In the summer of 2014, Israel experienced an unprecedented enemy rocket and mortar barrage on its citizens and institutions. The wave of violence stemming from Gaza’s rocket launchers and terror tunnels required a heroic effort to save lives. And Magen David Adom answered the call.

Throughout Operation Protective Edge, MDA worked around the clock to save lives and respond to the needs of all Israelis, including soldiers of the Israel Defense Forces (IDF). MDA activated its entire fleet of 1,000 ambulances and all 13,000 volunteers to cope with emergencies resulting from incessant rocket and mortar attacks. Meanwhile, despite being forced into bomb shelters, MDA’s blood services continued operating at full capacity to provide clean and safe blood to the IDF and Israeli civilians. And while MDA crews rushed to save lives, it continued responding to daily emergencies throughout Israel, such as traffic accidents.

MDA’s staff and volunteers displayed the kind of courage, perseverance, and dedication that have made MDA a world-renowned emergency medical response agency. The year-round support you provide — everything from ambulances to training — helped make their lifesaving efforts possible.

This edition of The Pulse honors MDA’s lifesaving heroes by providing some of their stories from Operation Protective Edge.

**Israel’s Blood Supply Takes Shelter**

**Need for a new center becomes critically clear**

By Professor Eilat Shinar, MDA Director of Blood Services

On the afternoon of Monday, July 8, I got the call from Eli Bin, MDA’s director-general, saying, “It’s time to go down.”

Rocket attacks from the Gaza Strip were imminent. And, as MDA is responsible for the nation’s blood supply for all the hospitals and the IDF, it was imperative that we take all necessary measures to protect our blood inventory. Overnight, we had completely relocated Israel’s entire blood supply, as well as our vital operations, from our upstairs laboratories at the National Blood Services Center to a protected, though cramped, underground shelter no larger than 400 square feet.

(continued on page 2)

**MDA on the Front Lines with the IDF**

During Operation Protective Edge, the IDF fought to protect the people of Israel. And MDA fought to protect them, working on the front lines to evacuate injured soldiers from Gaza. Under threat of rocket fire, paramedics moved soldiers to safe areas where they could then be airlifted to Israeli hospitals to receive immediate medical attention.

In August, Israeli President Reuven Rivlin spoke about the cooperation between MDA and the IDF during his visit to the MDA station in Ashdod, a city close to Gaza.

(continued on page 4)
FROM THE FRONT LINES: MDA IN ACTION IN DURING OPERATION PROTECTIVE EDGE

MDA Saves Man Who Shielded His Family From Attack

Jehan Berman, 31, and his wife, Liora, were celebrating their son’s third birthday on Kibbutz Nir Oz when they heard the wailing of the siren. Mortars were inbound, and he knew he only had seconds to find shelter for his family. With no time to spare, he rushed his wife and young son into a nearby kindergarten. In the last moments before the explosions, he kissed his wife and then wrapped himself around her and their son.

Immediately, a mortar hit, sending shrapnel crashing through the window of the kindergarten. Jehan’s wife and son were spared injury. But Jehan was not so lucky. Jagged, heavy pieces of twisted metal ripped through his body, missing his heart by mere inches. He was bleeding, and in grave danger.

Within minutes, MDA was on the scene. Dr. Oren Wacht was manning the MDA Mobile Intensive Care Unit that arrived first.

“I saw him lying down, covered in blood. My concern was that it hit his heart,” he said.

After Oren stanched the bleeding, Jehan was loaded into the ambulance with his wife by his side. While generally against protocol, Oren assured her that Jehan would be OK.

“I always make sure to talk to the family,” Oren said. “They’re giving you full trust. For us, it’s something we do daily, but the family remembers it their whole life.”

Today, Jehan is in good spirits and recovering from his injury. He and Oren were even reunited at AFMDA’s Los Angeles Red Star Ball in October. Many would call Jehan a hero for protecting his family, but he says the true heroes are the paramedics and EMTs of MDA.

“We see MDA as angels,” he says. “For the injured, they’re the light in the darkness.”

Watch the incredible story of Jehan and Oren online: www.vimeo.com/112511765.

Israel’s Blood Supply (continued from page 1)

For the next 50 days, we didn’t leave. Working in the bomb shelter wasn’t easy on our staff. It was difficult to move around in the overcrowded space while continuing our production of the regular blood components. The atmosphere was very tense. Yet, remarkably, no one missed a single day of work, including those who live in the heavily bombarded areas and hadn’t slept in days, or others who had to leave families behind in those at-risk towns.

