It is traditionally a day on which lovers express their love for each other by presenting flowers, offering confectionery, and sending greeting cards (known as "valentines"). The holiday first became associated with romantic love in the circle of Geoffrey Chaucer in the High Middle Ages, when the tradition of courtly love flourished.

Modern Valentine's Day symbols include the heart-shaped outline, doves, and the figure of the winged Cupid. Since the 19th century, handwritten valentines have largely given way to mass-produced greeting cards

Metal Tiger energy in 2010 gives you more confidence and hope about getting what you want out of life! It's a short year (The Chinese New Year begins on February 14, 2010, and ends on February 2, 2011) and one that should be used to get your priorities and goals in order.

Israel preparing to celebrate Purim on the beginning of March. Purim commemorates the survival of the Jewish people in Ancient Persia, from the threat of annihilation at the hand of the powerful and evil Haman, the "prime minister". Haman plotted to kill the Jews on the 13th of Adar, but his plan was foiled and he ended up being killed himself. As a consequence, the Jews celebrated the next day, the 14th of Adar.

To celebrate the joyous holiday is reading Megillat Esther (The Book of Esther) which tells the whole story of the events relating to the holiday, dressing up in costumes, giving gifts to the poor (matanot l'evyonim), giving gifts to friends (mishloach manot) and having a large Purim feast (seudat purim)!

The Diplomatic Club is aiming to facilitate the integration of foreign diplomats in Israel and internationally, and to promote worldwide ties and networking opportunities between members of the Diplomatic Corps and with the business, industry, hi-tech and other communities in Israel.

I am pleased to represent the second edition of the Diplomatic Club Restaurant Guide as a service to the diplomatic corps. We too understand the difficulties of living in a foreign country and hope that this service will prove helpful to diplomatic staff and their families.

The Diplomatic Club will work harder than ever to bring the new financing benefits and improved ideas and services .We would like to draw the attention of our readers and remind our regular ones a special offers and rubrics that available on our site www.diplomacy-club.com under the website : www.mall-on-line.com.

The Diplomatic Club will organizes social events, including seminars, exhibitions, fashion shows, tennis and shooting tournaments, sightseeing tours, as well as other diverse activities.

Welcome you all to The Diplomatic Club, Israel.

*Sincerely yours,
Julia Verdel
General Manager*

Diplomatic Club celebrating the International Women Day, 2001



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POLAND'S AMBASSADOR TO ISRAEL

By Neil Sandler



Ambassador Agnieszka Magdziak-Miszewska graciously welcomed this reporter to her beautiful office at the Polish Embassy on Soutine Street in Tel Aviv. This is an especially satisfying moment for both countries, because Poland and Israel have just celebrated the 20th anniversary of the re-establishment of diplomatic relations between the two countries. The Ambassador chronicled the story of the extremely emotional and intimate relationship between Poland and Israel. To begin, Poland voted for the establishment of the State of Israel at the United Nations in the "Partition Vote". For all the following years that Poland was part of the Soviet bloc, Poland foreign policy was only an "echo" of Soviet policy, and Poland was moved to break relations with Israel after the Six-Day War when the Soviet Union became rather hostile to Israel. Before the break of relations, exchanges of people was limited, although the Embassy was here, and there were only limited flights of Lot Airline to Poland. Bank Pekao was a presence in Israel, however. There had been an earlier exodus of Jews from Communist Poland in 1957, when 90% of the Jews left, about 50,000, for Israel. In 1968, because of pressure from the Communist government there, another wave of Jews left, about 7,000, mostly for Western Europe and the U.S., among them a great number of artists, scientists and intelligentsia who were prominent in the culture. At that time there were about 7 daily newspapers in Polish in Israel, as well as many Polish restaurants and clubs in Tel Aviv. The Polish Communist government at that time portrayed Israel as the proxy for "American Imperialism", claiming Arab countries as being its victim.

One of the first decisions after the creation of the non-Communist government of Poland was to re-establish relations with Israel.

Just soon after re-establishing relations, the Polish government opened the Chopin Airport during nights, although usually closed, to allow nighttime flights of immigrants from the former Soviet Union. It was one of the first great episodes of close contact between Israeli and Polish officials. So, more than merely celebrating the 20th anniversary of re-establishment of diplomatic relations, the Ambassador says that this anniversary celebrates the first "real" relations between a democratic Poland and the State of Israel. Just after the opening of the Embassy, President Lech Walensa, who was also the founder of Solidarity, paid a visit to Israel. He addressed the Knesset, and spoke of the history of the Jews in Poland, the fate of the 3.5 million Polish Jews during the Holocaust in Poland, and subsequent history in the country. The first ten years of relations were spent building the legal infrastructure for relations, which was easy; and to build confidence and fight stereotypes on both sides, which was not so easy. Ambassadors on both sides worked very hard through the years and Poland has proven to be one of the greatest friends of Israel.

