

Israel lags in technology, says spokesman

By Shirlee Iden
staff writer

Israel's secret weapon is not her fighting power but her brain power. For about 550 supporters of the Technion, Israel Institute of Technology in Haifa, there's total agreement on this concept.

On Nov. 11, they gathered at Adat Shalom Synagogue in Farmington Hills for the 34th annual dinner of the Detroit Chapter of the American Society for Technion.

The evening was the culmination of several years of fund-raising to endow the Benard L. Maas Michigan dormitory at the Technion, where on-campus living, though a necessity, is still a luxury.

Guests were welcomed by the local chapter's new president, Joseph Epel of Southfield. Sam Rich of Franklin, a member of the International Technion Board of Governors, gave the invocation.

Though baseball is not the national game in Israel, they know all about pinch hitters in the Middle East.

Former Prime Minister Yitzhak Rabin, Israel's current opposition leader and the scheduled keynote speaker, sent a wire to the Southfield office of Technion just hours before the dinner to cancel his appearance because of "the parliamentary situation in Israel."

DINNER CHAIRMAN Joseph Jackler of West Bloomfield told the dinner audience that a "remarkable pinch hitter" had agreed to speak and introduced retired Maj. Gen. Benjamin Peled former commander of the Israeli Air Force.

"In Israel, we are beginning to understand that defense and agriculture alone are insufficient to support the economy," Peled said. "We need the ba-

sic building blocks of a total society."

Explaining that Israel is not rich in mineral resources, he said the agricultural resources he said the country is well endowed with brain power. Peled, now in the reserves, attended night school in Israel at age 20, later becoming a deputy commander, and a test pilot of French planes. In 1958, he commanded the noted 101st Squadron.

Later, he attended Technion, receiving a bachelor of science degree in aeronautical engineering. During the Yom Kippur War of 1973, he was the commander of Israel's Air Force and in July, 1976 was in command of the Entebbe rescue mission.

Peled said Israel's present challenge is "to produce the day-to-day goods common to the gross national product (GNP) of other nations, needed to sell to others and to buy their goods."

THOUGH ALREADY in the forefront in agriculture, he said, "Israel needs to make those artifacts that are usual, normal, and peaceable, objects that can be sold and be profitable. We can compete when we can design and construct technological products."

Peled contends the Israelis must link high academic breakthroughs with the practical application of technology.

"We need not let go of goals of producing scientists, engineers and architects to achieve this," he said.

He said one "bad" piece of news is that the Israeli's "miracle devices" are not produced in Israel but in the U.S. and Japan.

"That industry could have been set up in Israel 15 years ago and now American companies are hiding from each other their high-tech devices," Peled predicts it will become more difficult with time to buy even single chips for high-tech industry. "Countries that can't make their own chips are themselves will be out in the cold."

"It doesn't take a lot of oil or steel but gray cells," he said.

BENARD L. MAAS, speaking before the presentation of awards to local people who have endowed rooms in the dormitory named for him, said: "You are not here to honor me but to honor the Technion which trains young people to contribute to the national needs of Israel."

A native of Kokomo, Ind., Maas came to Detroit in 1916 to continue a career

in the automotive industry and still maintains residence at the Whittier in Detroit. When asked if he's ready to retire from business, Maas, 86, said: "Hell, no. I've started more companies in Detroit than Lydia Pinkham has pills."

Awards citing the room donors were made by Technion student, Ehud Saly, a veteran of Israel's navy.

He related how the Technion campus emptied the day after June 6 when the

Peace for Galilee Operation (Lebanese War) began.

"Every night, 30 students did not sit for examinations," he said. "Students didn't work because they were fighting, like it or not."

He said the Haifa campus needs far more recreational activity and cultural life, that student aid and dorm maintenance are vital and lauded the Detroit Chapter for building the new dormitory.

Saly presented awards to Beatrice and Joseph Epel of Southfield, Leah and Donald Lewis of Farmington Hills, Toby and Alex Elkin of Huntington Woods, and the Elson and Shapiro Families Bloomfield Hills.

Others are: Betty and D. Dan Kahn and Phyllis and Albert Newman of Birmingham; Jackier, and Ruth and Sam Rich, Evelyn and Salmaan Grand, Telma and Louis Milgrom and June and Robert Gurwin, all of Franklin.

Medical careers to be discussed

Career opportunities in the expanding field of medical-record science will be discussed in a special information session at Mercy College of Detroit 7-

8:30 p.m. Tuesday in the College Conference Center.

Mercy faculty will discuss aspects of Mercy's medical-record science pro-

gram. A slide presentation and individual consultation with attendees will be included. A medical-record department director and an enrolled Mercy student will answer questions about the field.

Mercy College has been educating medical-record professionals since

1942 in the first program of its type in Michigan and one of the oldest in the United States. The program offers students flexibility in both education and employment. After two years of study, students receive an associate degree as medical-record technicians. They then have the option to continue study toward a bachelor's degree or to obtain employment in the field and return at a later time.

For those who choose to work before returning for further study, Mercy offers another option, called IMPART. This program enables accredited record technicians (ARTS) to obtain a bachelor's degree by attending school on a part-time basis while continuing their employment.

IMPART is available in the Weekend College, as well as in Mercy's day and evening programs. Students in the Weekend College are able to earn a degree by attending classes held on Saturdays.

For more information about the career information session or the medical record science program, call the Mercy College Admissions office at 592-6030.

Supermarket executive names top retailer

Jack Rixmann, president and chairman of the board of Allied Supermarkets, Inc. has been presented the Chain Retailer of the Year Award by the Associated Food Dealers at their 18th annual awards banquet, held at the Westin Hotel, Detroit.

The AFD, whose members include companies, individuals and organizations involved in the food and beverage distribution industry, chooses the awards based on exceptional and outstanding service to the total industry, the association and the community in the spirit of the American free enterprise system.

AFD is the state's largest food and

beverage trade association, comprising of more than 3,200 members who employ 43,000 persons.

Rixmann, 55 and a Farmington Hills resident, attended Washington University in St. Louis and the University of Missouri. Prior to joining Allied in 1972, he was with the Kroger Co. Involved in civic and community organizations, Rixmann presently serves as a member of the Commercial Sub-committee of the Detroit Economic Growth Corp. and is food industry group leader for the United Foundation Torch Drive. He is a former director of Food Marketing Institute and a member of AFD.



Jack Rixmann

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