By the end of Operation Protective Edge, MDA blood services supplied some 60,000 blood units and components to all the hospitals and the IDF.

While we see this as a success, one thing became painfully clear during our time in the bomb shelter — the dire need for a new, safer building.

When the current blood center was built in the 1980s, no one imagined that rockets could one day reach Tel Aviv. We will not always have time to prepare, evacuate, and move everything to a safer location. It’s imperative that our entire operation exist underground, all the time. That’s why we need the proposed new subterranean blood center in Ramla (see conceptual rendering below), so that there will never be a doubt that MDA can supply and protect Israel’s blood.

As director of MDA’s blood services, I want to thank our staff in Israel for performing so courageously and professionally, as well as the blood donors who recognized the need to give during a difficult time. I also want to thank our partners and friends in the U.S. who are donating critically needed funds to AFMDA’s campaign for a new blood center. We’re making strong inroads toward our goal of $100 million, but we still need a lot of help. In the meantime, we will continue to make the best of a challenging situation, while never forfeiting our pledge to provide Israel with a safe, high-quality, and secure national blood supply.
FROM THE FRONT LINES: MDA IN ACTION IN DURING OPERATION PROTECTIVE EDGE

Teen Saved with Moments to Spare

On Sunday, July 13, 16-year-old Yarin Levi was walking down the street in Ashkelon, unaware that with each step he took, a rocket was hurtling closer toward him. By the time the siren went off, it was too late to run to a bomb shelter. All he could do was kneel against a nearby cinder-block wall and hope for the best. Moments later, the rocket exploded and sent Yarin flying backwards, riddled with shrapnel.

When they heard the explosion, MDA’s Neomi Zvi and Einav Asulin, who were stationed nearby, didn’t wait for a citizens’ phone call before running out the door. They knew that anyone caught outside of a bomb shelter would have only minutes to survive. When they arrived at the scene, they found Yarin unconscious, bleeding, and in very severe condition. Within less than four minutes, Neomi and Einav had Yarin in the back of a Mobile Intensive Care Unit, hooked up to an IV and a ventilator to help him breathe, on his way to the hospital for emergency surgery.

Yarin survived, thanks mostly to Neomi and Einav’s skills and decision-making and, today, he’s back to being a regular teenager.

Watch the incredible story of Yarin, Neomi, and Einav online: www.vimeo.com/112511765.

A Mom On — and Off — the Clock

Sarah Cascella works two full-time jobs. When she’s not running after her young daughter to keep her out of trouble, she’s racing to save people’s lives as an MDA paramedic. And treating infants, regardless of where they come from, is Sarah’s priority. It’s where her experience as a mother is most useful.

Sarah works out of the Judy Kaplan and Esther and Hyman Rapport Sderot MDA Station, close to the Gaza border. Among her responsibilities is transporting sick and injured Palestinian infants to Israeli hospitals. The lack of quality prenatal care in Gaza means most of the babies would otherwise not survive.

During Operation Protective Edge, Sarah was faced with the harrowing task of evacuating Palestinian children from the Erez checkpoint under rocket fire from Gaza. In one such incident, she was caught in a mortar barrage while ventilating a 4-year-old girl who had a mass on her lungs. Sarah covered the child with an extra flak jacket while they waited anxiously inside their Mobile Intensive Care Unit for an “all-clear.” Fortunately, Sarah and the infant were both evacuated to safety.

During another recent transport, Sarah was moving a premature baby boy inside an incubator when he suddenly started crying. Sarah looked up to see that the infant’s mother, who was accompanying her son, was terrified. Despite not being able to speak Arabic to her, instinctively, Sarah placed one of her hands inside the incubator and motioned for the mother to do the same. The baby calmed down and, together, the two moms kept the child calm the entire ride.

“At the end of the day, I am a paramedic who is a mom,” she says. “And that helps me feel when there’s a problem with a baby.”

MDA Family Says Goodbye to Two of Its Own

During Operation Protective Edge, the MDA family lost two of its most dedicated members.

In August, 55-year-old Ze’ev Etzion (at left) was killed by Hamas mortar fire in his hometown of Kibbutz Nirim as he was repairing electrical lines that had been damaged in an earlier attack. Etzion was a longtime MDA ambulance driver and the kibbutz’s security chief.

