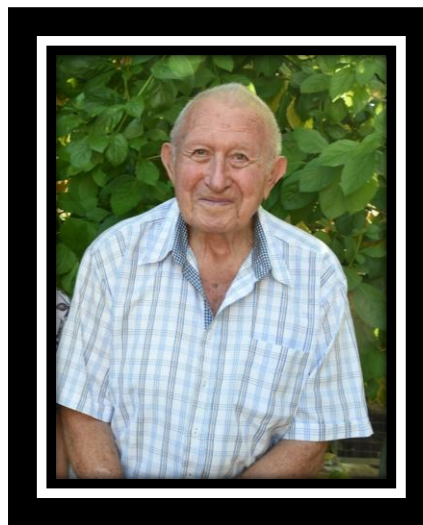


**The Yizraelite – No 2221    Date: 22.8.25**



With deep sorrow, we  
announce the passing of  
our dear friend

**Eilon Halevi**

The funeral will take place  
on Friday, 22.08.25,  
at 10:00, at the Yizrael Cemetery

The family will be sitting  
Shiva at the home of  
Nitza and Eilon

The Family and  
Kibbutz Yizrael

**Reut's Editorial:** Two weeks ago, on Saturday, we celebrated my aunt's

eightieth birthday. It was a warm, cosy gathering at my cousin's home and, unlike events held in restaurants or halls, the setting gave us the chance to really talk. At one point, our discussion drifted to childhood memories, and somehow, we realised that almost everyone of us had, at some time, gone through that awful moment when a child wandered off and got lost. For a few minutes, we shared those stories, remembering the fear, the helplessness, and then the relief when the child was found. And then we moved on to other subjects.



A week later, on Friday, I joined the trip from Yizrael to support Kibbutz Nir Oz. In Kiryat Gat See Yifat Assaf's article on page X) We stood together with the demonstrators, circling the roundabout and raising our voices for the release of the hostages. Afterward, we sat down to hear from Renana Gome-Yaakov, whose two children, Or and Yagil, were held captive for 52 days. Her words struck me deeply. *"You can't imagine what it's like to know your child has been kidnapped,"* she told us. *"But try. Haven't you all lost a child, even briefly, in a supermarket, on the beach, or in the park? Do you remember that instant of terror, the awful realisation that your child is gone and you don't know where they are? And then, the relief when you find them? That's the feeling. Only for us, for the families of the hostages, that moment has lasted already 679 days and there is no relief."*

Later, when we entered the dining hall—its door still scarred by bullet holes—I saw



something that made my heart ache. In every kibbutz, the entrance to the dining hall has noticeboards and rows of mailboxes. On Nir Oz, the notices from October 2023 are still hanging there, frozen in time. A red sticker marks those who will never come back to their mailbox. A black sticker marks those who were kidnapped. I couldn't stop

thinking: may those still alive return home soon, into the arms of their loved ones. And may those who were murdered at least be laid to rest, here, in Israel, where they belong.



## Family Eisner – Notice of Thanks

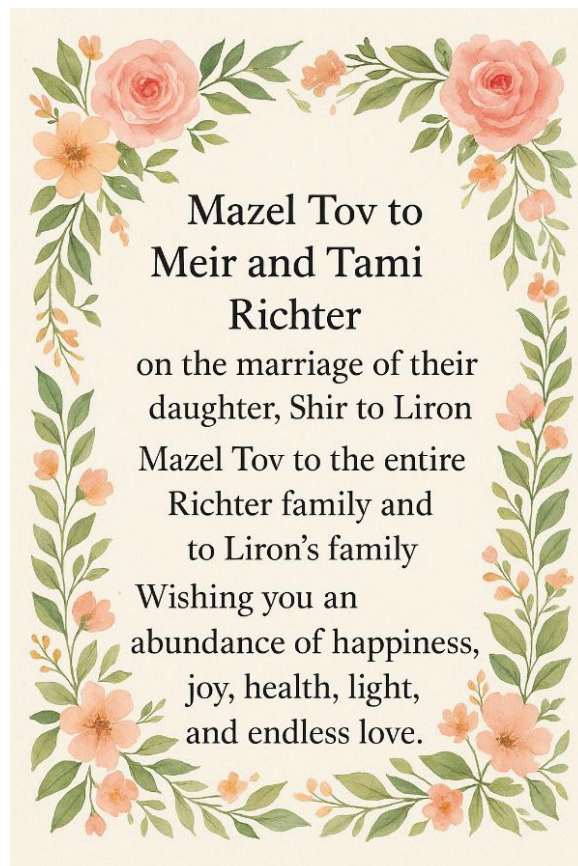


Last week marked a month since the passing of our beloved Hassida.

