



The Technion in Bloom By Leah Collmer

On May 14 and 15, Melvyn H. Bloom, Executive Vice President of the American Technion Society, came to Detroit in a special visit as the promise of spring tilted in full bloom.



Mel Bloom with major donor David Jaffe.

Although his stature isn't intimidating, nor his voice one that booms demanding, Mr. Bloom's presence filled a room at the Townsend Hotel as guests leaned in close to hear the tangible imprint ATS and the Technion-Israel Institute of Technology have left on the world from the man who has lead the way for the past 25 years.

With an unprecedented historical one billion-dollar campaign completed in 2010 that paved the way for Technion's third Nobel

Laureate and the now widely publicized Technion/Cornell partnership, both ATS and the Technion are poised and ready for their next achievements.

For the Technion that means a revolutionary drug for treating Alzheimer's now undergoing tests for FDA approval, and lab grown stem cells that form new blood vessels and regenerate muscles when injected, to name a few. For ATS, that means another half a billion raised by 2015, a third of which has already been established.

'Momentum is a prized possession, and is very hard to obtain,' stated Mr. Bloom. 'Once you achieve it, you want to keep it going.'

In place of an annual campaign, ATS seeks opportunities in which people can express themselves by applying ideas that relate and speak to donors and their families. Their vision is contemporary and one that manifests advancement for all human kind, organically allowing families to pass the torch from one generation to the next as newer descendants find relevance and opportunity in the role Technion plays in the world.

"This gives breadth and depth to giving that goes far beyond money" shares Bloom. "Stephen and Nancy Grand, Cathy and Jim Deutchman, Mark Kahn, Pam Opperer and Larry Jackier, Chairman, Technion International Board of Governors, are all beautiful examples of second generation supporters from Detroit," declares Bloom."

Now that Dan Shechtman has become Technion's third Nobel Laureate in just seven years, donating to the Technion has become synonymous with donating to the future of another Nobel Laureate.

While no organization can take credit for the scientific mind, ATS is there at every turn, to support the Technion and help it reach new heights, that otherwise wouldn't be possible.

As ATS hovers on the threshold of a half a billion-dollar campaign, the poignancy of a billion takes on new significance. With synchronicity that only history can create, it was exactly a billion seconds ago Dan Shechtman stood poised at the Technion to discover quasicrystals -- an event that would ultimately determine the course of his life and lead him to the Nobel Prize in December of 2011. As for the future, it has yet to be determined how many Technion graduates study in hopes of becoming Israel's next Nobel Laureate.

For more information on Dan Shechtman and the Technion, please call the ATS office at 248-737-1991.