



Welcome to **Herzliya**

Everything you need to know!

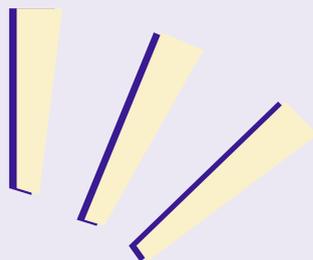
JLIC Mizrachi Herzliya
2024-2025

WELCOME!



We are thrilled to have you in our vibrant community in Herzliya. This welcome packet is designed to help you with all the essential information you need to settle in and make the most of your new home. Whether you're a student, lone soldier, or young professional, we've got you covered!

We wish you good luck and hope this packet will help you feel right at home!



WHAT IS JLIC?

JLIC's mission is to create a movement of vibrant Jewish life among emerging adults aged 18 to 30 through transformative leadership development, innovative educational programming, and meaningful engagement opportunities. We empower the next generation of leaders who will inspire and strengthen the Jewish community worldwide.

In Herzliya, we are grateful to have the partnership of both the Orthodox Union and Mizrachi. **Mizrachi** is the global Religious Zionist movement, spreading Torat Eretz Yisrael across the world and strengthening the bond between the international Jewish community and the State of Israel. Mizrachi inspires people with a sense of commitment to the Torah, the Jewish people and the Land of Israel.

JLIC Mizrachi Herzliya is a vibrant and rapidly growing community of hundreds of young Jews making their lives in Israel, including students at Reichman University and other local universities, lone soldiers, young professionals, and olim chadashim from around the world.

WHAT WE OFFER

Community

Above all, what JLIC Mizrachi provides is a vibrant and active community; friends and peers with whom to share celebrations and challenges, milestones, holidays and Jewish life, especially for those far away from home.

Under the leadership of an executive director and two rabbinic couples, along with a dynamic board of lay leaders, JLIC Mizrachi runs daily programming, including tefilla, Torah learning opportunities, a spirited Shabbat atmosphere and social events. Hundreds of individuals see the community as central to their lives as they are building a home in Israel or living far away from home.



Did You Know?

Regular participants in JLIC Mizrachi Herzliya's programs hail from over 20 different countries!



Tefilla

Our community's daily morning minyan takes place at Gissin Street 6 (Beit Knesset Tiferet Bachurim) at 8:00. Some days we have a minyan in the RU dorms as well. Mincha takes place on RU campus at 15:18, in between class breaks, or with Tiferet Bachurim shortly before shkiya (sunset). Ma'ariv takes place at Gissin Street 6 in the evening, often followed by a program or shiur. There are also minyanim available at many nearby shuls. Tefillot on Shabbat happen both on campus and at Gissin Street 6.



Torah Learning Opportunities

Our weekly learning program is vibrant and varied. The JLIC staff as well as community members teach classes regularly. LunchNLearns for Reichman University students take place weekly on RU campus, with pizza and drinks sponsored by the Raphael Recanati International School. Nighttime classes take place at Gissin St 6. Highlights include a guest speaker series; an Open Beit Midrash program; and classes in Gemara, Tanakh and Jewish law and thought.

Shabbat

Shabbat in Herzliya is the highlight of the week! On Friday night there are JLIC Mizrachi minyanim both on campus and at Gissin St. 6, with hundreds in attendance each week. Shabbat morning tefilla is at Gissin St 6 with a weekly kiddush. Community members host meals in apartments across Herzliya, the JLIC couples regularly host at their homes, and the JLIC Mizrachi Hospitality committee makes sure everyone who needs a Shabbat meal is set up with one. During the longer Shabbatot of the year, Shabbat ends off with Seudah Shlishit and a musical Havdalah.



Support

The Rabbinic couples are here for all of the students' pastoral needs as well. They are available and accessible for personal conversations and coffee dates, learning before one's wedding for *Chatan* and/or *Kallah* classes, guidance in *halachic* questions, Jewish practice, or Jewish life.

Social and Volunteer Opportunities

Social events provide regular opportunities for people to form connections with others in the community while enjoying a break or an activity. Highlights have included Challah Bakes, Paint Nights and our annual Dodgeball Tournament.

Chessed and volunteer opportunities are a hallmark of our community. We regularly have groups visit to the elderly for Chanukah candle-lighting, blood drives and clothing drives, and initiatives to support soldiers and evacuee families.