For example, together with the Czech Republic and Romania, Poland tries to balance the EU attitude towards Israel and in regard to the Israel-Palestinian conflict, so as not to have a "one-sided view". Poland was one of the countries to boycott the "Durban II" Conference, and to reject the "Goldstone Report", and so on. The intelligence services and military establishments have very close cooperation, not only to modernize the Polish Army but also because the Polish Military has been in Iraq and Afghanistan, making the cooperation especially crucial. The two countries have close cultural ties; last year was the Year of Polish Culture in

Israel, and the Year of Israeli Culture in Poland. Poland and Israel are working closely together in the field of education; one matter is in overcoming stereotypes about the other country among the very young. There is close strategic dialogue between the countries' Ministries of Interior, Defense and Foreign Affairs Ministries in not just bilateral relations, but in broader issues as well. When PM Netanyahu visited Warsaw last January he said that Poland and Israel should upgrade their relations to the highest policy level. And at the end of this year there will be joint Cabinet sessions between Polish and Israeli Ministers in Jerusalem to work on joint projects; the Ministers of the different Ministries will meet and agree and have a joint session to issue declarations on the signed agreements for projects that will be worked on together in the following two years in the realm of each Ministry. The areas include Research and Development projects, education projects, medical research and so on. Poland will be the third European country Israel will have such Cabinet dialogue with, after Germany and Italy. Poland currently maintains such high-level dialogue with France and Germany. So the Ambassador says that what has been achieved so far is almost a "miracle". The biggest remaining challenge and task is to fulfill the legal framework and finish the excellent relations at the governmental level and raise people-to-people contacts.

The Ambassador has been posted here to Israel for more than 4 years, since just after the outbreak of the Second Lebanon War in Summer 2006. The Ambassador has been asked to stay at her posting until the second half of 2011 when Poland finishes the Presidency of the European Union. The Ambassador was not a career diplomat; she did not work in the diplomatic service before the Communist government, but was a member of the opposition. Before the Communist fall, the Ambassador worked for the Catholic Monthly, which was half underground and half not. The Catholic Monthly was closely aligned to the philosophy of Karol Wojtyla (Pope John Paul II), including reconciliation with the Jewish People. Her editor-in-chief, Tadeusz Mazowiecki, who became the first non-Communist Prime Minister, took his staff to work for the State, now that it was democratic. Her first posting through the Foreign Ministry was to Moscow, from 1991-1995, beginning as Press Attache and ending as Deputy of the Mission. After that she returned to Poland and worked for the Center of Foreign Relations, a "think tank". In 1998 she was asked to work as an advisor for Polish-Jewish relations by Prime Minister

Jezyz Buzek, now the President of the European Parliament. It was then that she began to visit Israel. In 2001 she was posted as Consul General in New York. After the posting ended in 2005 she returned to the Prime Minister Chancellery and after one year was posted to Israel as Ambassador by the Foreign Minister.

The trade level is still comparatively low between the countries, but growing well, by about 20% last year. Many Israeli investors in Poland work through branches in other countries, so much of the investment amounts cannot be seen in official figures. But, for example, companies such as Super Pharm, Cinema City, and Egged, among others, are visible in their chain stores and operations in Poland. Egged imports buses from Poland to Israel, and runs transportation lines between small cities in Poland. Polish contractors and engineers work in Israel in construction of Cinema City properties in Israel as well. And, for example, Rafael is building the Spike Missile systems in Poland. There are many and growing real estate investments throughout Poland. In addition, Israel's giant Teva Pharmaceuticals has plants in Poland. The Ambassador described how Israeli companies are becoming more and more visible on the Polish Stock Exchange. This year Poland will be participating in the Globes conference, with the biggest Israeli investors in Poland asked to present their success stories in doing business there. Poland is probably the biggest market of the "new" European countries, 38 million people, with great know-how in doing business in former Soviet countries.

Last year Poland was the only European country to have growth of the middle-class, the Ambassador proudly pointed out. This, of course has helped to fuel the strong growth in the number of Poles travelling abroad. Poland is the fifth biggest source of numbers of tourists to Israel in the world, last year about 150,000. The 30,000 Israeli tourists who come to Poland mainly visit sites from the Holocaust, and tourism promoters would like to expand the scope of tourism there. The Institute of Polish Culture in Asia House in Tel Aviv provides Polish tourist information. Polish Airline Lot has nightly flights to Poland, with flights to Cracow, in addition to Warsaw, El Al has flights only to Warsaw, and Arkia also flies to Katowice. Lot is currently working on building package trips to Poland.

The Ambassador recounted how the Embassy processes people in re-claiming or "re-confirming" their Polish citizenship through family claims, as do Embassies throughout the world. About 16-18,000 people so far in Israel



have re-claimed their citizenship through the Embassy here, and the number is growing. And also, the Embassy works with schools facilitating trips of Israeli students to Poland to the Holocaust sites, as well as a growing number of High School to High School trips for meetings. There are also "search" associations to reunite Polish citizens in Israel with their former cities and towns in Poland, together with citizens there, to commemorate those bonds. The Jewish cemeteries and former synagogues and so on in Poland are thus preserved correctly. The "search" associations in Israel are crucial to this project. In Poland, many Poles are re-discovering their Jewish roots in their family, and identification with Jewish religious and other institutions in Poland is growing. Jewish communal property from the past is being given back to Jewish communities now.

