

Diaspora Concerns

Once again, we're talking about who's a Jew / 6

Choosing Surrogacy

More people are having others carry their baby / 6

Coming To Jericho

Si Kahn plays at this year's Vancouver Folk Fest / 7

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Marketing of technology

Speakers will discuss Jerusalem as a tech hub.

CYNTHIA RAMSAY

“I have always loved the thrill you feel while creating your own project, seeing it grow and being responsible for the outcomes – and the satisfaction you feel while convincing a stranger to give his or her resources (time or money) for your product,” said Yonatan Avraham, student ambassador of HUstart, Hebrew University of Jerusalem’s entrepreneurship centre, about what excites him about being an innovator and entrepreneur.

Avraham is one of four speakers who will participate in Jerusalem of Gold: Capital of Innovation & Tech, which will take place on July 16 at the Jewish Community Centre of Greater Vancouver. The event is being hosted by Canadian Friends of the Hebrew University, the Jerusalem Foundation and JCCGV. Avraham will be joined by Lior Schillat of Jerusalem Institute for Policy Research; Maya Halevy of Bloomfield Science Museum Jerusalem; and Tamir Huberman of Yissum, HU’s technology transfer company. The *Jewish Independent*’s interviews with Schillat and Halevy appeared in last week’s issue (see jewishindependent.ca/jerusalem-a-high-tech-hub).

“All of the speakers are coming from Israel especially for this tour in Western Canada. We will be in Vancouver on July 16, Calgary on July 17 and Edmonton on July 18,” said Dina Wachtel, Western region executive director of CFHU, of the tour, which celebrates the 50th anniversary of the reunification of Jerusalem.

“Tamir is going to give a talk on Friday, July 14, at Simon Fraser University titled The Power of Social Networks: Boosting the Marketing of Innovations, organized by Fred Popowich, executive director of Big Data Initiative at Simon Fraser University,” she said. “Part of our mandate is to create these living bridges between Hebrew U and our local universities; hence, this is part of this initiative.”

Huberman is Yissum’s vice-president of business development and director of information technology. At the JCCGV, he will talk on Marketing Innovation: Changing Israel and the World.

In the press material, Huberman notes, “As the only university in Israel with a school of agriculture, research in non-GMO hybrid seeds at Hebrew U is changing the way millions of people eat now and into the future.” He also notes that Mobileye, which



COURTESY OF CFHU VANCOUVER

Tamir Huberman of Yissum is one of four speakers who will be participating in Jerusalem of Gold: Capital of Innovation & Tech on July 16.

recently sold to Intel for \$15.3 billion US, was founded by HU Prof. Amnon Shashua.

Yissum “operates on a royalty-based model which channels proceeds from successful products back to the researchers, their labs and the university itself,” he explains. It also generates funds “by attracting corporations to collaborate with Hebrew University labs to find the answers the businesses are seeking.”

About what B.C. (and other) universities could learn from HU, Huberman told the *Independent*, “I believe that the top lessons are how to be more effective and how to remove barriers for doing business. In most cases, tech transfer companies around the world are [viewed] as a bureaucratic entity that complicates things. The greatest lesson is making adaptations that would make things simpler for the companies that want to do business with us.... The second lesson is the realization that, for each new technology, there either has to be someone in the world that would be interested in acquiring a licence, or someone in the world that knows the technology does not have a chance. It is the ‘job’ of the tech transfer to find that ‘someone’ and, from my experience, the best way to do that is by using social networks. The revolution of social media allows getting fast replies from people all around the world,

Please see **TECH** on page 2

Bittergirl is seriously funny

Musical skilfully pokes fun at the clichés of breakups.

BAILA LAZARUS



EMILY COOPER

In *Bittergirl*, Cailin Stadnyk, Katrina Reynolds and Lauren Bowler play women who have just been dumped by their boyfriends – maybe they can get back their men if they lose some weight?

Have you ever taken part in an aerobics class and wondered how many of the women in it were trying to lose weight to get a boyfriend back? The sad truth is, there are probably many, eagerly trying anything to return to the way things were, even if the way things weren’t all that great.

Bittergirl: The Musical takes aim at countless breakup truisms from the perspectives of three different women, reminiscent of the sharp wit in *Mom’s the Word* and the relationship charades of *Sex in the City*. Their varied responses to being dumped are hilariously insightful.

The progress of the play loosely follows the five stages of death: denial, anger, bargaining, depression and acceptance. The stages of the breakups are denial (he made a mistake), second-guessing (I could have done something differently), manipulation (I’m going to make him love me), reflection (I should have seen the warning signs) and acceptance (I’m over him, I’ve moved on).

The three women – played by Lauren Bowler, Katrina Reynolds and Cailin Stadnyk – are known only as A, B and C, as though these trials and tribulations are those that belong to every woman, not a specific person. Jewish community member Josh Epstein plays D, all three of the dumpers – the husband who wants to join the RCMP, the live-in partner who just “has to go” and the boyfriend who’s lost his “magic.”

Epstein delivers the stereotypical reasons why he needs to get out of each relationship: “I feel trapped,” “I can’t give you what you want” and the ridiculous “We’ve got to be birds flying higher.”

The lame rationales elicit howls of laughter at the familiarity, especially when one of the women initially thinks that the “talk” her boyfriend wants to have will lead to a proposal.

Not surprisingly, the women stand there, stunned into silence, not demanding further explanation, but meekly mumbling things like, “I understand,” even though they don’t – another conventional reaction it is sadly not surprising to see depicted.

After their men leave, the women think about what they might have done differently to save their relationships – “Maybe if I wore plum eyeshadow,” “Maybe if I didn’t talk to my mother so much” and “Maybe if I worked out more.” This last statement segues into an hysterical scene of the three women working out with various gizmos and in different types of classes in a desperate bid to get in shape and win back their men.

