

ESRA EXECUTIVE COMMITTEE NOMINATIONS 2023-24

Hon. President	Merle	Guttmann	Honorary Life President
Chair	Nella	Feldsher	National Chair
Vice-Chair	Position Vacant		
Treasurer	Richard	Halon	Treasurer
Members	Assaf	Hasson	Committee Member
	Stephen	Jacobs	Committee Member
	Barbara	Kliner	Branch Committee Chair
	Baruch	Tanaman	Finance Committee Chair
	Pat	Talshir	ETP Chair
	Avi	Troub	Shops Committee Chair
	Yolanda	Woolf	Projects Committee Chair
Immediate Past Chair	Terry	Morris	Acting Vice Chair

Biographies for the proposed ESRA Executive – 2023-24

Nella Feldsher

Standing for: Chairperson

I have an MA in Mathematics (Leningrad) and in English Language and Literature (Latvia) and made Aliya to Raanana in 1990. As a new Olah I received aid from ESRA which is why it is a natural way for me to 'give back'.

My professional career in Israel began as an English teacher in Raanana high schools before working in the education department at the Jewish Agency in Jerusalem for 5 years. After a period as senior development officer at the UJA Federation of Toronto, I returned to the Jewish Agency where I became an advisor to the director of the education department and later an advisor to the Chairman of the Executive, Natan Sharansky.

I spent 6 years as Executive Vice President at the Jewish Agency International Development before becoming CEO at Kolot, an NGO dealing with value-based decision making and then Chief Development Officer at Masa Israeli/I Belong, a national, educational organization strengthening the Jewish identity of Israeli people & Diaspora Jews.

I live in Raanana and have two children and 5 grandchildren.

Currently Vacant - Position to be filled in interim by Terry Morris

Standing for: Vice-Chair



Richard Halon

Standing for: Treasurer

Born and raised in Manchester, after leaving school I spent a year on kibbutz before returning to England to study at Leeds University. I qualified as a Chartered Accountant in London and made aliya in 1982 with Sally (a fellow Leeds student) and our eight-month-old baby. We started out at the Raanana absorption centre and have lived close by ever since.

I am also an Israeli CPA; I worked as an auditor for five years, followed by 13 years as Finance Manager of Reuters in Tel-Aviv and then 19 years as Financial Controller of StarKist in Ramat Gan.

I joined the second ESRAvision film production course in the late 1990's, and for many years was very involved (mainly as a cameraman) for ESRAvision's monthly English language magazine for community television until we stopped broadcasting in 2013. Now I am an active member of the ESRA Camera Club and have been ESRA's National Treasurer since the end of 2020.

Beyond ESRA, I am Treasurer of the Raanana Masorti Congregation and am kept busy by our three children and nine grandchildren who all live in Israel.

Standing for Membership of Executive Committee

Assaf Hasson

Assaf is a Tax and Private Client Lawyer, Wealth Management Advisor, Public Affairs Counsel, Business and Community Developer, Tech Savvy, and Philanthropy enthusiast.

Assaf advises new immigrants and returning residents on their immigration to Israel and in particular, the legal and tax consequences regarding their businesses and assets. Moreover, throughout the years Assaf became a representative and trusted advisor for international families and HNWI.

His practice includes advising private clients on various matters regarding family wealth management, taxation and trusts and estates, voluntary disclosure, and tax planning and consultation for high-net-worth individuals (HNWI).

In addition, Assaf advises a diverse range of non-profit entities including, inter alia, philanthropic organizations, non-profit organizations, public benefit corporations and philanthropic funds.

He currently serves on ESRA's Executive and Finance Committees, and acts in an advisory capacity on other matters.

Prior to his wealth management practice, Assaf worked in a leading law firm in Israel in tax and private client practice. Prior to that, he worked as a researcher at the Hebrew University of Jerusalem in the fields of Financial Regulation, Corporate Governance and Economic Concentration, and in the Jewish Agency in various positions.

Assaf holds a Master's degree in Business Administration (MBA) majoring in Finance and Banking and a Bachelor of Law (LLB) both from the Hebrew University of Jerusalem.

Stephen Jacobs

Born UK. Married plus 3. Aliyah – September 1993

Education qualifications – B.Pharm (UK), MBA (UK)

Career history 1) Bristol Myers Squibb: Various sales and marketing positions in UK; Country Manager, Israel; VP Marketing, Philippines 2) Teva Pharmaceuticals: International Marketing Director (R&D products), Israel; Initiative Consultancy Services, Israel; Business Development consultancy to start-up healthcare companies including temporary CEO positions 3) Boots (UK): Pharmacist; Chairman, Local Practice Forum (RPSGB) Cornwall

Military Experience: Intelligence Corps (UK) - Voluntary Reserve

Community Experience in Israel: 1) Raanana Municipality: Business Licencing Committee; Security Committee 2) Chairman, Shinui Party, Raanana. 3) ESRA Volunteer - English language teacher; Volunteer - Befriender's Group, Raanana: Chairman, Membership Committee (2017), Shops Committee (2017) Executive Committee (2017).