We wish to extend our heartfelt gratitude to all those who accompanied us from the moment her condition worsened, throughout the shiva, and even afterwards:

- To Liran, for her rare professionalism and humanity, and to the wonderful clinic staff.
- To Einan and the Bereavement Committee, for their sensitive care in every detail.
- To Yitzhak Peleg, who conducted the ceremony and managed the arrangements with the authorities.
- To Tami Penn, Neta Cohen, and the Kolbo team, for their tireless support.
- To Michal Shaanan, for the special bond of neighbourliness.
- And to all the dear friends who came and stood by us.

With deep appreciation,  
**The Eisner Family**



## **Economic Council Summary – 21.07.2025**

**Participants:** 25 council members

**Council Chair:** Uri Gilad

**Council Secretary:** Shlomo Cohen

(We apologize for the delay in publication of the report – Assefa and Council Committee)

### **Agenda:**

Review of budget performance for January–May 2025 and forecast for year-end.

### **Presentation:**

Niv Harmoni, Economist from the Finance Department, presented the budget performance and forecast.

### **Main points:**

- The 2025 budget was planned as a balanced budget.
- At its base, the budget included an increase of NIS 2.7M in support for the ongoing community budget (NIS 8M instead of NIS 5.3M).
- The 2025 forecast shows a small deficit of approx. NIS 140,000.
- Expenses are about NIS 240,000 higher than budgeted, while revenues are higher by approx. NIS 100,000.
- The increase in revenues stems mainly from external employment income and state allowances.
- The increase in expenses results mainly from:
  - An error in calculating the personal budget line.
  - Higher tax payments (primarily to National Insurance) due to legislative changes in the 2025 state budget, which were passed after the community budget was prepared and approved.

### **Community Funds performance:**

After the operating budget was reviewed, the status of the funds was presented. The main investments are in housing. The housing fund forecast for year-end is approx. NIS 1M higher than planned, due to faster-than-expected progress in the new neighbourhood construction project.

### **Acknowledgements:**

Members commended the work of branch and cluster managers for maintaining budgetary discipline, as well as the Finance Department for its close monitoring, supervision, and control. **Summary prepared by:** Uri & Limor

# End of Summer Holiday Ceremony and the Official Opening of the School Year 5786

Ofri Ziv

**Background:** On Sunday afternoon 17.8.25, the annual ceremony marking the end of the long vacation and welcoming in the new school year. The following words were spoken at that ceremony -Ed

Good afternoon, everyone,  
It is joyful and moving to see you all here.

Another summer holiday is coming to an end –  
I want to take you back two months... a complex reality that was suddenly forced upon us. In the middle of a different campaign, we once again found ourselves lost in uncertainty and disruption of routine. The end of the school year became confused and blurred, parties were cancelled and plans were changed. The Rimon Bar-Mitzva class postponed their end-of-year play, even the trip they had been looking forward to was in danger. The Shibolim counsellors' seminar was postponed, and even the raft project of grades 10–11 was in doubt. We had to prepare for a different reality. We prayed for a “boring” summer holiday – quiet and normal. We began the summer without the best preparation, but we began.

Happily, the big plans began to return, the Rimon group received a proper closure and even went on an enjoyable and meaningful year 12 trip, the Bar-Mitzvah year concluded with the traditional dinner and play, the counsellors' seminar and the raft project took place, and we even managed to run the trips for everyone in the best and most enjoyable way. So, it was not a boring summer by any means.

I want to use this opportunity to thank, first of all, you, the children – for your participation and presence in the activities, you are the essence and purpose of this whole enterprise. To you, the parents – for your trust and support, even in such a complex and challenging reality. And to you, the counsellors – for the investment, effort, willingness, and intention to turn these two months into months full of educational and enjoyable experiences for the children.

I am proud to be part of this system that includes experienced counsellors, young people from the kibbutz and the surroundings, national service volunteers who come for a year and make a huge impact, and teenagers who support the system and act both as junior counsellors and as big brothers and sisters. Thank you all, without you this would not have happened.

A special thank you today also to Maya, Tali, Shimrit and Noam, who are leaving the system after many years of activity and dedication to our children. It was a pleasure working with you, I wish you all great success on your way forward and I know you will excel wherever you go.

And to all the continuing and new counsellors – a huge thank you. Now is the time to rest, gather strength, and arrive at 5786 refreshed and excited.

May we know days of peace, and may the news we have so long awaited, come soon.