Ambassador Magdziak-Miszewska is married to Edward Miszewski, whose profession is an artist armorer. He makes copies of the old Medieval and Renaissance armors, using the old metals, for museums as well as for ceremonial events for knights. The Ambassador has a daughter, Anna, who is getting married next year. Anna graduated from the Philosophy Department of Warsaw University; her Masters Degree Thesis was on the Founding Ideas of the State of Israel: Bible and Zionism. Anna currently works for the Auschwitz Foundation. Together with friends, Anna visits Israel often, mainly during vacations. The Ambassador lives in Kfar Shmaryahu, and entertains often at her home and has many Israeli friends, in addition to Polish friends and friends among the diplomatic corps. The Ambassador enjoys touring Israel, appreciat-

ing the calmness of the Dead Sea, or going snorkeling at Eilat, in addition to many other trips to places of interest. With her husband she enjoys visiting Crusader sites, especially in the Akko area.

The Ambassador explained that Poland celebrates two main national holidays: Constitution Day, on May 1, commemorating the the Polish Constitution, which was the first European Constitution, in 1791, and November 11, Independence Day. Constitution Day is celebrated in a more intimate setting, at the Ambassador's Residence, while Independence Day is the diplomatic formal reception.

There are two Polish guest houses in Jerusalem and a sizeable number of Polish priests and Franciscan clergy and the Ambassador tries to have contact with them. There is a Polish Honorary Consul in Jerusalem there will soon be a re-opening of the Honorary Consul in Haifa and plans to open another Honorary Consul somewhere else in the country. The Embassy, together with the Institute of Polish Culture, sends publicists, journalists and students to Poland on study tours. The Assistants of the Knesset Members and Polish Parliament Assistants have also travelled to each other's countries.

As for the future development of Poland-Israel relations, Ambassador Magdziak-Miszewska would like to see even greater real cooperation between the two civil societies, with the development of foundations, think tanks, universities, schools and greater professional bonds between the people. Even more important than legal agreements is the Polish-Israeli people-to-people contact.

Middle East: BETWEEN REVOLUTION AND REFORMS

By Ksenia Svetlova

The symbols

Khaled Said, Muhammad Buazizi and Wael Ghneim. These young men had never met each other and by now two of them are dead, however their names will be forever conjoined, as the three of them became the symbols of the "Arab spring", the revolutionary tidal wave that recently hit the Middle East. Khaled Said, a prominent blogger from Alexandria was murdered by Egyptian police, Muhammad Buazizi, a resident of Tunisian city of Sidi Buzid had set himself on fire being unable to feed his family, while Wael Ghneim, Cairo born political activist and a head of Google MENA Marketing division, disappeared during the first days of demonstrations on Tahrir, and was released after 11 days in detention. The three of them, young men in their twenties and thirties personify the massive waves of protest, the demands, the hopes and the desperation shared by millions of Egyptians, Tunisians, Algerians, Yemenis, Bahrainis, Moroccans and others who decided to take their destinies into their own hands. Once I have seen a beautiful inscription on a house in Egypt. It said "I will patient, until my patience will not lose its patience". It certainly seems today that the whole region has lost its patience and is thirsty for change.



Revolution making

While it might seem that the revolutions in the Middle East erupted unexpectedly and were not predicted, was probably out of the region for a long time. Egypt, for instance, experienced 3000 working strikes since 2004 and dozens of political demonstrations. The last one erupted following the rigged parliamentary elections that took place on November 29. The opposition was crushed, the voters were humiliated, the rumors of Gamal Mubarak, president's son, participation in presidential elections in 2011 added fuel to the fire. In Tunisia trade unionists arrested and tortured, protesters shot dead by police during demonstrations in 2007, 2008 and 2009. And of course, the social media became a perfect channel for the frustrated youth to express themselves, exchange information and contact one each other. I have met some of these youth on Tahrir square in Cairo during the first days of demonstrations. Educated, bilingual, well-spoken and highly organized, they arranged the patrols on the square, clinics for the wounded, food for the needy and plenty of energy to keep the revolution alive. They've been active in RNN, We are all Khaled Said and Muhammad El-Baradei Facebook groups for months and had tweeted all along their way to Tahrir square. The fateful events in Tunisia and the unprecedented success of the demonstrators there just pushed them closer to the red line that had to be crossed. Men and women from all ages, professions and classes were there, mingling with each other, writing posters, repeating rhymed chants and short poems. These people were motivated and highly determined to stay there until the end, and so they did. Some demonstrators I spoke with explained that this revolution is much more than a protest against a regime, but also an attempt to revive the national and personal pride and dignity, trampled by poverty, misery, corruption and fear.



