



Nina Mitchell Wells  
Secretary of State

Ambassador Daniel Kurtzer  
Commission Chair

## Israel at 60 Celebrations

### Gov. Corzine Hosts Reception to Honor Israel's 60th Anniversary

In honor of Israel's 60<sup>th</sup> anniversary, Governor Corzine hosted a reception, at Drumthwacket in Princeton, celebrating "New Jersey and Israel: 60 Years of Statehood – 20 Years as Sister States."

There was a performance by LASHIR, the Jewish Community Choir of Princeton. Attending the reception were Governor Corzine, Secretary of State Nina Mitchell Wells, Consul General of Israel in New York Asaf Shariv, and over one hundred New Jersey Jewish leaders. At the reception Governor Corzine announced Ambassador Daniel Kurtzer's appointment as the chairman of the New Jersey-



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### Gov. Corzine Names May "New Jersey-Israel Sister State Month"

March was named "Women's History Month," and October was named "Black History Month," but most recently Governor Corzine signed a proclamation naming May the "New Jersey-Israel Sister State Month."

Governor Corzine signs a proclamation designating May as New Jersey-Israel Sister State Month. From left, Leonard Posnock of the New Jersey-Israel Commission. Sen. Loretta Weinberg; Secretary of State Nina Mitchell Wells



Governor Corzine explained that signing this proclamation is a "commitment reflected in the spirit of the people of New Jersey and in their attachment to Israel."

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### Exhibit Celebrates New Jersey and Israel's Partnership

2008 commemorated twenty years of New Jersey's partnership with the State of Israel through the New Jersey-Israel Commission. However, the relationship between Israel and New Jersey existed even before the Commission was created.

The bonds between New Jersey and Israel began with Governor Alfred E. Driscoll in 1948 with the creation of the State of Israel when he said, "Israel is involved in a great struggle for its very life and preservation of democracy. We are determined to bring security to this beleaguered people."

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### UPCOMING EVENTS

**ISRAEL LIFE SCIENCES CONFERENCE**  
-SEPTEMBER 15, 2008  
-LAW OFFICES OF WOLFBLOCK, PHILADELPHIA, PA

**ISRAEL'S FINANCIAL MARKET**  
-SEPTEMBER 18, 2008  
-NASSAU INN, PRINCETON, NJ

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## Jewish Heritage Night at Trenton Thunder

On July 10, the Trenton Thunder baseball team, in partnership with the Jewish Federations of Greater Middlesex County and Princeton Mercer Bucks, held the first Jewish Heritage Night at the Waterfront Park Stadium in honor of Israel's 60<sup>th</sup> birthday.

The festivities began before the game with a concert by Blue Fringe, who have been called America's favorite Jewish rock band, and continued throughout the night with kosher food provided by Max and David's Restaurant of Elkins Park Pennsylvania, fun facts about Israel in between innings and concluded with a spectacular fire works display.

Governor Corzine and the Consul General of Israel in New York, Asaf Shariv, participated by throwing out the ceremonial first pitch to begin the game.



Gov. Corzine and Asaf Shariv, preparing to throw the ceremonial first pitch.

## New Jersey-Israel Commission Renews Partnership with BIRD Foundation



The New Jersey-Israel Commission announced that it has reaffirmed its partnership with the US-Israel Binational Industrial Research & Development (BIRD) Foundation to strengthen the economic ties between New Jersey and Israel. The BIRD foundation provides funding to American and Israeli company partnerships to develop, manufacture, market, and support innovative products.

Governor Corzine said "Since 2004, this collaboration has enhanced the state's relationship with Israel as a significant global trading partner and places particular emphasis on New Jersey's strength as a foremost leader in research and development. The agreement will continue to cultivate new opportunities to form strategic commercial ties to advance our strongest industry sectors."

As part of the partnership, the New Jersey-Israel Commission serves as the BIRD Foundation's official representative to the State of New Jersey. This allows the commission to facilitate partnerships between

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## News

### Green Building Conference

On June 4, 2008, the New Jersey-Israel Commission, hosted the **AMERICA-ISRAEL GREEN BUILDING CONFERENCE** along with the America-Israel Chamber of Commerce and Industry, the Government of Israel Economic Mission in New York, and the Office of the Governor of New Jersey.

