

Foreword

Erev Rosh Hashanah 5769

We are honored to present to our readership and to the employees of NDS, the ninth volume of Chidushei Torah @ NDS. This year, we celebrate two important milestones in the history of our company and the Jewish nation. NDS has reached its 20th birthday as a company and the State of Israel is celebrating 60 years since independence. It is amazing how NDS has grown since 20 years ago four young visionaries met together in an apartment on Rechov Washington to set up the company which now has over 4,000 employees and over \$800 million in annual sales.

The Mishnah (Avot 5, 21) assigns attributes to the various periods in a person's life. "Ben Eshrim Lirdof" – a person in his twenties is a "pursuer". "Ben Shishim l'Zikna" – a person in his sixties has reached wisdom and maturity. The two milestones that were reached this year have elements of youth and "pursual" contrasting with elements of age and maturity. On the one hand, the number nine symbolizes birth and youth, and on the other hand, over 100 articles have been published in previous volumes of our journal, which is a sign of the journal's maturity.

Moving forward into 5769, Israel is a mature and developed country. The accomplishments over the last 60 years are enormous. However, there are still many challenges which lie before us and there is so much more work to be done. For this, we need the attributes of people in their twenties who are pursuing, innovating and moving forward. We also need the experience and maturity of people in their sixties to give advice and direction. Israel at 60 is still a young country with much energy to continue progressing and building a better life for future generations. This year, the articles in the journal are dedicated to Aliyah and Eretz Israel. The articles cover many different aspects of these topics. You will find articles covering issues such as the renewal of Tanach study in religious circles, archeology and the Tanach and the religious significance of environmental awareness.

NDS in Israel is built on immigrants from many countries. The company was set up right before the big wave of Aliyah from the Soviet block in the 1990s. Today, Soviet immigrants play a crucial role in the success of our company. We are still very close to the great events of just a few years ago when this group of immigrants arrived and immediately started making their impact on Israeli society. We are privileged to have a number of articles written by Olim from the Soviet Union who have described firsthand their feelings and opinions of these events.

Many people have contributed to the publication of this volume. I would like to thank Ruchama Goldbaum for taking over the role of facilitator for the publishing of Chidushei Torah. In addition, I would like to thank Helene Roumani, Racheli Tapuchi and Maya Grava who were able to learn the ropes very quickly and contributed greatly to the effort of bringing this volume to its successful completion.

Last, but not least, I would like to thank all of the mentors and writers who invested so much of their valuable time in the creative process of contributing articles to this publication.

I would like to take this opportunity to wish our readership and the whole NDS family a happy, prosperous and peaceful new year.

Zvi Bernstein

On behalf of the Editorial Board