\*\*\*\*\*

### **Greeting from the Tut Group to all the classes:**

Hi everyone, it's a bit hard to think that soon we're going back to school, but there's no choice – it's very close.

So, before the general greeting, we, the Tut group, want to welcome the new first graders. We wish you to enjoy, to learn, and to make new friends.

We'd be happy to give you a few tips:

- Be good friends and help each other.
- Homework is not as bad as it sounds.
- Not all the lessons are very interesting.
- We recommend you share food from home with friends – it usually pays off.
- The teacher is nice – don't be shy to ask for help.

To the rest of the children, we wish you to continue to grow and develop, to gain confidence with each new step you take.

Friends are the most important thing, and it's okay to have friends who are not from the kibbutz.

In short, we wish you a successful school year – with love, the Tut group.

\*\*\*\*\*

### **Parents' Greeting**

Dear counsellor team,  
September has arrived,  
It arrived after a busy year and an equally full holiday,  
And we, the parents, want to say a big thank you:



- For creating activities suited to our children's ages;
- For the daily schedules that kept us connected;
- For the connection to the community, which is not to be taken for granted;
- For the wealth of ideas, creativity, and fun initiatives: Backwards Day, The Amazing Race, Escape Rooms, wake-up calls, amusement park – there was a bit of everything!
- For the ability to embrace and see our children, with patience and gentleness, even when it was 42 degrees in a shade that felt like 58;
- For moments of laughter, experiences, group spirit and togetherness; moments that will be remembered and cherished in their hearts for many years, moments that – without us fully realising – shape their childhood today and who they will become.

Thank you. Unlike in the rest of Israel – you made our July–August pass quickly, And we will all understand just how much effort went into the activities in the next ten days (when we will have to keep our own children active and happy).

We hope you also take time for yourselves.... to rest, to holiday, to spend time with your loved ones, and to recharge your batteries in preparation for another year.

A huge thank you,  
The parents of Yizrael

\*\*\*\*\*



**Thanks, from the Tiltan and Tut Groups**



We wanted to say thank you to everyone who supported us during this crazy year – it is by no means taken for granted.

A huge thank you to our amazing counsellors, who never gave up on anything this year, and even when challenges came up, found solutions so that we would have the best possible experience. We wish the new counsellors a smooth entry into the system and much success.

We also thank our parents, who were here for us throughout the year and were always ready to help.

We wish everyone a joyful and enjoyable school year!

Read at the end-of-year ceremony by:

Representatives of the Tut Group – Libi, Shahar, Gali, Karin, and Alon

\*\*\*\*\*

🍒🍒 **To Eyal, our ultimate Water Aerobics instructor** 🍒🍒



A huge thank you, **Eyal Cohen Tirosh**, for an enjoyable season of water aerobics.  
We really enjoyed the creative and strengthening exercises!  
We even discovered muscles in places we didn't know we had!  
We already miss you and are looking forward to the next season!

With gratitude,  
Your loyal participants

\*\*\*\*\*

🌻 **Grandchildren's Summer Camp** 🌻

A heartfelt thank-you to **Noga Harpaz** and **Einav Nagar** for an invested, engaging, creative, and fun grandchildren's camp.  
It was a wonderful experience – meaningful activities shared between grandparents and grandchildren, and new friendships that continued beyond the camp hours.

Special thanks to our talented members for their activities:

- Haim and Itai Nagar
- Keren Kagan Stamper
- Rochela Matalon
- Gali Wittelson
- Sarit Laviv
- Monika Brustein and Noa Armoza
- Gennady Akselrod



With love,  
Grandma **Noga Shapira** and my granddaughters **Omer & Inbar**

🌻 🍷 **Many, Many Thanks** 🍷 🌻

🌸 🌻 **Thanks from me too** 🌻 🌸

I join in the heartfelt gratitude and in the wonderful experience.  
Every grandchild was able to find an activity they especially enjoyed,  
and there was truly excellent organisational thought behind it all! With appreciation,

🌻 **Ilana Peleg** 🌻



**And me....** A huge thank-you to **Noga, Einav**, and everyone else who took it upon themselves to create the grandchildren's camp and contributed their time and talents. We enjoyed three wonderful days full of activities and shared experiences – all carried out with goodwill and so much kindness.

You truly moved me, and my granddaughters and I are full of appreciation.

With thanks,

🌸 **Karni, Ya'ara, and myself – Anat Freiman** 🌸



**From Erez's Desk**



## **In the Field**

### **Start of Stage B Infrastructure Works + Car Park Expansion**

This week, final infrastructure works began around the first 10 housing units in the northern neighbourhood, which are nearing completion.

