Shalom Friends,

I’m so excited! Celebration 2018 is here with so many fabulous activities happening in Hadassah all year long!

Israel, here we come! The Greater Southwest Region Mission starts at the end of the month. Thirty-seven participants from all over the country will arrive in Israel on February 28th and we will have an incredible time!

For those of you who aren’t coming with us, I hope you will go on the National Milestone Mission Oct. 7 – 15, 2018. It’s going to be amazing with all the special anniversary celebrations. GSW is offering $2,500 grants to two leaders. There’s a contest among the regions to see which one can get the most people to sign up by February 19th so please register ASAP. www.hadassah.org/missions See the Milestone Mission article below for details.

As part of Celebration 2018, Hadassah is participating in a Health Summit in May in Washington, DC., followed by a Day on the Hill where we will meet with our legislators. GSW is offering grants for that, too. Details at http://www.registration123.com/HADASSAH/18CONFERENCE.

We have kicked off our 360° Campus Campaign, a new fundraising campaign to renovate our original hospital, the “round building,” built in Ein Kerem in 1961.

Last month, I was so proud to represent our 9,700 members and associates at the Hadassah National Assembly in Los Angeles. Region Presidents have training every time we meet, and we learn additional information about our research, treatments and activities at our fabulous hospitals, and we receive updates about our Youth Aliyah Villages.

While in L.A., I was lucky to spend time with MS patient Malia Litman from Dallas. Malia used to be in a wheelchair full time. After treatments at Hadassah, she is walking! What a miracle! She has even “zip lined” and swam with manta rays recently! Malia’s story inspires me every day to continue to put my heart and soul into working for Hadassah – to get more members, to engage and educate our members, and to raise funds so we may continue to save lives all over the world.

Thank you for your ongoing support of Hadassah. Malia’s success is your success too!

Linda
Hadassah Greater Southwest Region

was well represented at our National Assembly in Los Angeles in January.

(L - R) Past Region Presidents Marlene Rosenthal, Barbara Horwitz, Carolyn Plessner, Linda Freedman Block (Current President), Malia Litman (Campus Campaign Cabinet member), and Past Presidents Amy Applebaum and Laurie Werner.

The Full Circle Campaign - 360° Degrees of Healing Campus Campaign

Hadassah is ready to renovate the “Round Building”, the original inpatient center and core of the Hadassah Ein Kerem campus. The renovated Round Building will add 200 critically needed beds. There are many naming opportunities available. Please contact Robin Dorfman at the GSW office for details. rdorfman@hadassah.org 713-661-1022

It’s Our Bread and Butter

Annual Gifts are the bread and butter for any organization. They are a reliable source of income. Hadassah has several categories of Annual Donors. Please consider donating at one of these levels below:

**Chai Society** – $180 to $359 minimum annual gift (as long as you are able). $180 = 50 cents a day or $15 a month.

**Silver Chai Society** - $360 to $999 minimum annual gift (as long as you are able). $360 = $1.00 a day or $30 a month.

**Keeper** - $1,000 - $4,999 minimum annual gift (as long as you are able). $1,000 = $2.74 a day or $83.33 a month.

**Golden Keeper** - $5,000 and up minimum annual gift (as long as you are able).

Gifts of any size are very appreciated and needed. Hadassah can charge your credit card on a monthly or quarterly basis. Gifts may be paid with stocks, securities and Israel Bonds. Donate online at www.hadassah.org and click DONATE. Or, call our office for details, 713-661-1022.
SAVE THE DATE!
Greater Southwest Region Board Meeting
April 14 – 15, 2018
Austin, TX

Saturday night, April 14 – Exec. Board meeting for elected Officers and Region Chairs

Sunday, April 15 – The President of every unit (Chapters and Groups) is obligated to attend all region board meetings and conferences. In the event the president cannot attend, she should send a representative from her unit.

**NEW this meeting** – There will be a terrific program at 1:00 pm on Human Trafficking sponsored by the Austin and Lea Kraus Kadima/Georgetown Hadassah Chapters in conjunction with the Greater Southwest Region.

Everyone is invited to attend the 10:00 am board meeting, lunch and afternoon program. Details and registration forms will be sent soon.

**Visit to the Governor’s Mansion**
by Susie Avnery, GSW AVP

I was invited to Governor Greg Abbott and First Lady Cecelia Abbott’s Chanukah party in Austin in December. Governor Abbott and I are in front of the Menorah. He is a very strong Israel supporter. His eyes lit up when I told him I volunteer for an organization called Hadassah which has incredible hospitals in Israel. He knew the name!! I offered to arrange a private tour of Hadassah Hospital next time he is there!!