The myths

As it usually happens when revolutions burst, many myths and conspiracy theories thrive and multiply like mushrooms after rain. The current wave of "Arab spring" myths started with Mubarak-rumors. The rumor had it that Hosni Mubarak had left the country in the same direction as Tunisian president Bin-Ali did before him. Then some sources declared that the president is critically ill or deceased while his double was acting for him. The tabloids continued to stick to this scenario even after Mubarak's resignation, claiming that both presidents, Egyptian Hosni Mubarak and Tunisian Zein al-Abidin bin-Ali are in coma. After 4 or 5 days on demonstrations national Egyptian television declared that all foreign journalists are either spies or provocateurs, and we, the reporters, immediately felt the impact of this rumor. Some people became increasingly suspicious and aggressive, and by the day the supporters of Mubarak had hit the streets, it was almost impossible to report from Cairo. Nowadays some reporters were attacked in Tunisia while heading to Libya by mobs that demanded they would stay in Tunisia and cover the post-revolutionary events there. While the protests had spread in the Middle East as quickly as forest fire, the "who will gain the most of it" question was asked and answered by many different bodies and commentators. While "AlJazeera" channel reported that the black missionaries hired by Qaddafi were in fact equipped by Israel, the Egyptian regime had attacked the Qatari-based channel and shut down its Cairo bureau,



and Qaddafi himself blamed Al-Qa'eda and United States for backing the opposition. The Iranian leadership decided to congratulate the victorious demonstrators in Egypt, but declared that Iran's own opposition is driven by "UK and USA agents". The Russian press had widely discussed the American involvement in Egyptian and Tunisian protests organizations, claiming that hundreds of young Egyptians were trained for that purpose in states while the protesters were paid for their participation. And in Israel some argued that in fact "The Muslim Brotherhood" was behind the "Facebook revolution", claiming that it was the only organized political power in Egypt.

What next: hopes and fears

Political renaissance and elections, domestic violence and instability, foreign interventions and reforms: the revolutionary process in Middle Eastern countries might be similar, but the reasons for revolutions were different and so will be the post-revolutionary experience. First of all, the "Arab Spring" is still not over. Some regimes have fallen quickly, other still try to resist the unrest and mass demonstrations continue to rock the region from Yemen to Oman. Until now the Arab republics have proved to be more vulnerable to the spirit of revolution than monarchies; however the latter will also be obliged to give some kind of concessions and to introduce some reforms in order to survive. What next for Egypt, Tunisia, Libya and the rest of the Middle East? The Egyptian Military Council had already set a short timetable for elections, which will probably not allow for newly based parties to establish themselves and to gain popularity. Some politicians question the ability of the army to handle these elections in such a short time (parliamentary elections in June and presidential elections in August, as some Egyptian sources say), however the military made it quite clear that it has no intention to extend its six month mandate. Tunisia's transitional government also promised to hold elections until mid-July, however meanwhile the situation in the country remains unstable and no preparations for elections were made yet. The question is will the political system in these countries be ready in time for the elections? Will there be enough time for presidential candidates to introduce themselves to the public and to shape a political program? While Egypt is taking care of itself, which country fills the void in the Arab system until Cairo will regain strength and influence once again? Will be it Qatar, the only country which didn't experience demonstrations until now, the headquarter of AlJazeera, or perhaps Syria, which has long strived for hegemony in the Arab world? What will become of the Arab League in the absence of strong Egyptian presence, how high will oil rates go if the crisis will continue for indefinite time? And, naturally, the one million dollar question – will the newly elected governments and presidents be able to perform and to answer the expectations of the Arab peoples who rebelled against brutality, incompetency and indifference of the old regimes? Everyone knows that it is far easier to destroy than to create, and today many of the countries in the Middle East will have to begin the hard work of creation from scratch. Only wide and deep reforms in education, economy, health, government and public sphere will guarantee success of the "Arab spring".

Photos by Ksenia Svetlova



FIVE NEW AMBASSADORS

Five new Ambassadors from Chile, Bulgaria, Costa Rica, Ethiopia and Eštonia submitted letters of Credence to the President of Israel Shimon Peres. The official ceremony of welcoming their entry into Israel as their countries' Ambassadors was held as usual at the President's residence.

President and Ambassadors discussed ways to strengthen the countries partnership in the areas of tourism development, technological, security and economic relations.



Ethiopia Ambassador Mr. Helawe Yosef MENGISTU



Eštonia Ambassador Tiina INTELMAAN



Costa Rica Ambassador Mr. Rodrigo X. CARRERAS



Bulgaria Ambassador Mr. Yuri STERK



Chile Ambassador Mr. Joaquin MONTES LAARAIN

IN CASABLANCA, ONLY JEWISH MUSEUM IN ARAB WORLD

Jewish museum assembles mixture of objects that attest to rich history of Morocco's 2,000-year-old Jewish community.



Costume d'apparat (Keswa l-kbira) Tétouan, probablement XIXème s.