Barbara Kliner

I made Aliyah from Glasgow, Scotland in December 2012. After raising a family, I worked as a computer analyst/programmer and then as a qualified Law Accountant and Practice Manager of a medium-sized legal firm. I held a variety of positions in communal and charitable organisations within the Community including Brownie/Guide Leader, member of Glasgow Jewish Representative Council and Secretary to British Friends of Israeli War Disabled. I was Financial Director with Cosgrove Care, an organisation for adults and children with learning disabilities, an organization with which I was involved from the age of 16.

Shortly after making aliya, I joined ESRA and quickly became chair of Netanya. I have invigorated the branch by exhorting the membership and introducing new ideas. My current involvement also includes Chair of the Branch Chair Working Committee and Administrator for an expanding ESRA Friendship (Befriending) service.

Baruch Tanaman

Having been an active fundraiser for Israel in London, and volunteering in Israel following the Six Day War, Baruch made Aliya in 1978 with his wife and three small children. With his background in business studies, he was welcomed into the finance management world of Israel's hi-tech sector working first with Digital, then Compaq and finally HP. Baruch also served in the IDF in a field intelligence unit. During his leisure time, Baruch developed his acting skills with the Sharon Players, TACT, and in various TV adverts and promotional films. Since his retirement, he has appeared in two Israeli feature films. With his wife, Mimi, he lives in Raanana and they enjoy their children and 13 grandchildren. Baruch became an active volunteer with ESRA about 15 years ago, first in Finance as a Treasurer and then on the Executive, serving as Vice Chairperson for 3 years and then as Chairman for four years. Standing down as Chairman, as is mandatory after 4 years, he remains active with ESRA, on the Executive, as the current Chair of the Finance Committee, and supporting projects.



Patricia Talshir

Born in Johannesburg, South Africa

Aliya 1976

Graduate of David Yellin Teachers' Training College Jerusalem

BA and MA University of Leicester, United Kingdom

English Teacher and Coordinator 1980-2005

Inspector of English Ministry of Education, City of Jerusalem and Greater Jerusalem District 2005-2021

Lecturer and presenter of various teacher professional development and courses at David Yellin College

Writer of Text Books ECB

Recently role of ETP Pedagogical Advisor ESRA

Head of ETP In School Program

Avi Troub

Avi Troub is an executive consultant, working with global senior leaders, and leadership teams, to optimally revamp their potential as prominent leaders. He partners with leadership teams to design healthy organizations and lead multi-dimensional transformations, where needed, to support their business growth.

Over the last 15 years, Avi served as an Executive management member in various organizations, ranging from early-stage start-ups to global corporates across multiple industries (Like SAP, Amdocs, Priority and more). He led multi-dimensional complex transformations, built strong leadership teams and designed a well-defined culture.

Yolanda Woolf

Having had over 20 years' senior management service in the health and non-profit sectors in the UK and with experience as a Trustee and advisor to several Non-profits (Charity) leading on Governance, Risk and Compliance, I made Aliya in 2021 and within months joined ESRA's Projects Committee.

My interest in projects and how they influence social mobility and welfare led me to becoming Chair of the Projects Committee a year ago, when the long-serving Chair stood down from the role to take a well-deserved rest. At the same time, I was asked to join the Executive Committee.

My first year on the Executive has been a year of change. Using my knowledge of governance and organisation, the Projects Committee introduced a Projects Directory, that aims to capture and make accessible all 'real time' project information and updates comprehensively and in one place to enable the Projects and Executive Committee members to remain up to date with every project's progress and challenges and to ask questions. This resource has proven to be beneficial in upskilling the Executive.

As ESRA grows, the Projects Committee has focused on measurement and evaluation, so that we can systematically evidence that ESRA Projects help disadvantaged young people and communities achieve and often exceed their potential. This is an important step forward that assists the Executive Committee validate the efficiency, effectiveness, and suitability of its projects. It is anticipated that what has been learned in Projects Measurement and Evaluation, can be extended to other parts of ESRA.

It is a privilege to work with volunteer colleagues within ESRA. Seeing and communicating impact means that ESRA staff, management, volunteers, partners and donors know that their time, effort, donations and grants are making a positive difference.

Membership of the ESRA Executive is not taken for granted I aim to continue to use my skills and experience in governance and compliance, to add value to Projects and to ESRA Executive's broader role in providing organizational direction.

Terry Morris

Immediate Past Chair of Executive Committee

Born: Manchester, UK – Aliyah to Raanana in 1984.

Residence: Raanana

Profession: Retired in January 2016 – formerly 30+ years partner in small business (paper agency)

Volunteering Experience / contribution to ESRA: 9 years as member of ESRA Executive Committee including 4 years as Vice Chair and completed 4 years as Chairman in June 2024.