Sadly, Ze’ev was not the only victim from the MDA family. In July, 21-year-old Barkai Shor (below) was killed by terrorists who infiltrated his army base via underground tunnels.

Barkai’s passion for helping people began early on as an MDA youth volunteer. When it was his time to join the army, he enlisted in a combat unit, but continued to devote his free time to saving lives with MDA. On weekends, instead of going home to visit friends or family, he would work double shifts at MDA’s William H. Bloomberg Jerusalem Station, with a goal of eventually becoming an ambulance driver. With the little free time he had, Barkai passed the certification course. His special class C license arrived in the mail the same day he was killed.

“...he would always stop and help,” said Barkai’s father, Yaron.

The MDA family in Israel has sponsored an ambulance in Barkai’s memory as a symbol of his volunteering spirit, dedication to saving lives, and giving character.

American Volunteers Courageously Travel to Israel to Help MDA

When Jon Burke (above, left) and Nathan Redlich (above, right) signed up for Magen David Adom’s overseas volunteer program, they had no idea they’d be responding to more than just broken bones and heart attacks. By the time they arrived, Operation Protective Edge was already under way.

For six weeks Jon, Nathan, and hundreds of other overseas volunteers worked in the back of MDA ambulances after intensive introductory training. Alongside paramedics and EMTs, Jon and Nathan worked eight-hour shifts, sometimes back-to-back, to keep up with the higher number of emergencies. In Tel Aviv, the two were out of range of most rocket attacks, but they still responded to a wide range of injuries and emergencies.

They could have flown back to the safety of the U.S., as some family and friends hoped, but instead they stayed to help MDA.

“I had several moments where both Americans and even Israelis said, ‘You came during this time?’” said Jon, a Minneapolis native. “Of course we came during this time’, I’d say. It doesn’t seem heroic or spectacular or exceptional. We just do the best we can.”

“...he would always stop and help,” said Barkai’s father, Yaron.

The MDA family in Israel has sponsored an ambulance in Barkai’s memory as a symbol of his volunteering spirit, dedication to saving lives, and giving character.

MDA on the Front Lines

(continued from page 1)

“...he would always stop and help,” said Barkai’s father, Yaron.

The MDA family in Israel has sponsored an ambulance in Barkai’s memory as a symbol of his volunteering spirit, dedication to saving lives, and giving character.

MDA on the Front Lines

(continued from page 1)

“...he would always stop and help,” said Barkai’s father, Yaron.

The MDA family in Israel has sponsored an ambulance in Barkai’s memory as a symbol of his volunteering spirit, dedication to saving lives, and giving character.

MDA on the Front Lines

(continued from page 1)

“...he would always stop and help,” said Barkai’s father, Yaron.

The MDA family in Israel has sponsored an ambulance in Barkai’s memory as a symbol of his volunteering spirit, dedication to saving lives, and giving character.
A Special “Todah Rabah” From MDA Director General Eli Bin

To our American friends,

I think it would be an understatement to say that 2014 was a very challenging year for the men and women of Magen David Adom — and for all Israelis.

This past summer, the time of year Israelis traditionally look forward to family vacations and relaxation, was anything but relaxing. As you know, we endured 50 days of almost unrelenting rocket attacks from Gaza and a military response from the IDF that put thousands of Israelis on the ground in Gaza and in even greater danger. It was a particularly dangerous time for our paramedics and EMTs too, who took to the ambulances to treat the wounded and to rush them to hospitals for lifesaving surgeries, often while rockets were falling around them. And when Israelis required blood to recover from their wounds, we also supplied that, fulfilling our role as the provider of 97 percent of Israel’s civilian blood supply and 100 percent of the blood used by the IDF.

In the course of the war, we lost of two of our own, beloved colleagues who will sorely be missed. Barkai Shor, a 21-year-old volunteer EMT who worked primarily out of our Bloomberg Emergency Medical Station in Jerusalem, was killed while serving with the IDF. And Ze’ev Etzion, a 55-year-old family man and volunteer EMT working in Israel’s south, was killed amid the flurry of rockets and mortars that Hamas fired during the final hours of the conflict, and after the ceasefire was supposed to take effect (see their stories on page 4).