A white building tucked into a residential neighborhood of this cosmopolitan city holds a treasure trove few here know about: the Arab region's only Jewish museum.

"To be frank, I didn't even know there was Jews of Moroccan origin," said high school student Sidi Ahmed, who visited the Museum of Moroccan Judaism of Casablanca with his class from the Western Sahara town of Dakhla.

"Thanks to this visit, I found out there were Moroccan Jews in Fez, in Meknes and in other cities" in Morocco, Ahmed added. "I am happy to have learnt this." Founded in 1997, the Jewish museum assembles a hodgepodge of objects - clothes, tools, and even a jeweler's studio - that attest to the rich history of the country's 2,000-year-old Jewish community. "It's the only Jewish museum in the Arab world," said museum curator Zhor Rehihil, a Moroccan civil servant who is Muslim.

Some 5,000 Jews live in Morocco today - including 2,000 in Casablanca, according to Rehihil's estimates. The school visits "show to Moroccans that there are other Moroccans with other religious beliefs," she said. And the museum's philosophy?

"That the Jews of Morocco did not disappear without a trace," says 76-year-old Simon Levy, who has directed the museum since its creation.

He wants Morocco to acknowledge its Jewish heritage in other ways - namely in history textbooks, which he says is not currently the case.

"That means that for a Moroccan youngster today, a Jew is simply somebody who kills someone in Palestine, even if Jews have contributed enormously to this country," said Levy, a longtime political activist and fighter for Morocco's 1956 independence from France.

"I want this Moroccan youngster to know his country in its historic diversity," he said.

Present since antiquity, Morocco's once-vibrant Jewish community grew steadily over the years, bolstered by the arrival of Jews expelled from Spain by Catholic monarchs starting in 1492.

In the late 1940s, it counted some 250,000 members, or 10 percent of the population of this North African country. But the numbers of Jews here have since dropped dramatically. A large majority flocked to Israel after the founding of the Jewish state, in 1948. More followed after the 1967 Arab-Israeli six-day war. Still others headed for France, the United States and Canada.

The Jews who remain in Morocco still leave an imprint. Major cities have synagogues, including Casablanca, which has several along with two Jewish schools - which Muslim as well as Jewish students attend.

Then there is the museum, which aims "to preserve Moroccan heritage in its totality," curator Rehihil said.

Museum director Levy also hopes that strides in Middle East peace talks may someday bring Morocco's Jewish diaspora back to their home country.

"Each time there's an improvement in the Middle East climate, a certain number of Moroccan Jews move back to Morocco," he said.

For curator Rehihil, the museum attests to the religious tolerance of her fellow Moroccans.

"We need to end this pejorative image of Muslims who are not interested in others, who are not tolerant," she said.

Still, such sentiments are not universal. A police officer stands watch in front of the museum - testament that this institution celebrating Jewish culture does not please everyone. The museum's website is <http://casajewish-museum.com/>.



Meknès, 28 Novembre 1855. Contrat de mariage.



Meknès Maison de la famille Ohana

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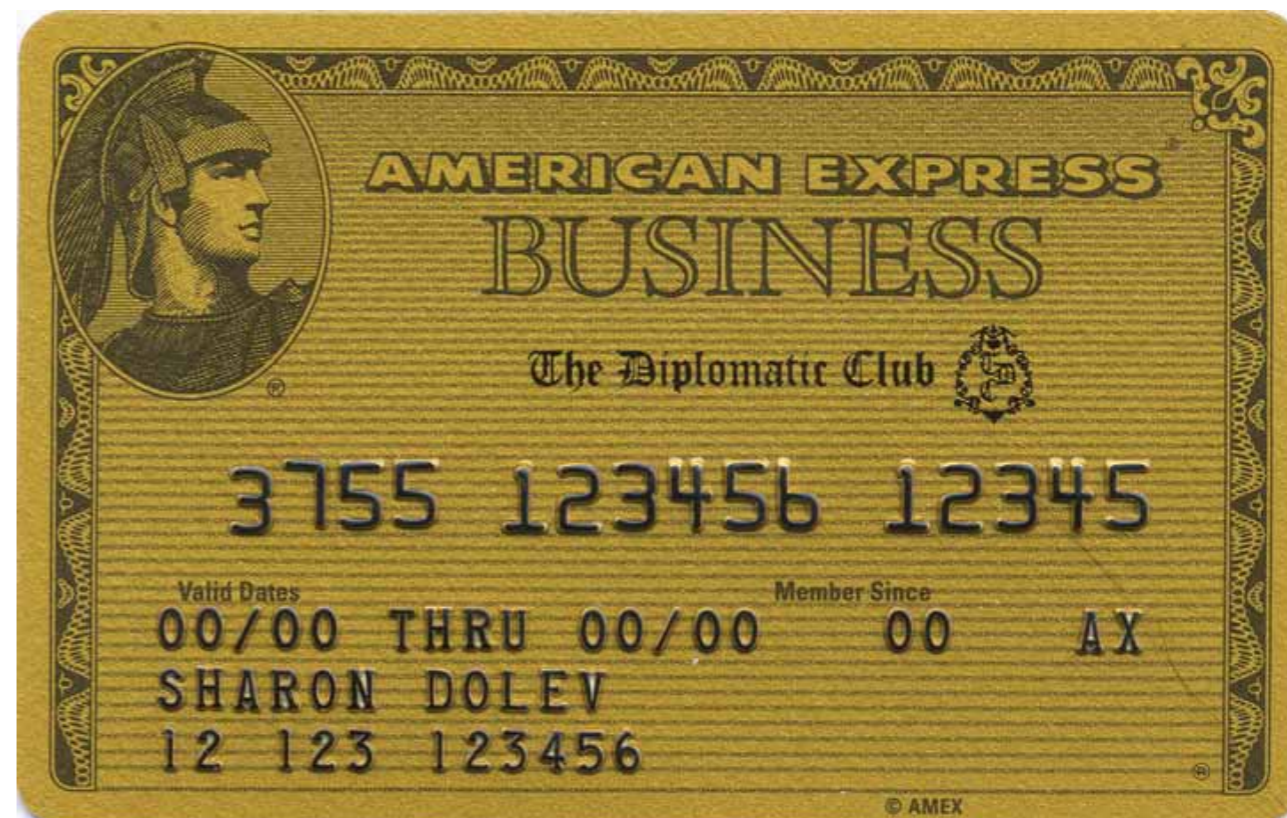
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The New Luxurious Boutique Hotel – "Tamarin"