The purpose of this conference was to provide a forum for industry leaders to present "green" products and technologies and to introduce U.S. corporations to Israeli companies who have developed technologies and solutions for future strategic partnerships and investment. Israeli companies presented their innovative technologies and products in construction technology, construction and project management, and engineering design.

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### Gov. Corzine Views Israeli Innovations Up Close

Governor Corzine returned from his first official trip to Israel as Governor. Bradley Abelow, the governor's chief of staff, and Asaf Shariv, Consul General of Israel in New York, accompanied the governor on his trip. Visiting Israel has been a priority of Governor Corzine since he took office in 2006. The governor has been to Israel multiple times while serving as an executive at Goldman Sachs and while serving New Jersey in the U.S. Senate.

About his trip to Israel, Governor Corzine said "Israel has emerged as one of our state's most important partners in term of both economic and cultural exchanges, and I look forward to furthering those relationships."

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## New Jersey-Israel Celebrates First Year at the Department of State

The New Jersey-Israel Commission is celebrating its first year as a permanent division of the Department of State following a move from the New Jersey Commerce Commission.

Secretary of State Nina Mitchell Wells has shown great enthusiasm and has assisted the commission by supporting the goals and initiatives.

At its new home, it shares an office suite with the NJ Historical Commission, which works towards enriching the lives of the New Jersey's citizens by preserving the historical record and advancing interest in awareness of New Jersey's past, the Martin Luther King Commission, which works to commemorate and raise public awareness of Dr. Martin Luther King Jr.'s ideals and philosophy, and the AMISTAD Commission, which works with New Jersey's schools to help them incorporate African-American History into their social studies curriculum.

## May named "New Jersey-Israel Sister State Month"

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According to the governor, "This proclamation displays New Jersey's commitment to fostering our relationship with Israel and the importance of maintaining the relationship. Naming May *New Jersey-Israel Sister State Month* gives all of New Jersey the opportunity to recognize the economic, scientific, educational, and cultural relations that New Jersey shares with Israel, all that the two states have accomplished together, and the importance of a continued partnership between Israel and New Jersey."

In order to commemorate the signing of this proclamation, the New Jersey-Israel Commission unveiled their exhibit displaying the 60-year relationship that New Jersey and the State of Israel share and focusing on the 20-year Sister State agreement.

## Featured Israeli Companies in New Jersey

The New Jersey-Israel Commission would like to highlight the following four Israeli companies located in New Jersey.

 **NeuroTrax** received the coveted "Most Likely to Succeed" award from the New Jersey Technology Center at the recent New Jersey Technology Counsel competition. NeuroTrax has developed a computer software program that can help with an early diagnosis of Alzheimer's, Parkinson's, and many other diseases. NeuroTrax is located at NJIT's Enterprise Development Center, in Newark, New Jersey.

 **AMDOCS**, located in Jersey City, helps the world's leading providers of wireless, broadband cable, and satellite services to deliver their services through the newest technologies, highest quality control, and with high quality customer service.

 **MTS**, recently located to Fair Lawn, and is a worldwide provider of Business Support Systems (BSS) to organizations of all sizes and supplies customized solutions for telecommunications, customer care, and customer billing.

 **Rosetta Genomics** graduated from the Technology Centre of New Jersey and opened their U.S. headquarters in Jersey City. Rosetta Genomics focuses on the emerging field of microRNA and uses it to conduct medical research and develop therapeutic products. Rosetta Genomics produced the first cancer diagnostic test based on its own technology, which has recently been approved for clinical use by the New York Department of Health Clinical Levorotary Evaluation program. Rosetta Genomics also recently acquired Parkway Clinical Laboratories Inc., a Bensalem, PA-based company.