Unfortunately, the war’s end didn’t mean a cessation to the violence. Since August, we’ve been subjected to almost weekly occurrences of terrorism — Palestinian drivers deliberately plowing into pedestrians, lone-wolf stabbings, shootings, and even an acid attack. In an attack on a Jerusalem synagogue that left four worshippers and an Israeli Druze police officer dead, our paramedics were targeted by the two gunmen while they tried to treat casualties. In another attack, an MDA paramedic was stabbed while grocery shopping.

Throughout the challenges, however, the one thing our medics have never felt is a sense of isolation. With every call to which we’ve responded, there has been a profound sense that our friends in America “have our backs.” Whether it’s by providing us with nearly 80 percent of the ambulances on our streets, by sponsoring the blood center that keeps thousands of Israelis alive each year, or through the smaller gifts that purchase everything from bandages to intubation tubes and ventilators, you’ve always been there for us — making sure we have what we need to address Israel’s threats and to provide its citizens with the emergency medical care they need to survive and recover.

Truly, we couldn’t do it without you. And for your support, we are so profoundly grateful.

With our sincerest thanks and gratitude,

Eli Bin
Director-General
Magen David Adom in Israel
AFMDA’s Annual New York Benefit Dinner raised more than $4.6 million on December 2, the most funds ever raised at the event. Proceeds will go toward MDA’s new national blood center and new lifesaving ambulances.

The star-powered event at the Lighthouse at Chelsea Piers honored legendary journalist Barbara Walters with AFMDA’s Humanitarian Award. Michael R. Bloomberg, a longtime donor to AFMDA and former mayor of New York, presented her with the award.

“This award matters because the honor comes from an organization which has made such an impact on people’s lives, whether in Israel, a country that has a special place in all of our hearts, or other places around the world suffering from other disasters,” Walters said.

The dinner drew more than 450 guests and was hosted by NBC’s Willie Geist. Ambassador Ido Aharoni, consul general of Israel in New York, made remarks on Israel’s current standing in world politics. Other guests included New York State Senator Andrea Stewart-Cousins, Maksim Chmerkovskiy (“Dancing With The Stars”), and local politicians, including Westchester County (NY) Board of Legislators’ Kenneth Jenkins (chairman) and Peter Harckham (majority leader).

Five other honors were awarded. The Leona M. and Harry B. Helmsley Charitable Trust, represented by Sandor Frankel, trustee, received the AFMDA Founders Award. Other honorees included Haina Just-Michael and Noah Rockowitz (Westchester Leadership Awards), the Packin Family (Dor l’Dor Award), and Nicole and Michael Strongin (Young Leadership Award). Honorary chairs were Meredith Berkman and Sarah Sternklar. Dinner chairs were David Kostin and Mark Lebow.

The emotional highlight of the night were the remarks by MDA paramedic Akiva Pollack, the first emergency responder on the scene of the Jerusalem synagogue attack in Har Nof on November 18. Pollack’s sobering and gritty retelling of his lifesaving actions that day captivated the entire audience.

Max Rozmaryn, 93, a Holocaust survivor who risked his own life to save fellow Jews during World War II, wanted to leave a legacy in Israel that would help as many people as possible.

On Tuesday, October 21, that idea became a reality when a new Israel-bound MDA ambulance was dedicated in honor of Max at the Silver Spring, Md., home of Louis and Manette Mayberg.

Max’s sons, Leo and Jack, spoke movingly during the program in front of roughly 100 friends and family members who came to celebrate the occasion.
The Los Angeles Red Star Ball celebrated MDA’s wartime medics at a star-studded gala on October 23, at the Beverly Hilton. The event raised more than $6.3 million, a record for an event benefitting MDA, which will be used to help build Israel’s new national blood center, sponsor ambulances, and purchase essential medical supplies.

The event was hosted by Jay Leno, whose comedic timing and improvisational quips were matched only by his generosity. By night’s end, he pledged $10,000. “We need to get more non-Jews to donate!” he said.

Guests were treated to a rousing musical performance by legendary singer-songwriter Paul Anka, while the Star-Spangled Banner was sung by Pentatonix’s Scott Hoying, and Israel’s national anthem, Hatikvah, was performed by Pastor Robert Stearns. Honorees included David Wiener (Lifetime Achievement Award), Dr. Bill Dorfman (Humanitarian of the Year Award), and Gina Edwards (Next Generation Award).