State Rep Craig Goldman from Ft Worth co-sponsored the Texas Anti-BDS Legislation that was signed into law in 2017. I went to Austin three times to lobby for it and was there for the signing ceremony.

I went as a pro-Israel Jewish woman who had lobbied for the Anti-BDS Bill and was proud to attend as a Hadassah GSW Region Vice President.
TOUR OF HADASSAH HOSPITAL

by Cari Greene, Kinneret Group, Houston Chapter

My husband Bill and I went to Hadassah Hospital in Ein Kerem in November. Highlights for us included seeing the Children’s Pavilion, with brightly colored décor and animals depicted on each floor, so a child who could not yet read could always know on what floor he/she was staying. There was also a charming small indoor play space for children who were well enough. Also impressive was that every single child staying at Hadassah Hospital must have a known loved one there 24/7 and, of course, there was a cot provided for that adult.

Seeing the trauma wing was very impressive, with a separate room for any visiting dignitary who might be in the country. Our tour guide Yael told us that they often don’t know who will be in the country, but when a guard shows up and is posted outside that room two weeks before someone visits, they know. Bill was impressed with how thick the walls are leading to that area. We learned that the maternity ward is below street level in case there is a major incident. We saw the wonderful Healing Gardens, a peaceful rest and/or meditation space with many live plants and comfortable seating - available to both patients and their visitors. What a great idea!

Of course, seeing the Marc Chagall Windows in the hospital synagogue was a treat! Yael told us that during the Six Day War, several of the windows suffered bullet holes. When Chagall learned of this, he immediately said he would replace them at no cost – and he did. Each is a work of art.

To be such a great, cutting edge hospital catering to any and everyone with the constant, pervasive tensions of just being in Israel is truly awe inspiring. I would urge anyone who is thinking of going to Israel to schedule a tour; you'll be impressed to see how wonderfully your Hadassah donations are being used!

Madlyn’s Chair is in Place!

We did it! GSW raised $9,000 last year to purchase a chair in the Barnett Family Healing Garden in the Sarah Wetsman Davidson Tower at Hadassah Hospital in memory of our amazing past Region President and National Assembly Member Madlyn Barnett z”l from Ft. Worth. The poster of the chair is covered with a “rainbow of love” with stickers representing gifts from $18 to $1,000. Thank you to everyone who donated. The Barnett Family was notified about every gift.
from Passion to Action
HADASSAH CELEBRATION 2018

Celebrate Hadassah’s Milestone Anniversaries
HADASSAH MEDICAL ORGANIZATION @100
HADASSAH SCHOOL OF NURSING @100
HADASSAH OPHTHALMOLOGY DEPT @100
ISRAEL @70

HADASSAH WOMEN’S HEALTH & ADVOCACY CONFERENCE • Washington, DC

$575 Early Bird Rate (registration opens early 2018)
National Assembly/Conference combo rate: $650
• Panels of health influencers, experts & stakeholders
• Spectacular Hadassah Medical Organization (HMO) Gala with entertainment
• Empowering Day on the Hill: Make your voices heard with members of Congress
• Informative update by Israeli Ambassador Ron Dermer
  *National Assembly starts May 14

FROM DREAM TO INNOVATION: ISRAEL MILESTONE MISSION

$3495 $2500 Early Bird Rate – first 70 registrants
Registration opens October 9, 2017, 12:00 pm EDT at hadassah.org/missions

• Unique evening at Peres Center for Peace with Israeli opinion leaders
• Insiders visit to a medical marijuana farm – Israel’s thriving new industry
• VIP HMO visit with renowned Hadassah researchers
• March together in the footsteps of our nurses through the streets of Jerusalem
• Visit the Machpeleh Cave, the Tomb of the Patriarchs, world’s most ancient Jewish site
• Special Track for Nurses

FOR MORE INFORMATION, hadassah.org
frosenberg@hadassah.org or khershfield@hadassah.org
Milestone Mission October 7 – 15, 2018

Application for $2,500 Mission Grant

Hadassah is looking for two emerging leaders who will commit to step-up in a leadership role. To qualify for this grant, you must show leadership qualities and sign an agreement to commit to:

1. Present a report about your experience to your group and/or chapter.
2. Attend a region board meeting and present a report to the region board.
3. Take a leadership role beyond what you are currently doing. This can be done by chairing an event or taking a group or chapter leadership portfolio.
4. Write an article for your local and region bulletins.
5. Take a picture of yourself at Hadassah Hospital to accompany your article.