## Gov. Corzine Views Israel's Innovations

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Shai Agassi, CEO of Project Better Place, shows Gov. Corzine the engine of an electric car at the Weizmann Institute. (Photo Credit: Tim Larson)

The focus of Governor Corzine's trip was to meet with business leaders involved with biotechnology, stem-cell research, and pharmaceuticals and build business and trade partnerships between Israeli and New Jersey companies.

As Israel is on the cutting edge

of "green" energy, Governor Corzine held a roundtable with Israeli green technology companies and met with other leading alternative energy companies.

In addition to strengthening Israel and New Jersey's business and economic ties, Governor Corzine focused on enhancing the two states' cultural ties. The governor visited the Israel Museum, in Jerusalem, and met with its director, James Snyder, about the possibility of future cultural collaborations.

Governor Corzine visited Yad Vashem, Israel's Holocaust museum and the town of Sderot in the southern part of Israel. Sderot is in close proximity to the Gaza Strip and is under frequent Qassam rocket attacks being fired over into Sderot from Gaza.

Governor Corzine also met with Israeli Prime Minister Ahud Olmert, Tzippy Livni, the foreign minister, and other important Israeli officials.

## Partnership with BIRD Foundation

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New Jersey and Israeli companies and offer funding on behalf of BIRD to those who qualify.

According to Andrea Yonah, the director of the Commission, "Our relationship with the BIRD Foundation has proven to be greatly beneficial to both New Jersey and Israel. Since 2004, BIRD has approved funding for over \$8 million to projects between New Jersey and Israeli companies."

Most recently, the agreement between Schering-Plough (NJ) and Mileutis (Israel) was signed. This allows for the start of their project in Life Sciences focusing on Dry Cow therapy and Mastitis treatment. Schering-Plough is an innovation-driven, science-centered global health care company. Mileutis is a research and development company engaged in developing biopharmaceutical veterinarian products.

## New Jersey and Israel's Partnership Exhibit

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The New Jersey-Israel Commission, to celebrate and honor the relationship between New Jersey and Israel, created an exhibit highlighting this unique relationship, focusing on the 20-year Sister State relationship.

The exhibit is made up of four, seven-foot panels and six 24x30 inch boards that describe New Jersey and Israel's relationship through photos, official documents, and proclamations.

The exhibit describes the economic activity between New Jersey and Israel that has developed out of this relationship and the educational and cultural partnerships Israel and New Jersey share.

The exhibit was first displayed at New Jersey's capitol building and has traveled to the Monmouth Jewish Museum and the Lautenberg Family JCC in Whippany. The exhibit will be displayed at Temple B'nai Shalom in East Brunswick until September 14, followed by the West Orange JCC. The goal is to have the exhibit travel to public libraries, schools, and community centers around the State.

The commission recognizes Jerry Enis, chair of the exhibit committee, and the entire exhibit committee for all of their hard work in putting the exhibit together.

If you would like to host the exhibit in your community, please contact our office at 609-633-8600 or [njic@sos.state.nj.us](mailto:njic@sos.state.nj.us).



Mayor Eli Moyal of Sderot shows Gov. Corzine remnants of Qassam rockets that were fired on Sderot. (Photo Credit: Tim Larson)



Gov. Kean signs Sister-State agreement with Council General Moshe Yegar in 1988

## Green Building Conference

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Israeli technologies and products focused on cleaning and maintenance, ongoing indoor air quality control, energy and water efficiency, recycling, exterior maintenance, and systems upgrades for existing commercial and industrial structures.

Mark Levenson, a member of the New Jersey-Israel Commission and the America-Israel Chamber of Commerce, chaired the steering committee for the America-Israel Green Building Conference.

Participating Israeli companies included, AYALA Water & Ecology Ltd., ELLARA Amorphous Technology Solutions, E.P.C Onsite Wastewater Recycling Technologies, Hanita Coatings, MetroLight, Satic, Zvi Golani, and My Planet.

New Jersey developer Jeremy Halpern and Israeli architect Irit Greenberg exchange business cards



and vibrant relationship between New Jersey and Israel, and thus there is a solid foundation on which to expand in business, cultural and educational activities.”