The emotional highlight of the night was the moving reunion between two Israelis who were nearly killed in rocket attacks during Operation Protective Edge, and the MDA paramedics who saved their lives. Yarin Levy (featured on page 3) was reunited with MDA’s Einav Asulin and Neomi Zvi (Israel’s first full-time female paramedic). Jehan Berman (featured on page 2) was reunited with MDA’s Dr. Oren Wacht, a volunteer paramedic who teaches emergency medicine at Ben-Gurion University.

“The reunions between the Israeli civilians and their MDA lifesavers were one of the purest displays of human emotion and joy I have ever seen,” said AFMDA Western Region Chairman Paul Guerin (below, with Jay Leno), who chaired the event with his wife, Vera, and Beny and Adele Alagem.

Industry titans in finance, business, and entertainment lent support to the evening, including Toni Braxton, Pat Boone, J.R. Martinez, Tracey Bregman, Amy Paffrath, and Dr. Jim Sears. Israel’s consul general to Los Angeles, David Siegel, opened the event. California Congressman Brad Sherman presented MDA Director-General Eli Bin with an award and an official American flag that once flew atop the U.S. Capitol.

An after-party sponsored by AFMDA’s Heartbeat NextGen community, hosted by J.R. Martize at the Beverly Hilton, raised thousands more (see story, page 9).

On September 4, AFMDA honored Denver’s George Blau (below, at right, with AFMDA Western Region Director Yossi Mertz) with a Lifetime Achievement Award for his lifetime dedication to saving lives in Israel. The event, hosted by Morton and Rayna Zussman, was chaired by Dr. Philip Mehler and Dr. Tibor Engel.

The Denver community, with the help of a generous matching grant from the MB Glassman Foundation and an anonymous donor, recently raised funds for several new MDA ambulances and medical supplies.
Detroit Gala’s Dor l’Dor Celebration

The Dr. John J. Mames Chapter — Michigan Region’s Celebration of Life Gala was a touching, multigenerational affair. The event, coming right after Operation Protective Edge on September 11, paid tribute to the chapter’s founding members, whose initial meeting in 1967 laid the groundwork for Greater Detroit residents to have a meaningful impact in Israel by supporting MDA. Since its founding, the chapter has raised more than $34 million for MDA.

In a touching transition, the event then shifted to saluting the next generation of young people who are supporting MDA’s lifesaving work, including recent MDA overseas volunteers Hanna Berlin, Eli Guttman, Teddy Sallen, and Ben Cher.

The gala, held at Congregation Beth Ahm in West Bloomfield, raised $1 million for critically needed medical supplies and MDA ambulances. It also featured keynote speaker Professor Eilat Shinar, director of MDA’s blood services, who spoke passionately about the urgent need to build a new, underground MDA national blood center.

“Israel cannot survive without its own safe, secure, and sufficient blood supply,” said chapter chair Manny Charach. “This once-in-a-lifetime project will ensure Israel’s national supply well into the 21st century.”

Detroit Ambulance Sponsors Driving New Partnerships in Midwest

AFMDA and Temple Israel of West Bloomfield, Mich., the largest Reform congregation in the U.S., recently partnered for ambulance dedications by congregation members Robert and Beverly Rosenfeld and Dr. Max and Judy Robins. The Rosenfeld ambulance dedication included a special ceremony featuring Rabbis Paul Yedwab and Josh Bennett. The Robinses’ ambulance dedication, held at Temple Israel’s Kabbalat Shabbat for more than 1,200 members during Operation Protective Edge, included special remarks from Rabbi Jennifer Kalusny; Yoni Yagodovsky, MDA’s director of international affairs; and Temple Israel Executive Director David Tisdale.

Pastor Hagee Sponsors Two New MICUs

On October 31, John Hagee Ministries demonstrated its continued support of Israel by sponsoring its seventh and eighth MDA ambulances in the last seven years. The Hagee Ministries’ support of MDA is part of a partnership with Heart to Heart, AFMDA’s Christian outreach initiative.

Pastor Hagee (at left) presented the $250,000 gift to Heart to Heart Director Jonathan Feldstein, at the recent nationally televised “Night to Honor Israel.”

“[These] two state-of-the-art ambulances will help anyone injured, both military and civilian, who need to be transported to a hospital,” Pastor Hagee said.

Join Us! Upcoming Florida AFMDA Events

- **Porto Vita Celebration of Life Dinner**
  Tuesday, February 3, 2015
  Featuring Israel Surgeon General Brig. Gen. (Res.) Yitshak Kreiss
  For information, call 561.835.0510 or email palmbeach@afmda.org.

