

Day to Day

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involved, this could turn into a diplomatic boomerang, putting Israel into a diplomatic corner that will be difficult to escape from.”

Gov't Expects Increase in Aliyah From South Africa

Senior members of Telfed — the South African Zionist Federation — estimate that the number of Jews emigrating from South Africa will increase in 2016. The anticipated increase is due to the unstable political and social situation in the country, the depreciation of the local currency and the health tax increase, among other reasons.

The South African rand has lost 50 percent of its value in recent years.

Members of the Knesset Committee for Immigration, Absorption and Diaspora Affairs visited the offices of Telfed Monday and learned that while approximately 400 Jews leave South Africa each year, only 230 of them have been immigrating to Israel. But, Telfed officials said, this number is expected to reach 300 in the coming year.

Committee Chairman MK Avraham Nagosa (Likud) praised Telfed's activities and said its efforts throughout Israel — particularly in Raanana, where there is a large concentration of South African immigrants — should serve as an example for successful absorption, which includes providing support for families and lone soldiers.

Telfed chairman Maish Isaacson noted that the organization also assists immigrants from Australia and Holland and provides immigrants with subsidized rental housing. Telfed CEO Dorron Kline mentioned that 235 Jews immigrated



Hadas Parush/Flash90

MK Avraham Nagosa, chairman of the Knesset Committee for Immigration, Absorption and Diaspora Affairs.

to Israel from South Africa in 2015, 155 arrived from Australia, and another 55 from Holland. Fifty-five of those immigrants were lone soldiers. Kline added that while a decade ago some 90 percent of the Jews who left South Africa relocated to the United States and Australia, today some 50 percent of South African Jews who leave their home country immigrate to Israel.

Shaul, a new immigrant who resides in an absorption center in Raanana, said he left South Africa with his family “because we wanted our children to grow up in a Jewish and Israeli atmosphere.”

“We can see the change that our children have undergone in the year since we made *aliyah*, and this is helped by the community's embracing atmosphere,” he added.

Parents Criticize Textbook For Calling Kids 'Fat'

A textbook is being removed from Israeli public schools after parents complained that it promotes a “negative self-image” among fat children.

Yisrael Hayom quoted parents as saying that the first-grade science book that follows the adventures of “fat, spoiled Yitzchak” in his efforts to adopt a healthier lifestyle and lose weight could have a negative effect on children's self-image. “I am all in favor of promoting proper eating habits, but not like this,” one parent was quoted as saying.

In the book, Yitzchak is described as “a little fat. His mother prepared healthy foods for him — chicken and vegetables, eggs and milk. But Yitzchak preferred unhealthy foods — cake, candy, and lots of snacks. His friends wouldn't play ball with him, because whenever Yitzchak started running he got tired. One day Yitzchak decided — enough junk food. It's time to eat healthy. I will lose weight and play as much as I want.”

One parent said that the text “made me very angry. Just because someone is fat, it means he should be ostracized socially? Of course it is important to promote a healthy lifestyle, including encouraging kids to eat properly and play sports, but you cannot put 6-year-olds in a position where they will have a negative view of their bodies. At that age, the responsibility for healthy eating is on the parent, not the child.”

Dr. Yitzchak Kadman, director of the National Children's Welfare Council, said, “We certainly do not want first-graders going on crash diets. Even if there were good intentions here, the shaming of children and making them ashamed of their bodies is unacceptable.”

In a statement the Education Ministry said that it “encourages healthy lifestyles and balanced nutrition in all schools. The ministry runs programs that help thousands of children deal with weight gain, and promotes positive and healthy behavior. It should be noted that this is an older book, from 2011, and it will be changed for a new edition.”

Gov't to Import American-Grown Beef

Israelis will soon have the opportunity to take a bite of a juicy, American-style steak, after Israel and the United States closed a deal to allow American beef into the country. Agriculture Minister Uri Ariel signed an agreement with U.S. Ambassador to Israel Dan Shapiro, *Yisrael Hayom* reported.