The new luxurious boutique hotel, "Tamarin" includes indulging suites only; it was opened approximately one month ago and is located on a high ridge adjacent to Rosh Pina, providing a spectacular panoramic view to the Kineret sea, the Golan Mountains, Hula Valley and the Hermon mountain. The heart expands and the eyes are insatiable at the sight of this open view and clear mountain air, viewed from every room in the compound.

The hotel bathes in the magical, picturesque Galillian view and displays a spectacular merge between romantic, country-side like construction with modern luxurious architecture.

"Tamarin" hotel is built from galillian stone and old ancient coarse sand stone, specially imported from Jordan.

The scent of unique dishes and delicacies made by the chef Ešti Dolev fill the air and only increase the strength of this experience.

In the compound you will be served with an indulging galillian breakfast, including a bread-basket (baked in the hotel kitchen) alongside homemade jam and butter, thinly-sliced fresh vegetable salad, labaneh cheese, olives, hard cheese from nearby dairies and of course a galillian-seasoned Shakshuka (Oriental salad) or omelet with sweet muesli.

The compound also has a swimming pool with an advanced audio system and designer tan-beds, a large Jacuzzi fit for 7 people, spa, dry sauna, treatment rooms and relaxation spots with a view, a large lawn with trees and vegetation as well as romantic night illumination.



"HAPPY PEOPLE" ASSOCIATION - GIVING HAPPINESS WITH JOY

A new revolutionary project, whose purpose is to change the basic thought of each of us and literally change the world is underway. The project is based upon a simple philosophical premise that was also proven as scientifically true: anyone can be happy, if s/he wishes, and especially when provided with the right tools.

The project was already launched and it is gradually spreading throughout the country by Israeli and South American experts alike. The project is headed by Enzo Agada Bau Goren, a 72 years old Argentinean Jewish engineer who made Alyiah to Israel 20 years ago. Bau Goren is an Israeli Aerospace Industries retiree who discovered, through exact sciences and research, that humor, laughter, positive thinking and optimistic attitude assist health, lessen pain, decrease the number of accidents and even have a positive effect on longevity.

From the moment Bau Goren decided to launch the project, known as Happy People Association ("Am Sameach") (in the last meeting Mr. Lenny Ravitz was elected as chairman, Dr. Lydia Amir was elected president and Mr. Enzo Agada was elected as CEO of the association), in Israel, the results were immediate - and, naturally, positive. Thus far, some of the projects initiated by Enzo won several awards and citations in Israel and in Spanish speaking countries worldwide, for their contribution to assistance to the elderly and youth at risk.

- Where did it all begin?

The mayor of Yehud, Yossi Ben David, and the manager of the elderly day care center, Yehudit Sorek, were the first public figures that, following a conversation with Enzo, were convinced that humor was a "serious" matter. About five years ago they came up with an innovative project: a combination of community videos concentrated around the theme of happiness and psycho-comedy practiced in the elderly day care center in the city. The project was based upon the work of genius Holocaust survivors such as Victor Frankel and Joseph Bau who used humor to survive.

This was a preliminary pilot that succeeded beyond expectations and constituted the breakthrough of Happy People Association in Israel. The minister of welfare, Yitzhak Herzog, and the supervisor of the consultation and rehabilitation of Holocaust survivors in Israel, Tammy Maroz, who heard about the project and the effect it had, decided to continue and implement it through funding provided by the state. Today, two additional pilots are carried out in Netanya and Rishon LeZion where close supervision and academic research is conducted, headed by Dr. Freda de Keyser from the Hebrew University. The pilots were exceptionally successful, success that was manifested in the third place that was awarded in the Eshel Prize 2010 to the work performed by the Happy People Association and Yehud elderly day care center.