The works include laying stone embankments, building pavements, installing pathway lighting, filling soil, and preparing the area for final landscaping.

These works are expected to continue until mid-October.

After completion around the houses in the northern neighbourhood, the contractor will proceed with the expansion of the car park located above the Zelas and Alterlevi houses.

### **Completion of Electricity Room Construction – “Electric Room E”**



Construction of the electricity room that will supply power to the entire northern neighbourhood (including future housing), the rugby field, and the 1004 complex, has been completed.

In the coming days, the Electricity Company is expected to carry out an inspection to approve the room, thereby enabling permanent electricity supply to the northern area of the kibbutz.

This electricity room joins the four existing ones across the kibbutz and will be named **“Electric Room ״ה״**

### **Start of Foundation Drilling for 12 Additional Housing Units**

This week, drilling and casting of foundations began for 12 more housing units, which form Stage B of the northern neighbourhood.

**Mazal tov!**



### **Clarification Regarding Package Deliveries**

Following several cases in which members did not find a package that had been left for them near the old secretariat entrance, I wish to clarify:

Package delivery to your home is the responsibility of the member.

The kibbutz is not involved in receiving or storing packages.

We recommend arrange delivery at a time or place where you can receive it directly.

**On Vacation:** From today until **2.9**, I will be on vacation, and my availability will be limited. In urgent cases, send me a WhatsApp message.

**That's all for now,  
Erez Peleg**

.....  
**Stop Press..... Stop Press..... Stop Press.....**

### **Message from the Planning Committee**

**Congratulations** on the new name for the neighbourhood:

**"The Rugby Neighbourhood"! (שכונת הרוגבי)**

Thank you to all the members who voted (twice).

The voting details can be found in the attached report.

*P.S. The spelling of the name will be reviewed by an expert.*

Planning Committee

*(The name sounds better in Hebrew – Ed)*



## From the Early Childhood Courtyard – Summary of 5785

This year began with no small number of challenges (the campaign in Lebanon) – the kind that make you raise an eyebrow and ask: *“Wait, is this really happening now?”* Yet, we managed to find within ourselves the strength to respond, to demonstrate resilience, and even to strengthen it further. We had just settled nicely into routine when – as if someone had “forgotten to update us in the schedule” – the war with Iran broke out, right in the last quarter of the educational year. Once again, our resilience, creativity, stamina and inner strength were put to the test. And once again – we

prevailed. Very quickly, we returned to routine (with a little wink toward summer and the school year’s end).

We held end-of-year gatherings in all the children’s houses – especially moving events, filled with expressions of gratitude, alongside the natural difficulty of parting. The last week was particularly charged: endings, farewells, anticipation for what lies ahead – and countless hugs, tears, and love.

We part this year from Michal, who has led the *Petel* nursery for the past five years and is now moving into a managerial role; from Riki, who worked in the *Alon* kindergarten for two and a half years; from Ofri, our devoted service-year volunteer who was so meaningful throughout the year; from her two colleagues, Adva and Or, who supported us during the summer; and from sweet Maytar, who blessed us with almost a whole year together.

Alongside the farewells, we were delighted to welcome back Shaked, Shachaf, and Iyar, our experienced and well-loved student teachers, who will be with us until the new school year begins.

In addition, this week Avital announced she will be concluding her work in September, after many years of dedicated service.

And with all this – our faces are turned forward. We hope to bring in more significant strengths to the system, and we hold on to optimism (because despair, as we all know, is not a work plan). Now it is time to breathe, rest, and renew our energies.

All that remains is to say thank you to all our partners – staff, parents, community, and the various branches with their managers and workers – it simply would not have been the same without you! Thank you!

We wish everyone a pleasant holiday, and we'll meet again next year with smiles and good spirit. In prayer for the speedy return of all the hostages, and for the safety of our soldiers. **Yael Oster – Director of Early Childhood**

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## The Metamorphoses of the Boykies Hut



The “Boykies” pub (the hut next to the old rugby field) has changed its identity, and this is a wonderful opportunity to tell the story of a wooden hut that changed the face of rugby on the kibbutz.

Our rugby team was established in 1969, with the arrival of many immigrants from English-speaking countries, who brought with them the sport they loved. They began to play

rugby on a shabby playing field with little infrastructure. Thus, rugby on the kibbutz began with little more than sheer passion for the game and great determination.