Although Israelis are fond of steak and hamburger — foods very much associated with the American lifestyle — the beef generally comes from South America or Australia. The meat is usually *shechted* in slaughterhouses abroad, and then soaked and salted and shipped frozen to Israel, where it is defrosted, cut and refrozen for sale in markets and butcher shops. In recent months, several supermarket chains, seeking lower-cost sources for beef, have begun importing meat from Poland and Romania.

In a statement, Ariel said that the agreement was reached after several years of

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Women in the Workforce — *Vataas B'chefetz Kapeha* Who Me?

SHAINDY BABAD

Did you know that one of the most valuable forms of *tzedakah* is giving someone an hour of your time and expertise?

Did you just ask, “Who me?” Doubting that you had anything of value to offer? Yes. You.

Of course joining a bake sale for your PTA is important, hosting a parlor meeting to raise funds for a *kallah* is priceless, and going to that Chinese auction is supporting a worthy cause.

Yet at the same time, many of us dismiss the value of actually spending an hour advising someone.

Think about it. Especially in the world of jobs, *parnassah*, building a business and freelancing, but really in any sphere of life, taking the time to genuinely offer insight, feedback or leads is probably the most valuable assistance you can give someone in need. One hundred dollars may be more than you are used to giving someone asking for help, and more than the hourly wage in some professions, but the ripple effect of sitting down and simply offering honest and specific assistance can be worth many times that.

What if you could have that input from someone you respect in your field?

You don't have to have a doctorate

in business administration or be at the undisputed top for your input and ideas to matter.

Don't forget, even big businesses constantly mine the nuggets of our everyday wisdom to better position themselves for a sale. Why not tap the huge repository of information, know-how, best practices, experience and network we already have at our disposal for each other — and ultimately for ourselves?

Each of us has both a unique perspective and life history that has enriched her with insights, data, knowledge and experience that can be life changing for someone else.

One of my neighbor's children was born with torticollis, a usually easily remedied muscle tightness in the neck of some newborns. Neither she nor her doctor picked up on the problem until he was a school-aged kid who couldn't hold his head straight. After much *agmas nefesh* and investment he is, *baruch Hashem*, OK, but when she noticed another child with a similar tilt at *gan*, she took the time to call the child's mother and suggest she check with their pediatrician.

When my friend worked for a leading politician she took the time to let new hires know about the bits and tips that could make their transition easier (talking on the phone while typing in this office is a no-no, everyone should be addressed and Mr. or Mrs., coming even a few minutes late is a

real faux pas but leaving a bit early at the end of the day, with permission, is better, etc. etc.).

When I reach those inevitable roadblocks, dead ends, and tough spots in life, it takes effort to step back and consider who may have valuable input, who may be able to see the situation from a different perspective and offer insight. But when I do, I am always pleased at how important and valuable it was.

When we see others struggling or confused, or succeeding but it could be easier, better or more pleasant, we can reach inside and offer the nugget that may shift their perspective just enough to see how it could be different with that newfound information.

The secular professional world, which is driven by a mostly “dog-eat-dog” competitive worldview, is opening up to understanding that sharing information and giving your potential customers free tips are important ways of establishing relevance, driving business and landing better positions. “Gurus” in all sorts of fields are becoming a matter of course, and people volunteer to share their knowledge and expertise hoping it will be worthwhile.

How to share, when and where is an art form that we can cultivate. I look forward to discussing effective skills for giving and getting advice in a future column, *b'ezras Hashem*.

Beyond *shlach lachmecha*, we are a nation of givers. The trick is to acknowledge that each of us has something to share and that advising someone, where we have knowledge, is no less an act of *chessed* than cooking for a new mother, giving the *meshulach* at the door a generous donation and a warm drink or volunteering our time for community projects.

Please keep going to community events, supporting your schools. *Tzedakah* is never overrated.

But, please, at the same time, share your wealth of knowledge as well.



Temech is a nonprofit organization that promotes employment, entrepreneurship and professional development for women in Israel. Shaindy Babad is the CEO of Temech. Shaindy joined Temech in 2008 after working in high-tech and as a serial social entrepreneur.

We want to hear from you! This discourse is for and about you, me, all of us. Please send your comments and thoughts to hamodia@temech.org