Since that moment, one event followed the next: the association of logotherapy in Israel decided to work jointly with Happy People Association and a pilot in Haifa, aimed at helping youth at risk, is now planned. Concurrently, Beit Issi Shapiro in Ra'anana employs humor during sessions conducted with persons with special needs.

The work performed by Happy People Association has also reached the international Spanish speaking community. Recently, cooperation on the subject of humor began with Prof. René Knopoff from Maimonides University in the Argentinean capital Buenos Aires. Prof. Knopoff has teamed with researchers in the Hebrew University in Jerusalem and the actual implementation of the project is carried out with members of Happy People. Humor philosopher Jorge Barale, founder of Argentinean HUMOR magazine and director Julian Krakov also take part in this project. Enzo Agada and psychologist Amalia Garbulswky will take part in organizing the fourth psycho-gerontology conference that will be held in Cuba on 26-28 October 2011, and they intend to meet their colleagues in Mexico, Cuba, Italy and Spain for that purpose.

In 2002 Enzo carried out a pilot in the air force military base in Nevatim. Dr. Freda de Keyser found out in her research (a report is enclosed) a difference of 300% between those that were able to implement the techniques of humor that were taught and those that were not!!!

It is already known nowadays that stress causes accidents.

Today, after 27 years of experiments, research and trials, it seems that Happy People Association is in full force. In cooperation with The Manof Fund for Funding Activities for Prevention of Work Accidents in the National Insurance Institute of Israel, the national conference of the

safety and hygiene supervisors in Israel will be held on 21/6/11 in Shefayim under the title:

"Humor, safety and health"

Enzo Agada Bau Goren was capable to gather on his own a varied, multidisciplinary and international team that gave this project an additional push. At present, notable members taking part in this project include Lenny Ravitz, Dr. Lydia Amir, Yochanan Weller - a senior film director, Amalia Garbulswky - a psychologist, Mordechai Greenberg - a activist for social start-ups, and Miri Snir and Avivit Shaked - the hosts.



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The Diplomat's Diet

One diplomatic wife turned to another at a cocktail reception recently and commented that in case the second wife wasn't aware of it, about a thousand calories in hors d'oeuvres had already slid down the woman's throat. And that was without counting the empty calories in her glass of wine.

"Have we met?" asked the wife with the apparent appetite.

"A hundred calories. Easily."

"Pardon me?"

"A hundred calories in that tiny canape you just ate. See the mayonnaise?"

"No."

"Well it's in there. Hidden calories. The worst kind."

"Aren't you eating anything?"

"No. I'm on The Diplomat's Diet."

"What's that?"

"You haven't heard about the DD? What Embassy did you say you were from?"

The woman mentioned a country known for its pastry.

"Well no wonder. No offence."

"I take it you're North American," countered the spouse of the representative from a pastry-loving nation.

"How can you tell?"

"Because you are obsessed with diets. Wasn't the Beverley Hills Diet invented somewhere in North America?"

Point. "Yes, but we also came up with The Diplomat's Diet."

"Well, what is it?"

"It's an eating plan which allows you to attend cocktail parties, lunch and dinner parties, coffee mornings, bridge afternoons, school bake sales, women's clubs bazaars even heavy breakfasts after fancy dress balls and STILL lose weight. And you can adjust it for your husband's schedule too."

"Does absolutely everyone know about this diet?"

"Everyone on the local cocktail circuit. Are you new?"

"Yes. Does it show?"

The diet guru wanted to be diplomatic. "Well, being new explains why you don't know about it," she said, diplomatically avoiding the question. "Look around. Notice anything unusual?"

The new wife put down her glass of wine, wiped the cocktail food off onto a serviette, and surveyed the reception hall. People were busy chatting. The guests continually shifted from one group to another in a synchronized movement. Others stood alone looking lost. Men were exchanging business cards. It all seemed perfectly normal, tedi-

ous.

"I'm afraid I can't see anything out of the ordinary."

"Look again."

Frustrated now, the wife glared around the room. Hired waiters carried heavy trays overloaded with cocktail snacks. The bar table was perfectly stocked as the bartenders poured drinks into ice-filled glasses.

"Give up?"

"Wait a minute. Are those bartenders only serving soda water?"

"You're getting warm."

"Please! Tell me already!" Her patience was exhausted. She grabbed a low-cal crudite.

"OK, but first of all I should explain that The Diplomat's Diet is not to be confused with the Home Leave Diet, the Christmas Diet or the Visitors Diet."

"I have never heard of any of those. Are they published somewhere?"

"No, they are word of mouth."

"If nothing is written down, then how does anyone know how to follow the diet? Are there special meal plans?"

"No."

"Special foods to eat?"

"No."

"Are there no foods on this diet at all?"