In the early 1980s, with the construction of the new dining hall (which, believe it or not, is still called “new” after 40 years even though it is falling apart...). Louis Milner (of blessed memory) suggested moving one of the huts near the dining hall to the rugby field. A meeting was convened, and the idea was approved. The hut was loaded onto a tractor and trailer and hauled to the place where it still stands today!

Milton Kaplan recalls:

“At first, the hut served as a locker room, and finally we could change cloths with dignity and no longer in the open, between the almond trees... In addition, after so many years, we had a place, with a roof, to sit and talk before games, to shelter at halftime from the driving rain or blistering sun. The rugby club became a second home for the players. There’s no doubt that the club gave us encouragement and motivation both on and off the field! The hut gave us the opportunity to make the leap from being

“Yizrael’s rugby team” to becoming the “**Yizrael Rugby Club**”. From there, we grew both as a club and as a family, gaining a sense of belonging and identity.”

In the early 2000s, when new locker rooms were built, the clubhouse was abandoned and became a “storage room” full of memorabilia from many years. The hut deteriorated, and so we decided we must restore it and give it the honour it deserved as part of the rugby club’s history.

Over several years, we replaced the roof and walls, tiled the floor, painted, and renovated—until in 2006, the renewed “Boykies” pub was inaugurated. The name *Boykies* comes from the chants of the South Africans in the crowd calling to the players— “Kadima Boykies!” “GO BOYKIES!”. (Go Little Boys – Ed)



The new Boykies was something we had never had before—a true Club House, just like in top clubs worldwide.

A place that was also a museum, filled with a long history and unforgettable memories, with a trophy cabinet proudly displaying the victories of the club’s teams, a small pub with a T.V. for watching games or just relaxing after matches—in short, a home where we spent long and wonderful hours together.

In 2021, the rugby field moved to its new venue, and the hut became a storeroom. The dust collected on the old shields and trophies.

When we were approached about handing the place over for the new “Nogaria” project, we were glad that someone would take the building and give it new lease of life — but we did so with mixed emotions. How could we give up a piece of our history? What would become of the memories and the trophies? We knew we wouldn’t use the place again, but it was hard to let go...

Eventually, we cleared out all the memorabilia and trophies, took down the photos, jerseys, ties, crests, and flags from the walls, and packed everything carefully into boxes for storage. We promise that the Boykies , like the phoenix, will rise again one day! The plaques and shields will hang on new walls. The Cups and trophies will be displayed in all their glory

**Amir Beutler and the Boykies team!**



## Summary of the Young Generation Committee Meeting 11.08.25

**Participants:** Eyal Sharoni, David Beutler, Yarden Naor, Yarin Rozilio, Lotem Cohen, Monica Brustein, Sivan Dashevski, Tzachi Tzfadia, Ranit Levi

### **Agenda and Topics Discussed:**

1. **Ongoing Updates – Committee Activity Status:** Current updates were presented regarding the committee's activities and initiatives for the summer and the beginning of the new year.
2. **Rosh HaShanah Toast 5786:** Scheduled to take place on Saturday, 20.09.25.
3. **Summer Party with Rugby Club:** Scheduled for Friday, 29.08.25. The party will be held immediately after the traditional *Touch Night* event, a joint initiative of the Young Generation and the Rugby Club, aimed at strengthening connections and providing an enjoyable community activity.
4. **Wedding Pergola Project – Restoration and Preservation:** The committee raised an initiative to restore and preserve the wedding pergola overlooking the valley, turning it into a meaningful site for the young community. Responsible representative: Tzachi Tzfadia. Tzachi will lead the project with the kibbutz management, the administrative team, and the building department.
5. **Landscape in the Young Generation Area – Mapping and Future Planning:** The need was raised to map the current state of landscaping in the Young Generation areas, in order to adapt it to the committee's vision and needs. Committee contact: Yarden Naor. Yarden will coordinate with the relevant kibbutz bodies and review existing plans against the needs of the young members.

*Written by: Ranit Levi*

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# DID YOU KNOW?



Leonardo da Vinci could write with one hand and draw with the other at the same time.



To build the Taj Mahal, one of the wonders of the world, it took 20,000 people working for 22 years.



Honey is the only food that never spoils.

A woodpecker can peck at the astonishing speed of twenty pecks per second.



Yitzhak Peleg

## On the Tour in Nir Oz and More...

We set out on Friday morning on a bus from the kibbutz, for a solidarity visit with the members of Nir Oz – the kibbutz that became the symbol of abandonment on the 7<sup>th</sup> of October. A kibbutz where one in four was kidnapped or murdered that Saturday. A kibbutz left to face the horrors alone. The army only arrived after the last terrorist had finished his evil work and left.



