

## UPDATE FROM THE PRESIDENT'S DESK – SEPTEMBER 2010

Dear Governors and Friends,



On behalf of Tel Aviv University, I wish you joy and health for the Jewish New Year.

I just returned from successful visits with our TAU Friends in South America and the United States, and I can say with confidence that if the enthusiasm I encountered is any indication of things to come, we can look forward to a wonderful year. **Pictured:** The President of the Argentinean Friends, Polly Mizrahi de Deutsch, and myself at the 15<sup>th</sup> International Economics Symposium in Buenos Aires.

As most of you already know, TAU has been very fortunate in the election of Harvey M. Krueger as our new Chairman of the Board of Governors. In several long meetings I've already had with him, Harvey struck me as being singularly devoted to Israel – it is his life's passion. He stressed to me, "Israel's well-being requires a strong TAU, and a strong TAU requires the continued support of loyal friends." I'd like to take this opportunity to thank outgoing Chairman Bobby Goldberg once more for so graciously helping out during this transition period. **Pictured:** Harvey M. Krueger.



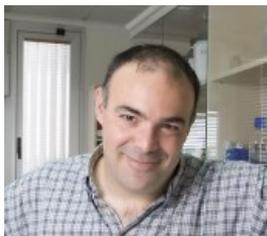
<http://www.aftau.org/site/News2?page=NewsArticle&id=12694>

### **AMAZING PROGRESS IN CANCER**

Several TAU research groups have made strides in curing cancer. Rigorous clinical trials will, however, be necessary for translating laboratory findings into viable medical treatments.

#### **Startup for targeted drug delivery**

Ramot, TAU's commercialization arm, has licensed technology developed by Prof. Rimona Margalit and new faculty member Dr. Dan Peer, George S. Wise Faculty of Life Sciences, to startup Quiet Therapeutics. The two scientists have created particles called "gagomers" that deliver, like guided missiles, powerful siRNA-based drugs to target cells. Supported by the TAU Future Technology Partnership, a unique multi-million dollar fund raised by Ramot from a group of private US



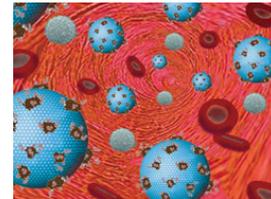
investors, the drug delivery system has tremendous implications for treating cancer, as well as diabetes, Parkinson's and other diseases. The siRNA-based therapy market is estimated to reach \$1 billion by the end of the year. **Pictured:** Dr. Peer, who was recently announced the recipient of the Kenneth Rainin Foundation 2010 Innovator Award and \$100K in grant money.

### Colton-supported breakthrough

Research supported by TAU's Colton Family Next Generation Technologies Institute has paid off, scientifically speaking. Through Ramot, TAU has been granted a patent for a new treatment developed by Prof. Rina Rosin-Arbersfeld, Sackler Faculty of Medicine, to treat colon and rectal cancer. Arbersfeld's revolutionary approach uses an existing antibiotic to deactivate mutations in a gene that, when functioning normally, suppresses the appearance of tumors.

### Nano-based tumor buster

In a laboratory breakthrough, Prof. Israel Gannot of the Department of Biomedical Engineering, Iby and Aladar Fleischman Faculty of Engineering, is using nano-particles to zap and kill tumors. His innovative method, soon to be published in the journal *Nanomedicine*, uses an external magnetic field to excite the nanoparticles, which heat up and destroy tumor cells very selectively. The method is fast, minimally invasive and leaves the surrounding healthy tissue intact.



### 2010-2011 ENROLLMENT & NEW PROGRAMS

For the third year running, student numbers are up. This trend is impressive in the light of the shrinking share of universities in the Israeli higher education market due to the proliferation of colleges. An expected 1,300 more students will be enrolling this year, for a total of about 27,500 regular degree students. An additional 1,800 will be attending executive and international programs.



#### English-language programs

New international study programs opening this year are an **MA in Security and Diplomacy**, taught at the Gershon H. Gordon Faculty of Social Sciences, which will incorporate tours of the Israel Defense Forces and meetings with Israeli officials, seasoned security practitioners and ambassadors into the academic curriculum; and an **MA in Crisis and Trauma Studies**, taught at the Bob Shapell School of Social Work, which will equip students with the academic and practical tools to understand the impact of crises – be they natural disasters, political violence or life crises – and to help individuals and organizations deal with them. The **Sofaer Family International MBA** held its first commencement this week in the presence of Michael Sofaer, who supports the program together with his brother Philip. More on TAU's School for Overseas Students: <http://www.telavivuniv.org/>

#### Hebrew-language programs

In a pioneering first for Israel, TAU is launching a new, interdisciplinary **MA in Archeology and Archeomaterials Science**, which will capitalize on TAU's strengths in archeology, materials science and nanotechnology to train students in the latest methods for determining the exact make-up and provenance of artifacts. We're pleased to be



expanding our studies at the David Azrieli School of Architecture to include a new **MA in Architecture**.

### **GOV'T PUTTING MONEY WHERE MOUTH IS**

The Israeli government has finally committed major funding to reversing the brain drain of Israel's most talented young scientists to institutions abroad. In a major, nationwide initiative, the government is setting up 30 "centers of excellence" at Israel's universities that will each employ 15 to 30 returning scientists. The estimated cost of the project is NIS 1.5 billion, with one-third coming from the government, one-third from the universities' budgets, and one third from donations. The centers will be awarded on a competitive basis; right now TAU is engaged in



the pre-proposal stage for the first four centers in the areas of genomic medicine, cognitive science, computer science and renewable energy – all highly developed at our university.

**Pictured:** Returning engineer Dr. Eran Socher with his lab equipment still in boxes. More:

<http://www.haaretz.com/print-edition/business/gov-t-using-grants-to-reverse-brain-drain-1.307053>

## **BREAKING NEWS**



### **EMET Prize to Prof. Itamar Singer**

Prof. Itamar Singer, an expert on the Ancient Middle East and member of TAU's Jacob M. Alkow Department of Archeology and Ancient Near Eastern Cultures, Lester and Sally Entin Faculty of Humanities, was awarded the EMET Prize for the Advancement of Science, Art and Culture. More:

<http://www.emetprize.org/english/>



### **Tchernichovsky Prize**

Ran Hacoen, PhD, an adjunct lecturer at the Department of Literature, Entin Faculty of Humanities, won the Tchernichovsky Prize awarded by the Tel Aviv-Yafo Municipality for outstanding translation.



### **International Math Win**

Four TAU students made up the seven-person Israeli team that won 4<sup>th</sup> place out of 40 countries participating in the International Mathematics Competition (IMC) for university students held in Bulgaria. All four TAU students placed 1<sup>st</sup> or 2<sup>nd</sup> individually.



### **Madrid Conference**

Save the date! TAU's 20<sup>th</sup> European Conference will be held in Madrid, Spain, 10–14 March, 2011. Regional diplomacy, 25 years of Spanish-Israeli relations and cutting-edge TAU science are on the program. Info: [oniaglat@post.tau.ac.il](mailto:oniaglat@post.tau.ac.il)