"Bingo! You simply don't eat at all at parties! Or drink! That's The Diplomat's Diet. You stay entirely neutral by favouring neither food nor drink. Isn't it brilliant?"

The wife with the appetite tried to digest this information. Was nobody eating? Or drinking? Could people actually attend a mind-numbing official function without feeling the need to stuff their face with booze and food?

Time dragged on. Conversation began to sound more forced if that was possible. Guests were starting to look at their watches. They also began eyeing the waiters. A few people walked over to the bar and noticeably ordered spirits, not soda.

The eating wife turned to her non-eating companion just in time to see her quietly pop something resembling food into her mouth.

"You're eating! I saw you!"

"-----" came the response, garbled by the food in her mouth.



"What did you say?"

"I never claimed it actually worked," she repeated, clearly now, taking a glass of wine from a wandering waiter with one hand and spearing a meat ball with her other.

"Excuse me?"

"All right already. I confess! I've gained five pounds since I started The Diplomat's Diet!"

"Waiter?" both women called out in unison. They clearly had to make up for lost time. Just then, another diplomatic wife ambled over. She eyed the two women in patronizing disgust.

"I've been watching you two. Do you know how many calories you ladies have just consumed?" Wanting to be helpful, she said: "You know, there's a great diet you should hear about..."

"-----" garbled the women.



Daniella Lehavi is an Israeli designer who specializes in the design and manufacture of leather goods of extremely high quality.

The brand's design style is committed to aesthetics with an emphasis on comfort and practicality, fine finish and attention to detail.

All the bags and shoes are handmade in Israel, as limited editions, and maintain international standards of quality control.



H.Stern launched concept - Jewelry inspired by film "Alice in Wonderland".

Collection of sculpture-rings reflect fantastic creatures from Tim Burton's film and includes a cat that shines in the dark.

The impressive creatures that form the scenario of the Alice in Wonderland film were artistically sculptured gold and diamonds in an extraordinary collection developed by H.Stern in partnership with Disney.

Talking roses, colored mushrooms, a bird from the topiary garden, the Cheshire cat and the even the Jabberwocky dragon were the elements chosen by the Jeweler's creative team, after yet another challenging request from Roberto Stern: "do something that's outstanding".



This season Estée Lauder offers three ways to achieve daringly full, lavishly lifted lashes without the clumping or spiking normally associated with volumizing mascaras; Sumptuous Bold Volume™ Lifting Mascara in Black, New, Limited Edition Sumptuous Bold Volume™ Lifting Mascara in Bold Black, and Sumptuous Bold Volume™ Waterproof Mascara in Black and Brown.

Sumptuous Bold Volume™ Lifting Mascara: Estée Lauder's Bold Volume™ patent-pending mousse-like formula contains a calculated blend of light-weight gels, polymers, waxes and pigments to lift and plump even sparse lashes into big, lush lashes that are all lightness and flirtatious curl without clumping. Micro-Lock fibers interlock and stack together on the lashes as the product is applied to create a pillow-like cushion around each lash. Enveloping each lash in the cushiony, mousse-like formula, these unique fibers fill in even the sparsest of lashes and deliver glamorously rich volume and lift. Adding to the impact, the fibers are blended with gripping Tack-Flex polymers to quickly coat lashes from root to tip, keeping them light and lifted while exaggerating volume. Sumptuous Bold Volume™ Lifting Mascara also includes a specially designed BrushComber™ brush that wraps your entire lash in air-light volume for a 360° effect.

The Diplomatic Spouses Club celebrated the International Women Day at Beit Issie Shapiro.

DEAR FRIENDS,

The Diplomatic Spouses Club (DSC) of Israel is an association of the spouses and partners of diplomats accredited to Israel. For over 20 years, one of the goals of the Club is to support local charities and each year since its inception the DSC has organized a fundraising event to help a well-regarded charity in Israel. This year we have chosen to support Beit Issie Shapiro. Beit Issie Shapiro, with its main center in Raanana, works on behalf of the intellectually disabled and is a respected charity that transcends barriers. To guarantee the success of tonight's event, the members of DSC have devoted a great deal of effort and time, giving back to the Israeli society as token of our appreciation of the wonderful hospitality we enjoy here.

I would like to thank all of the members of the Diplomatic Spouses Club for their hard work and dedication that made the success of tonight's gala event possible. Thank you, my dear ladies, you are simply the best and it is a great honor for me to be your president.

I would also like to thank Beit Issie Shapiro for its excellent cooperation. It is our honor to work with such organization as yours.

And finally, from the bottom of my heart, I would like to thank to all of you dear members of diplomatic community in Israel and all our Israeli friends that are here tonight with us. Your presence shows us a great sense of solidarity and of community. I sincerely hope you will be the driving forces of the 21st century.

The night is young, let's enjoy it, let's enjoy the wonderful world of musical.

Ana Sovič (Slovenia)

President

Diplomatic Spouses Club Israel

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- Social Club for Adults with Intellectual Disabilities



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