We began with a solidarity rally at Karmei Gat Junction, holding yellow flags and signs, beneath the tall buildings where the residents of Nir Oz have been living since that day. There we met Renana Goma, mother of Or and Yagel Yaakov, who were kidnapped and released in the first deal. We heard the story of her family and the community, and were exposed to the frustration, pain, difficulty and learned of the huge struggle she waged for the release of her children and the

other children – all through channels outside the state. From there we left to tour the kibbutz itself, led by Natan, one of the only three members currently living in the kibbutz.



The tour was unbearable. The kibbutz – devastated. Desolate. Empty of people. Burnt and charred. Only six houses in Nir Oz were left untouched that day. We walked among the homes, signs with the families’ names outside each house, and pictures of the hostages and the murdered. So many faces and names we already know well. The Bibas family’s house – a punch to the gut. The toys, the infamous pavement from that nightmare video. More and more sights of collapse,

destruction, and ruin – left as they were, a living–dead testimony to the horror. Everything silent and dry, except for the bougainvillea blooming in all its splendour, as though it had not been updated on what happened there.

On the mailboxes in the dining hall there are red and black stickers. A black sticker marked “hostage”. A red sticker marked “murdered”. So many mailboxes have a sticker. Perhaps the most chilling and illustrative picture we saw there.



It was so hot, and so unbearably sad. It is impossible to believe such a thing really happened. Impossible to grasp even a fraction of it.

Two days later – the day of the general strike and the great protest led by the hostages' families. The huge demonstration in Tel Aviv. Again, a bus from the kibbutz, hostage shirts, flags and signs. We gathered with tens of thousands more at Savidor Railway Station, and began marching with the crowds towards Hostages Square. I told the person walking beside me that this is what the phrase of the song means: "Suddenly a man wakes in the morning and feels he is a nation and starts walking." Head held high; feet almost floating. A powerful and moving feeling, one I had not felt since the peace rally of 1995, the one at the end of which Rabin was assassinated. Uplift. Hope. There are still masses who think like us. Who want a sane country. Who sanctify life, not war or the seat of power.





**“Suddenly a man wakes in the morning and feels he is a nation and starts walking.”**

The immense march was led by a pickup truck playing the song *HaBayta* (“Home”). Tears. How can it be that they are still there? What must the mothers whose children are still there, be going through?

It is hard to describe the number of people and the atmosphere there. I noticed a giant rubber ball being tossed above the crowd, hand to hand, with the words written on it: “For still my soul longs for freedom.” Wow. What strength. That song is like an anthem in our family.

And true, perhaps for Bibi, his wife and his troop of advisers, it will change nothing. So why go out to march in the hot humid air. Why relinquish the glorious air conditioning? Why bother?

- 🧡 To embrace the families and show them they are not alone!
- 🧡 Because perhaps one hostage sees the pictures, realises that people are fighting for him, and draws strength to survive another day.
- 🧡 To know that we did not stand idly by in the face of the horrors.
- 🧡 So that in the future we can tell our children and grandchildren that we acted when our state fell silent and was nowhere to be seen.
- 🧡 And because even a vast sea is made up of drops.

Renana Gome asked that each of us do something for the hostages every single day. Even something small. To wear a hostage pin, share a post, put a flag on the car, stand at a junction, join demonstrations.



Something. And for each of us to try to imagine – if only for five minutes – that it was our own child there, in Hamas's darkness.

A day will come when our children or grandchildren will ask what we did during this dreadful time, when hostages were starving in captivity for nearly two years, while for our government, other things were more important than bringing them home.

Let us act, so that we will have answers for our grandchildren.

We embrace the dear community of Nir Oz, and send them strength for healing and love – to them and to our whole grieving country.

May we soon see them all, all of them, home 🙏🏻 🟡 Yifat Assaf



## Diving into the Archives – Music on Yizrael

When passing by the House of Music, one can delight in the sounds emanating from it. Perhaps my memory deceives me, but when I arrived in Yizrael in 1971, there weren't many musicians here. I remember Ofra Shapira on the guitar, and there were always a few of the volunteers who played, but I don't recall anyone else playing in those days, and only a handful in the years that followed.

All this changed in 1992, when Stas and Anna Gavrilov came to the Ulpan, and within a few weeks they were already playing at Kabbalat Shabbat, at cultural evenings, and at

every opportunity that came their way—greatly upgrading the level of music among us.

Stas and Anna founded the House of Music, and today, besides the performances held there, the musical activity is felt in kibbutz events, and one can sense that we are blessed with quite a number of young musicians.

