

## 'Not Your Bubbie's Seder'

The Well's second-night seder offered out-of-the-box surprises along with tradition.

**T**he Well, Metro Detroit's pluralistic Jewish community-building, education and spirituality initiative, welcomed 90 young adults at its inaugural out-of-the-box second-night Passover seder experience. Dubbed "Not Your Bubbie's Seder," the event was hosted by volunteer leaders Alyah Al-Azem, Jaime Bean, Brooke Bendix, Dana Benyas, Zac Berlin and Robert Sallen, along with Rabbi Dan Horwitz at the Emagine Theatres in Royal Oak.

Participants were treated to a completely re-

interpreted (yet inspired by) version of the traditional seder. From throwing darts to break the middle matzah, to an art gallery composed of works by refugees, to bananas and salted caramels instead of parsley and saltwater, to an interpretive version of the Four Questions offered digitally by Siri (of iPhone fame), this seder — created by young adults, for young adults — embraced a new paradigm for how young adults connect Jewishly in the 21st century in ways that are spiritual, relevant and a whole lot of fun. ✱



Rabbi Dan Horwitz presides at The Well's second-night Passover seder at the Emagine Theatres in Royal Oak.



A gallery showed art by refugees.



Participants added their thoughts to the Gratitude Wall.



Unconventional props like glow sticks added to the fun.

## High Tech Roadshow Michigan Israel Business Bridge hosted reception for Israeli delegation.

**M**ichigan Israel Business Bridge (MIBB) welcomed the seventh annual Israel High Tech Automotive Roadshow to Southeast Michigan. The delegation was in town to hold meetings throughout the region with OEMs and tier-one suppliers.

Israel is home to more than 300 automotive suppliers including companies working on autonomous vehicles, fuel initiatives, infotainment and auto cyber security. MIBB hosted a reception during the March gathering as an opportunity for one-on-one meetings for members of the automotive community as well as a public event to learn about automotive high technology.

Keynote speaker Glen Stevens, vice president of MICHauto, discussed the Michigan automotive community. Reception Chair Robyn Lederman and MIBB President Beth Gotthelf gave welcoming remarks. Guy Cohen, consul of economic affairs, government of Israel economic mission to the Midwest, and Uri Pachter, director, International Projects, Israel Export & International Cooperation Institute, also spoke to the group. For more about MIBB, visit [www.michiganisrael.com](http://www.michiganisrael.com). ✱

**Michigan Israel Business Bridge Executive Director Pamela Lippitt (second from left) with members of the Israeli Automotive Roadshow: Or Rappel-Kroyzer, Mataan Scharf, Guy Cohen (Consul for Economic Affairs to the Midwest), Rony Greenberg, Uri Pachter of the Israel Export & International Cooperation Institute and Ari Rokni, director of business and trade development, government of Israel economic mission to the Midwest.**



Keynote speaker Glen Stevens of MICHauto addresses the reception attendees.



**MIBB Vice President Michael Dergis of Ann Arbor, Laura Hirschhorn of Huntington Woods, MIBB Secretary Lisa Rosenbaum of Bloomfield Hills and MIBB Treasurer David Leo of Rochester Hills**



**MIBB Vice President Michael Dergis of Ann Arbor, MIBB Executive Director Pamela Lippitt and Jewish Federation of Greater Ann Arbor Executive Director David Shtulman**