This offer is for members who have not been subsidized on other Hadassah Israel Missions.

You will be responsible for the remainder of the cost of the land package, air and other incidentals. The land package is $3,495 but there is currently an Early Bird special of $2,900. We have not been given a deadline or informed how many spots are available at that price.

Please answer these questions:

Have you ever been subsidized on a Hadassah Mission to Israel?
Have you ever been to Israel? If yes, how often and when?
Why would you like to go on this Mission?
What do you hope to learn?
Do you know what type of leadership position you’d like to have in Hadassah?

Questions? Email Linda at Lblock@hadassah.org or call 713-661-1022. Send your application to Robin Dorfman at Rdorfman@hadassah.org. Deadline is April 8, 2018.

Anne Frank Hadassah Meets Mayor Sylvester Turner

Houston Chapter's Anne Frank Group enjoyed hearing Mayor Sylvester Turner give a State of the City at their Group Installation luncheon.

L - R: Linda Freedman Block, President Greater Southwest Region
Mayor Sylvester Turner
Debbie Angel, President Houston Chapter
Dee Koblenz, President Anne Frank
Day in the District  
February 19 – 23, 2018

Hadassah women are known for speaking up about issues that are important in our lives. **YOU** can let your legislators know how you and Hadassah feel when you participate in a Day in the District in your hometown during the week of February 19 – 23rd.

Contact these women in your community to let them know you will join them when they visit their representatives.

Austin – Rachel O'Brien  rkr888_2000@yahoo.com  
Dallas – Porsha Hart  porshahart@yahoo.com  
Ft. Worth – Debby Rice  rice.debby@gmail.com  
Georgetown - Mary Ann Lish  offthebolt@icloud.com  
Houston – Karen Kessler  karen19kessler@gmail.com  
McAllen – Sandra Galpern  Sandragalpern@gmail.com  
San Antonio – Marion Bernstein  marionintx@gmail.com

If your city is not listed here, please contact Debby Rice, GSW Region Advocacy Chair at Rice.debby@gmail.com to find out how to set up an appointment and to get information about the legislation Hadassah supports. This is also an opportunity to create a relationship with your representatives and thank them for supporting Israel.

**Thank You, Hadassah!**

by Leslie Suez, Austin Chapter Life Member

Summer 2011, was the last time I had the honor of visiting Hadassah Hospital. I was with my three young children, and I remember how excited I was to show them the tangible structure of the not-yet-completed “new tower” that Mommy and her Austin Chapter friends were so passionate about telling friends and family.  

Fast forward to December 2017. I am back with my three (now much bigger) children, and also my mother and my sister. Although it was the first visit to Hadassah Hospital for my mother and sister, we were all inspired, impressed, and humbled by the completed Tower. It is truly breathtaking and life-affirming. But it is not only the Tower and the ‘stones and mortar’ of the buildings themselves that inspire awe; it is also the history of how Hadassah came to be, on that hill, almost in the middle of nowhere, and the technological wonder it was then, and remains, today. There we were, standing in the soaring atrium, experiencing in person our shared, personal link in its completion, and the ongoing mission of Hadassah Hospital.

Now, I’m no novice to the “story” of Hadassah. I’ve read *It Takes a Dream, The Story of Hadassah,* by Marlin Levin, cover to cover. I’ve been to regional conventions, and even one National convention 10 years ago or so. But NOTHING is as inspiring as being in the building at Hadassah, in Jerusalem,
walking the halls, seeing the portraits and hearing the stories and vision that initiated and built organized medicine in Israel, thanks to Hadassah.

Our guided tour was made possible by Linda Freedman Block and the very organized Gabby Winkel at the Hadassah Office Israel. The tour did not disappoint in the knowledgeable stories of Hadassah history, innovations, and cross-cultural triumphs. I’ll also never get complacent about having the chance to see the Chagall windows, EVER. Really, go and visit.

Actually, my whole reason for visiting Israel this winter can be directly traced to Hadassah. Follow me now. It’s spring 2009, and I’m sitting at a Hadassah meeting in San Antonio listening to a man named Frank Silberlicht thanking Hadassah ladies for supporting a Jewish camp in Wimberley, TX. Clearly, I’ve been living under a rock because almost every lady at my table knows the camp and sends, or has sent, their children to this camp.

Thank you, Hadassah! That one encounter with Frank Silberlicht and the introduction to Camp Young Judaea, Texas, has led to three gloriously happy Suez campers, countless family weekend memories, a Suez Family dedication, 2 onsite B’nei Mitzvot celebrations (and one more on the way), an exuberant alumna-turned-camp-counselor, who is currently a 2017 - 2018 Young Judaea Year Course participant. Hence, my reason for visiting my daughter in Israel in December!