I searched the archive for a photograph of music-making from the early days of the kibbutz. It is likely that there were musicians in Yizrael from the beginning, but the earliest photo I found was from the late 1950s.



**In this photo: Eilon Halevi.**

And if anyone has an earlier photo, we would be happy to receive it for the archive.

Jules Feldman

### ***From Stas's Facebook 19.8.25***

*Janusz Korczak House Berlin / J-ArtEck Jugendbildungsstätte e.V.*

Yesterday saw the peak of our 20th. J-ArtEck summer camp: the closing performance - a festival of hope and solidarity at the Pfefferberger Theater Berlin. 🎭🌟

Almost 60 young people stood together on the stage and presented the opera "Brundibár - Sound of Hope and Resistance" to the music of Hans Krasa, arranged by Stas Gavrilov. It was a powerful expression of creativity, togetherness and the voice of the young generation.

Today the camp ended - nine days that felt like one long, intense and creative day. The young people have traveled back to Israel and to various cities in Germany.



The feedback from participants and parents gave us a feeling of how much the project had an impact: they report enthusiasm, strong emotions, new friendships and the desire to come back next year. For many, J-ArtEck was not just a camp, but a second family – where they received recognition, warmth, creativity and inspiration.

Our 20th. ArtEck has shown that art, personal encounters and solidarity can build bridges that extend far beyond the bounds of the camp



*(We look forward to hearing all about it when Stas gets back  
Well done Stas – Ed)*



## **“Sharon Goldenberg — end of his tenure as CEO of Maytronics.” Idan Zelas**

From Kehilanet:

- **Sharon Goldenberg**, CEO of **Maytronics**, announced his intention to step down.
- He will remain in the role until a successor is appointed.
- A **search committee** was formed:
  - Dov Ofer (Chairman)

- Arik Shor
- Idan Zelas
- Roni Menninger (External Director).

## Dividend

- Due to weak results in **H1 2025**, the company will **not distribute a dividend** for now.
- Decision will be revisited after **Q3 results (end of November 2025)**.

## Financial Results

Q2 2025 vs Q2 2024 (in thousands of ₪)

- **Revenue:** 514,803 vs 607,170 → **-15%**
- **Gross profit:** 181,398 vs 247,577 → **-26.7%**
- **Operating profit:** 31,278 vs 73,304 → **-57%**
- **Net profit:** 12,253 vs 43,277 → **-71.7%**

H1 2025 vs H1 2024 (in thousands of ₪)

- **Revenue:** 861,245 vs 1,063,132 → **-19%**
- **Gross profit:** 309,908 vs 424,928 → **-27%**
- **Operating profit:** 64,768 vs 133,512 → **-51%**
- **Net profit:** 26,503 vs 82,960 → **-68%**

➡ **In one sentence:** A **15% drop in sales** led to a **steep fall in net profit** compared with 2024.

## Positive Notes

- **Cash flow from operations** remained strong:
  - 148.9M ₪(H1 2025) vs 156M ₪(H1 2024).
- **Inventory** reduced from 837M ₪(end of 2024) to 708M ₪(June 30, 2025).
- **Bank debt** reduced from 760M ₪(end of 2024) to 661M ₪(H1 2025 close).

## Also from Idan on Kehilanet:

Following last night's message..... on 15.09.25 an Economic Council meeting will take place in which the Maytronics results will be presented.

In addition, Maytronics Chairman Dov Ofer will share his insights after five months with the company and present his plans for its future. For any questions on the matter, please don't hesitate to contact me.



## **Personal Note from Sharon Goldenberg to the Workers of Maytronics**

For me, Maytronics has been, for over a decade now, a second home, and some might even say a first home.

I deeply value the people, the unique culture, the spirit of innovation, and the sense of purpose that defines this company. Maytronics has truly found a place in my heart. Throughout the years, I have felt - and continue to feel - that Maytronics is a place where dreams can be imagined and fulfilled; where the sky is high, yet does not necessarily set the limit. Here, there is an endless stream of talent, driven by passion, integrity and motivation to succeed.

That is why the decision to conclude this meaningful chapter in my life has not been an easy one.

Maytronics is an extraordinary company. For more than 40 years, it has thrived in the consumer electronics market, rooted in Israel's northern periphery, operating through a unique and evolving GTM model, and despite many challenges, has become a global market leader. This is a profound source of pride.