- **Palm Beach Celebration of Life Gala**
  Sunday, February 22, 2015
  Featuring Israel Ambassador Michael Oren
  For information, call 561.835.0510 or email palmbeach@afmda.org.

- **Boca-Delray Community Event**
  Sunday, March 22, 2015
  Featuring Israel Ambassador Dan Gillerman
  For information, call 561.835.0510 or email palmbeach@afmda.org.
“Hey O” for Heartbeat
by Chava Tombosky

We are living in turbulent times for the State of Israel. Ironically, they are also extremely exciting and opportune. Today, we have become more connected, and we can use our voices and our wills to shape society in a positive way. As Operation Protective Edge unfolded this past summer, so did my passion for telling Israel's story.

Israel's dedication to life and the preservation of creation and existence is at the heart of the issue we are fighting to protect. In an effort to tell that story, AFMDA and its Heartbeat “do it yourself” platform was the perfect place to create a music video aimed to showcase that narrative. The song “Hey O” not only celebrates life but also highlights the holy work of MDA and the heroism of those on the front lines. It is dedicated to those whose lives were taken too early and to those first-responders who have seen the worst moments of humanity, but who have been bold enough to lift those who are in need, out of the ashes of pain.

Becoming part of AFMDA's Heartbeat community has been an eye-opening experience. It has made me feel part of the global conversation and continues to inspire my work as an artist, a mother, a woman, and a Jew. Most of all, it has given me the opportunity to use my voice to reveal the goodness that exists in Israel and MDA's mantra that the preservation of life is what Israel fights for.

Chava Tombosky is a Los Angeles-based singer-songwriter. Watch the video for “Hey O” online: www.vimeo.com/114175110.

For more on Heartbeat or to get involved, contact Erik Levis at elevis@afmda.org or 866.632.2763.

Love AFMDA? Then “Like” Us Online!

AFMDA is conquering new frontiers on social media. And we want you to join us in telling MDA's story online!

With an estimated 75 million Americans checking their social network several times a day, now's the time to join AFMDA's online community on Facebook, Instagram, and Twitter. And we've got a hashtag campaign for everybody!

AFMDA took part in #GivingTuesday when it hosted its annual New York Dinner on December 2. New campaigns include #SavingLivesInIsrael, #MedicMonday (a weekly spotlight on an MDA medic), and #ThrowBackThursday (showcasing historic photos of MDA dating back to the 1930s).

LA: Big Fun, Big Funds at Red Star Ball After-Party

This year’s Los Angeles Red Star Ball after-party, organized by AFMDA’s Heartbeat community and hosted by J.R. Martinez, rocked with 250 guests who raised $70,000 for MDA. More Heartbeat events in Southern California — created by people like you — are scheduled in 2015. To get involved with Heartbeat in LA, contact Kaley Zeitouni at 323.655.4655 or kzeitouni@afmda.org.

“Supporters no longer have to wait to see how their donations are helping save lives in Israel — social media shows us,” says Annetta Weller Epstein, AFMDA’s Social Media Subcommittee chair.

“Social media gives us a chance to be ambassadors for MDA’s life-saving work, even from our smartphones or computers.”

Follow AFMDA on social media and share, comment, or like our online content. It’s yet another way for you to be #SavingLivesInIsrael.
AFMDA National Headquarters
352 Seventh Avenue, Suite 400
New York, NY 10001
Toll-Free: 866.632.2763
Tel: 212.757.1627
Fax: 212.757.4662
info@afmda.org

Northeast Region
352 Seventh Avenue, Suite 400
New York, NY 10001
Toll-Free: 866.632.2763
Tel: 212.757.1627
Fax: 212.757.4662
northeast@afmda.org

Greater Philadelphia Area
PO Box 52158
Philadelphia, PA 19115
Tel: 215.947.7007
philadelphia@afmda.org

New England
PO Box 600714
Newton, MA 02460
Tel: 617.916.1827
new-england@afmda.org

Southeast Region
1900 NW Corporate Blvd., Suite 970
Boca Raton, FL 33431
Toll-Free: 800.626.0046
Tel: 561.288.5658
Fax: 561.609.2143
southeast@afmda.org

Palm Beach
3300 PGA Blvd., Suite 970
Palm Beach Gardens, FL 33410
Tel: 561.835.0510
Fax: 561.835.9410
palmbeach@afmda.org