When I started my own Hadassah journey, I brought along my family for the ride. My enthusiasm and chapter work those many years ago would not have been possible without the support of my mother. With three young children and a traveling husband, my effort in being “involved” was a struggle. My mother became a champion of Hadassah through helping me so I could help Hadassah. She even became a proud Keeper of the Gate.

Mom was diagnosed with breast cancer in 2015 and has been fighting hard, hard, hard. The trip to Israel to see her oldest grandchild was her first international trip and a “trip of a lifetime” for her. Seeing firsthand Hadassah Hospital and learning about the commitment to breast cancer research was gratifying.

I could go on and on. Thank you, Linda, for making our arrangements so effortless. I can only imagine experiencing a Hadassah trip with you and your boundless energy and your contagious enthusiasm! Israel is beautiful, vibrant, and amazing. I hope all our regional friends may have the honor of visiting one day.

Arik, Ezra, Loretta and Lynda

Maia, Arik, Loretta, Ezra, Lynda and Leslie
Want to win a free trip to New York City or Israel on a VIP Hadassah excursion? Become a Life Member.

Experience the Power
The Power of Women Who Do

You want to make an impact? That's what we do. Join our powerful network of women around the country, a community where your passions and power can take root and thrive. Hadassah women come together to effect change. We Got the Power.


- Enroll as an adult Life Member or upgrade from an annual membership to become an adult Life Member at any time between September 1, 2017 and April 15, 2018.
- Write a Personal Perspective essay ("Personal Perspective") about what the "Power of Women Who DO" means to you. Topics may include the issue of women's empowerment, the power of women in the home, community or workforce, or the power of women as it relates to Jewish continuity.
- Entries must be typed, in English and 100 words or less.
- Entries must state your name, address, telephone number and e-mail address (if applicable).
- Submit your written Personal Perspective (after you have enrolled or upgraded to become a Hadassah Life Member) at any time between September 1, 2017 and April 15, 2018 to Hadassah, Attn: Experience the Power Contest, 40 Wall Street, New York, NY 10005; or online at email experiencethepower@hadassah.org.
- All entries, submitted by mail or on-line, must be postmarked or submitted, respectively, by 11:59 pm, April 15, 2018.
- Personal Perspective must be original, not in the public domain, must be appropriate for publication (i.e. not obscene or offensive) and must not infringe or violate any law or the legal or equitable right of any person or entity, nor contain material that infringes or violates any personal property rights of others or that constitutes defamation, invasion of privacy, and infringement of the intellectual property rights of any third person, or is otherwise unlawful.

Limit one entry per person.
GREATER SOUTHWEST REGION OF HADASSAH

2018 GSW Executive Board

President – Linda Freedman Block
Organization VP – Dr. Ofelia Averack
Treasurer – Rachel O’Brien
Recording Secretary – Marion H. Bernstein
Corresponding Secretary – Jenn Siegal
Parliamentarian – Roberta Abelman
Immediate Past President – Amy Applebaum

AREA VPs
AVP – Susie Avnery
AVP – Susan Blum Barnett
AVP – Esther Friedman
AVP – Suellen Rothschild
AVP – Evelyn Tencer
Advisor to Austin – Debby Rice

REGION CHAIRS
Advocacy – Debby Rice
Allocations – Amy Applebaum
Bulletin – Debby Rice
Education – Sheila Train
Membership – Risa Stein
Programming – Linda Pravda
Publicity – Robin Littman

GSW 2018 DATES to REMEMBER

February 27 - March 11, 2018 – GSW Israel Mission: Joy of Purim
April 14 - 15, 2018 - GSW Spring Board Meeting – Austin, TX
May 14, 2018 – National Assembly begins – Washington, D.C.
May 15 -17, 2018 -- Hadassah Women’s Health & Advocacy Conf., Washington, DC
May 17, 2018 – Advocacy in Action: Day on the Hill, Washington, DC
August 25 – 26, 2018 – GSW Summer Board Meeting – Location TBD
October 7 - 15, 2018 – From Dream to Innovation: Israel Milestone Mission
December 1 - 2, 2018 – GSW Winter Board Meeting – Houston

Linda Freedman Block, President
Lblock@hadassah.org
24 Braeswood Square  Houston, TX  77096
713.661.1022  Office  713.858.5531  Cell

Planning a Visit to Israel?
Schedule a tour of Hadassah Hospital!
Contact Linda Freedman Block at Lblock@hadassah.org