Please see **BITTERGIRL** on page 2

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TECH from page 1

even if you've never met them." Huberman has always loved innovation and, he said, "it was a big dream of mine to be an inventor and work with new inventions."

While working for the company Medis from 1996 to 2002, he was exposed to the world of patents and the process of writing patents as an inventor. "After my own experience as an inventor," he said, "I knew I had to find a place that works with new patents at a massive scale."

It was his "strong passion for new patents and ideas that was the top reason for joining Yissum," he said. "Second was the opportunity to work with some of the most brilliant researchers in their fields. Third was my realization that there was something missing at the time before I joined Yissum, which had to do with the very low use of the internet in order to expose the technologies from the universities to the world."

"Before I arrived at Yissum, I made a simple search using freely



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Yonatan Avraham, student ambassador of HUstart.

available patent databases and saw that only a small fraction of the patents I found [were] on the tech transfer websites. When I realized this, I had a vision of changing how tech transfer companies worked.... My dream materialized when I created the first portal for all the technologies at Yissum and later created the ITTN website (Israel Technology Transfer Organization). ITTN was the first website in Israel that allowed all of the inventions from academic institutions in Israel to be found in one central portal."

DEATH ANNOUNCEMENTS

EDITH RODIN
JUNE 23

EVA SZENDE
JUNE 26

NISSON GOLDMAN
JUNE 27

HERBERT HYMAN
NAOMI PULVERS
MAURICE SCHACHTER
NORMAN KRAKOWER
JUNE 29



BITTERGIRL from page 1

The women also reflect on the warnings signs they missed. He wears socks with sandals. He cries at Celine Dion songs. He growls during sex.

Especially comical is a scene where the women run into friends and they are forced to admit they were dumped. The standard, "You're better off without him" or "If you guys couldn't make it work, what chance do the rest of us have?" hit the mark on how insensitive people can be, much to the enjoyment of the audience. The rapid-fire delivery of the lines, the women playing off each other brilliantly, is a sight to see and hear.

As the musical progresses, classic girl-group songs of the 1960s and '70s complement the dialogue. Thinking about their first dates leads into "And Then He Kissed Me." The initial breakups prompt a rendition of "Mama Said There'd Be Days Like This." When the women hope they'll have a chance to renew the relationship, they sing "When Will I See You Again?" And who hasn't felt the difficulty of moving on because there's "Always Something There to Remind Me?"

The strength of the play is in how the writing spotlights those moments we all know so well and that sound so absurd when depicted one after the other. Being reminded of one's own failed relationships, watching the play is like watching a good comedian – often funny and, despite being

He added, "I believe that there is a lot that can be done to make a better and faster connection between companies seeking talent or innovation to the offerings of universities.... [B]uilding a portal that connects more universities in Israel and the world could help make that matching much more efficient."

"Another realization is that tech transfer companies traditionally showcase technologies and I believe that this is not the best approach.... [T]he portals should focus on the researchers and their capabilities, rather than just the patents that a small portion of them invented. We have multiple examples of companies that were interested in researchers that we did not even know [because] they never had any patents."

One of the jobs of HUstart – of which Yissum is part, along with HU's science faculty and business school – is to provide "practical education, support, mentorships and connections needed" for students and others "to become effective entrepreneurs."

Avraham is a third-year physics student at Hebrew U and is in the first cohort of the new Physics and Entrepreneurship program, which connected him – during his second year of study – with his business partners. Avraham and fellow

students Michael Levinson and Tom Zelanzy co-founded the start-up Gamitee, which "links social media and shopping websites, making it possible for friends to easily invite others to join them in a shopping experience."

Avraham has other ideas, such as one for an "infant sleeper that monitors a baby's vital signs, a technology that could potentially prevent SIDS." And he and his wife – who is an archeologist – also run a tutoring business. In Vancouver, he will speak on The Making of a Serial Entrepreneur.

"I think they have a lot of similarities," he said about physics and building a tech start-up. "In both, you need to solve complex questions and problems that are comprised of several independent factors. Both of them are professions that people rarely choose. And they are both very, very hard to understand. I think my physics background [increased] my range of abilities needed [to be] an entrepreneur."

Jerusalem of Gold: Capital of Innovation & Tech is open to the public. Tickets are \$45, though students who register at the CFHU office can receive a free ticket. For tickets and the speakers' bios, visit cfhu.org, email vanc@cfhu.org or call 604-257-5133. ♣

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This is to advise
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will take place
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at 11 a.m.
at the

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This is to advise
that the
**UNVEILING OF
HEADSTONE**
in loving memory of
**ESTELLE
CIVKIN**
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EMILY COOPER

Katrina Reynolds and Josh Epstein in *Bittergirl*, at the Arts Club Granville Island Stage until July 29.

cringeworthy at times, you want to stay to the finale.

As with the different stages of death, the women finally accept their situations and move on with their lives, singing such lyrics as "you don't really love me; you just keep me hanging on," there are "too many fish in the sea" and "I will survive."

Bittergirl is actually an autobiographical play written by three Toronto actresses who had, indeed, just gotten dumped by a husband, live-in boyfriend and short-term partner. The positive reaction to the play led to the 2005 book *Bittergirl*:

Getting Over Getting Dumped. After that, the writers added the songs, accompanied by an all-female band onstage, and the musical was born.

Besides the sharp, insightful writing, these women (and Epstein) can all belt out a tune, making the performance a hit from the beginning to the (not so) bitter end.

Bittergirl runs at the Arts Club Granville Island Stage until July 29. For tickets and more information, visit artsclub.com. ♣

Baila Lazarus is Vancouver-based writer and principal media strategist at phase2coaching.com.