Midwest Region
23215 Commerce Park Road, Suite 306
Beachwood, OH 44122
Toll-Free: 877.405.3913
Tel: 216.342.4032
Fax: 216.342.4034
central@afmda.org

Upper Midwest/Greater Chicagoland Area
3175 Commercial Avenue, Suite 101
Northbrook, IL 60062
Toll-Free: 888.674.4871
Tel: 847.509.9802
Fax: 847.509.9807
midwest@afmda.org

Western Region
6505 Wilshire Blvd., Suite 650
Los Angeles, CA 90048
Toll-Free: 800.323.2371
Tel: 323.655.4655
Fax: 323.655.4659
western@afmda.org

AFMDA Israel
Tel: 057.761.4220
israeloffice@afmda.org

www.afmda.org

AFMDA NATIONAL OFFICERS & DIRECTORS
National Chairman
Mark D. Lebow
Chief Executive Officer
Arnold Gerson
Vice Chairs
Daniel Dobin
Fraeda Kopman
Gershon W. Trimpol
Secretary
Donna Fried Calcaterra
Treasurer
Neil Fox
Audit Chair
Mitchel A. Maidman
Directors
Seymour Brief
Martin Cohen
Paula Blaine Cohen
Steven Einhorn
Annetta Weller Epstein
Barry Feldman
Jacqueline Goldman
Les Handelsman
Stuart A. Jackson
Barbara Kay
Dina Leeds
Gaby Ferman Lehrer
Ann Lesser
Daniel Schwarzwalder

The Pulse • The AFMDA Newsletter • Issue 4
Chief Marketing Officer: Rob Rosenthal
Editor-in-Chief: Erik Levis
Senior Designer: Claudia Carlson
Copy Editor: Liza Schwartz Levine
Contributing Writer: Leah Breevoort
Layout: Vincent DellaRatta

Do you know the story of someone whose life was saved by MDA?
Email info@afmda.org with “Newsletter” in the subject line.
If you want more updates from AFMDA, please go to www.afmda.org/enews-sign-up and sign up for our eNewsletter.
A Long Life, a Long Legacy

In her 111 years, Gisela Kohn Dollinger probably made many wishes. And thanks to one of her final ones, Israeli lives will be saved.

Dollinger, who passed away earlier this year as the world’s oldest Holocaust survivor, left a generous gift in her estate to Magen David Adom. She and her husband, who passed away in 1993, were not of great wealth, but they saved their money, eventually directing it to causes they believed in, including MDA.

Estate planning is intensely personal, and of course you’ll want to ensure the well-being of your family and loved ones. That’s as it should be.

At the same time, MDA supporters like Ms. Dollinger also want to ensure Israel’s ability to save lives. They accomplish just that when they join MDA’s Legacy Circle by including AFMDA in their estates. If you’ve included AFMDA in your will, or are considering it, please contact Jeff Lipkin, director of grants and legacy giving, toll-free at 866.632.2763 or jlipkin@afmda.org so we may acknowledge your commitment to MDA and welcome you into the MDA Legacy Circle.

SNEAK PEEK: Avi the Ambulance Picture Book Coming in Fall 2015

Avi the Ambulance wants to help others, just like his big sister, Maya the MICU. To learn how, Avi goes to ambulance school! With his partner, Zack, by his side, Avi learns to zig and zag. He learns to zoom and stop. And when their first call comes in ... Avi and Zack are off to the rescue!

This children’s picture book, about an MDA ambulance in Jerusalem who goes to school to learn how to save lives and soon has his first important call, will be available fall 2015 from the prestigious Jewish educational publishers Behrman House, located in New Jersey. It was written and illustrated by Claudia Carlson, a senior graphic designer in the marketing department at AFMDA.

The book will share the MDA story with a new audience of young children and their parents, grandparents, and teachers, bringing the next generation into MDA’s work of saving lives. For updates, contact info@afmda.org.
LOOK INSIDE...

- MDA’s first-responders were on the front lines of Operation Protective Edge. Now their incredible stories of heroism are being told … front page.

- Jay Leno did more than just host AFMDA’s record-breaking Los Angeles Red Star Ball. He also became a donor … page 7.

- Find out how Michael R. Bloomberg and Barbara Walters joined forces for an unforgettable Annual New York Benefit Dinner … page 6.