Governor Corzine proclaimed that Ambassador Daniel Kurtzer is a man “who served our nation so admirably in Israel and we are thrilled he is willing to lead the New Jersey-Israel Commission.”

## New Commission Members



**Senator Thomas Kean Jr.** was appointed as a Legislative Member of the New Jersey-Israel Commission. He is currently a state senator for District 21 and serves as the Senate Minority Leader. Senator Kean Jr. sits on the Senate Health, Human Services, and the Senior Citizen’s Committees.

About his appointment Senator Kean Jr. said "New Jersey and Israel not only share a common love and respect for freedom and for democratic institutions but have also long enjoyed and prospered from the strong technological, corporate and cultural bonds that connect New Jersey and Israel."



**Lou Cooperhouse** is director of the Rutgers Food Innovation Center, a unique business incubation and economic development accelerator program, which provides business and technology expertise to the food and agribusiness sector of New Jersey. About his appointment Mr. Cooperhouse said “In this role, I hope to create partnerships between New Jersey and Israeli-based business incubator programs, and also identify funding opportunities for collaborating New Jersey and Israeli scientists.”



**Jacob Toporek** is the executive director of the New Jersey State Association of Jewish Federations and is a board member of the Middlesex Jewish Federation, Jewish Community

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## Recent Commission Appointments



### Ambassador Daniel C. Kurtzer

Ambassador Daniel C. Kurtzer was recently appointed as the chair of the New Jersey-Israel Commission. Daniel Kurtzer is known for the time he served as the U.S. Ambassador to Israel in 2001-2005 and Egypt in 1997-2001.

Ambassador Kurtzer is currently the first S. Daniel Abraham Visiting Professor in Middle East Policy Studies in the Woodrow Wilson School of Public and International Affairs at Princeton University.

About his appointment Ambassador Kurtzer said “I am honored that Governor Corzine has appointed me to chair the commission. There is already a strong

Relations Council, and the Israel Task Force. Mr. Toporek was a member of the American Israel Public Affair Committee and the Community Relations Committee of the United Jewish Communities of MetroWest. He is also involved with many other Jewish organizations.



**Fred Zemel** is a lawyer who specializes in corporate law, business law, commercial transactions, commercial financing, real estate development, securities. Mr. Zemel's practice also includes an intellectual property and technology division that focuses on drafting and negotiation of intellectual property and technology contracts. Mr. Zemel said, "The Commission is laying the foundation for the long-term growth of mutually beneficial relationships between the citizens of New Jersey and Israel. I am very pleased to be a part of this effort."

## **New Jersey-Israel Commission Announces Executive Committee**

An executive committee was created out of the general members of the New Jersey-Israel Commission, to set an agenda for the upcoming year and identify strategic objectives for the commission to accomplish.

The members of the executive committee are Daniel Kurtzer, Mark Levenson, Roy Tanzman, Jerry Enis, Marlene Herman, and Leonard Posnock. Jerry Enis will oversee cultural initiatives, Marlene Herman will oversee educational projects, and Mark Levenson will oversee economic development initiatives.

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## *Upcoming Events*

### **PA-NJ-DE Israel Life Sciences Conference**

- September 15, 2008, at 8:30am - 4:30pm
- Attendees will have the opportunity to meet a delegation of innovative Israeli life science companies and participate in discussions, presentations, and panels designed to facilitate collaborations, strategic partnerships, and investment.
- For more information visit the [PA-NJ-DE Israel Life Sciences Conference](#) Website or contact the NJ-Israel Commission office.

### **Israel's Financial Market:**

#### **A Unique Opportunity for Investors**

- September 18, 2008, at 6:00 - 8:00pm  
Nassau Inn Princeton, NJ
- Guest Speakers Include:
  - David Anthony** managing partner of 21Ventures
  - Cliff Goldstein** president of Amidex 35
  - Zvi Chalamish** chief financial officer for the Government of Israel Economic Mission
- RSVP by phone or by e-mail to the New Jersey-Israel Commission by September 12.

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**New Jersey-Israel Commission**