Over the decades, only five CEOs have led Maytronics. I believe this in itself is remarkable and reflects the company's long-term vision and commitment. Each CEO, in his time, has managed to add a new dimension to the company while also ensuring the baton was passed at the right moment. I now feel that the time has come for me as well to pass on that baton.

It is no secret that the company is navigating challenging circumstances. Over the course of my decade here, the environment in which we operate has transformed completely.

I have reflected deeply on my managerial and moral responsibility as CEO and have reached the conclusion that this is the right timing.

After significant effort and long-term investment, we have reached a stage where key strategic cornerstones are already in place, with others still taking shape. The leadership team too has undergone a substantial transformation, aligned with the company's current challenges.

At this juncture, as I approach the beginning of my fifth year as CEO and as certain company processes near completion, I believe it is the right moment to transition leadership to a new generation.

Of course, such a transition must be handled with full responsibility and with the company's future at heart. Therefore, my departure will not be immediate. I will remain during the coming months, until a suitable successor is appointed, and in this interim period I will continue to serve with the same dedication, determination, and love that Maytronics deserves.

I expect this process to take several months, so there will still be time for true words of farewell. Until then, I remain here—fully committed, with all my energy—working together with you for the benefit of the company. Yours, Sharon



## **My Healthy Dish Challenge for the Summer!**



Follow Prepare a healthy dish and win great prizes!  
the updates on the notice boards and on Kehilanet.

**For children in grades 1–6.**

Message from: Talia Arad, Health & Welfare Cluster



**ENGLISH IS FUN** with Rahel

**THE WICKED WIT OF WINSTON CHURCHILL**  
(concluding)

On a Member's statement that economic planning was baloney:  
"I should prefer to have an agreed definition on the meaning of "baloney" before I attempt to deal with such a topic."

One of Churchill's most famous speeches is that of June, 1940:  
"We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills..." It is said that, as he paused in the great uproar that greeted these words, he muttered to a colleague next to him, "And we'll fight them with the butt ends of broken beer bottles, because that's bloody well all we've got!"

During a long and boring speech from one of the many less inspiring MP's, Churchill spotted an elderly Member straining with an ear trumpet to hear what was being said, and demanded loudly, "Who is that fool denying his natural advantage."

"We know that he has, more than any other man, the gift of compressing the largest amount of words into the smallest amount of thought."

WSC on Charles de Gaulle: "He looks like a female llama who has just been surprised in her bath."

WSC on Clement Attlee:

"A sheep in sheep's clothing."

"He is a modest man who has a good deal to be modest about."

"He has all the virtues I dislike and none of the vices I admire."

An exchange of telegrams

George Bernard Shaw: "Two tickets reserved for you, first night. Bring a friend, if you have one."

WSC "Cannot make first night. Will come to second. If you have one."

"Eating my words has never given me indigestion."

"I am not usually accused even by my friends, of a modest or retiring disposition."

"Madam, all babies look like me." WSC's reponse to a woman who came up to him and declared that her baby looked just like him.

"I'm a sporting man. I always like to give trains and aeroplanes a fair chance of getting away."

"Of course I am an egoist. Where do you get if you aren't."

At the Yalta conference, Churchill was persuaded by an aid to make a tribute to the Russian leader:

"Premier Stalin, whose conduct of foreign policy manifests a desire for peace."

Then in a whispered aside out of the interpreter's hearing: "A piece of Poland, a piece of Czechoslovakia, a piece of Romania...."

The following exchange with Nancy Astor:

Nancy Astor: "If I were your wife, I would put poison in your coffee."

WFS: "Nancy, if I were your husband, I would drink it."

“It’s a nuizenza to have the fluenza,” Churchill wrote irrefutably to Roosevelt in 1942. ....more next week



### **Credits:**

**Editor of Hebrew Newsletter: Reut Shaliv**

Translated and edited by: Eddie Solow

Proofread by: Chazz Broadhurst

Printed by: Irit Cohen, Danit Duvdevani Kirshberg and Hedva Shahrabani

**Disclaimer 1:** The Edi-tor and translator does his best to provide an accurate reflection of the Hebrew Alon. Please be warned that it is not a direct translation. The original Hebrew text is the official version. This is of particular importance when it comes to decisions and procedures! Not all the material published in the Hebrew newsletter appears in “The Yizraelite”. Considerations of length, readers’ interest and the Edi-tor’s ability to grapple with the subject matter, determine what is included.

**o “English is Fun”:** At the request of the author, this column is not proofread or edited in any way. Content and format are at the discretion of the author.

**Note:** *The readers are encouraged to submit for inclusion “letters to the editor”, photos and material that does not appear in the Hebrew Alon.*