Chaggim

Many of the chaggim are celebrated together as a community, including Rosh Hashana meals, Yom Kippur tefillot, Sukkot festivities for those settled in Herzliya early in the year. Simchat Torah is a major highlight. On Chanukah, we have celebrations which have included a Melave Latke Open Mic Night, a Chanukah carnival, communal lightings and more. On Purim, we have megillah readings and seudot. On Shavuot we celebrate the central place Torah has in our personal and communal lives with all night learning. Finally, in the Spring we commemorate Yom Hazikaron together, which is especially powerful for a community of people living in Israel, many of whom are olim and serve or have served in the army or sherut leumi. And on Yom Ha'atzmaut we connect deeply as a community once again through a Tefillah Chagigit and a celebration.



Did You Know?

Over one third of our community members have or currently serve in the IDF or national service.

MEET THE LEADERSHIP!

Rabbi Noam Friedman

Executive Director, JLIC Mizrahi Herzliya
friedmann@ou.org

Rabbi Noam Friedman is thrilled to be in his third year working with the JLIC Mizrahi Herzliya community. He made aliyah in August 2022 with his wife, Shiffy, and their three children. Prior to that, he spent eight years as the Director of JLIC at Columbia University/Barnard College, where he supported hundreds of students in building and sustaining a vibrant Jewish life on campus. He is excited to be working with the incredible JLIC Mizrahi Herzliya community members and professional team to support and grow all aspects of our communal operations and programming.



Rabbi Ben and Ellie Menora

Co-Directors, JLIC Mizrahi Herzliya; Rabbinic Couple
Rav Ben: menorab@ou.org | **Ellie:** menorae@ou.org

Rabbi Ben and Ellie Menora recently joined the JLIC Mizrahi Herzliya team as Co-Directors. Previously, they had been Co-Directors of JLIC at Binghamton since 2021. They live in Herzliya with their children Maayan, Hodaya Malka, Moshe, Ayelet Rachel and Adi Rivka.

Rav Ben made Aliya as a kid from Chicago, IL. He served 3 years in IDF's Golani brigade, learned in Yeshivat Kerem B'Yavneh (KBY) both before and after his army service, then earned an LL.B. at Bar-Ilan University, splitting his time between the law library and the BIU Kollel. After 2 years at a corporate law firm, Ben joined the Kollel at Yeshivat Har Etzion (Gush) studied education at Herzog College, and taught 7th grade boys for a stint. When he can find the time, Ben enjoys a good run, jam session, any kind of puzzle, and a good schmooze.

Ellie made Aliya from London with her parents and five siblings. She started training in gymnastics and swimming at the age of 5 and is a certified instructor in both. Ellie studied at Midreshet Tehillah, earned her BSN at Machon Tal in Jerusalem, and is a trained kallah teacher. Before moving to Binghamton, Ellie was an ER nurse in Shaare Zedek hospital and volunteered as a medic for Magen David Adom. Ellie thoroughly enjoys hiking, running, swimming and a good cup of coffee.



Rabbi Shmuel and Miriam Rosenthal

Assistant Directors, JLIC Mizrachi Herzliya

R. Shmuel: rosenthals@ou.org | **Miriam:** rosenthalm@ou.org

Rav Shmuel and Miriam are both originally from New York. They have been living in Israel since 2021. Rav Shmuel is involved in many aspects of the of community life such as learning, Shabbat life, and relationship-building and plays an important role in broadening JLIC Mizrachi's reach on the RU campus. Miriam enjoys hosting community members on Shabbat and introducing everyone to the Rosenthal's daughter, Rena!



JLIC Mizrachi Herzliya Executive Board



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Gabe Gross
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Learning



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Sandy Gurvitch
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Tamar Katz
Shabbat



Ben Cobrin
Shabbos



Dahlia Mohl
Chesed

ABOUT HERZLIYA

Herzliya is a vibrant city in which a relaxed beach-town atmosphere seamlessly blends with urban sophistication. Situated along the Mediterranean coastline of Israel, it benefits from its proximity to major cities and transportation hubs, including Tel Aviv and Ben Gurion Airport, making it an ideal base for living and travel.

The city draws its name from Theodor Herzl, the visionary founder of modern political Zionism. His influential writings and tireless efforts in the late 19th century paved the way for the establishment of a Jewish homeland in Israel. As a tribute to his visionary leadership, the city of Herzliya was officially named in 1960.



Reichman University, located in the heart of Israel, stands as a beacon of innovation and academic excellence. Founded with a vision to cultivate leaders equipped with the knowledge and skills to make a significant impact on the world, the university offers a diverse range of programs that cater to various fields of study.

The campus is alive with a vibrant community of scholars, entrepreneurs, and visionaries who come together to share ideas and foster a culture of creativity and collaboration. With a strong emphasis on research and real-world application, Reichman University prepares its students to tackle global challenges and drive positive change.

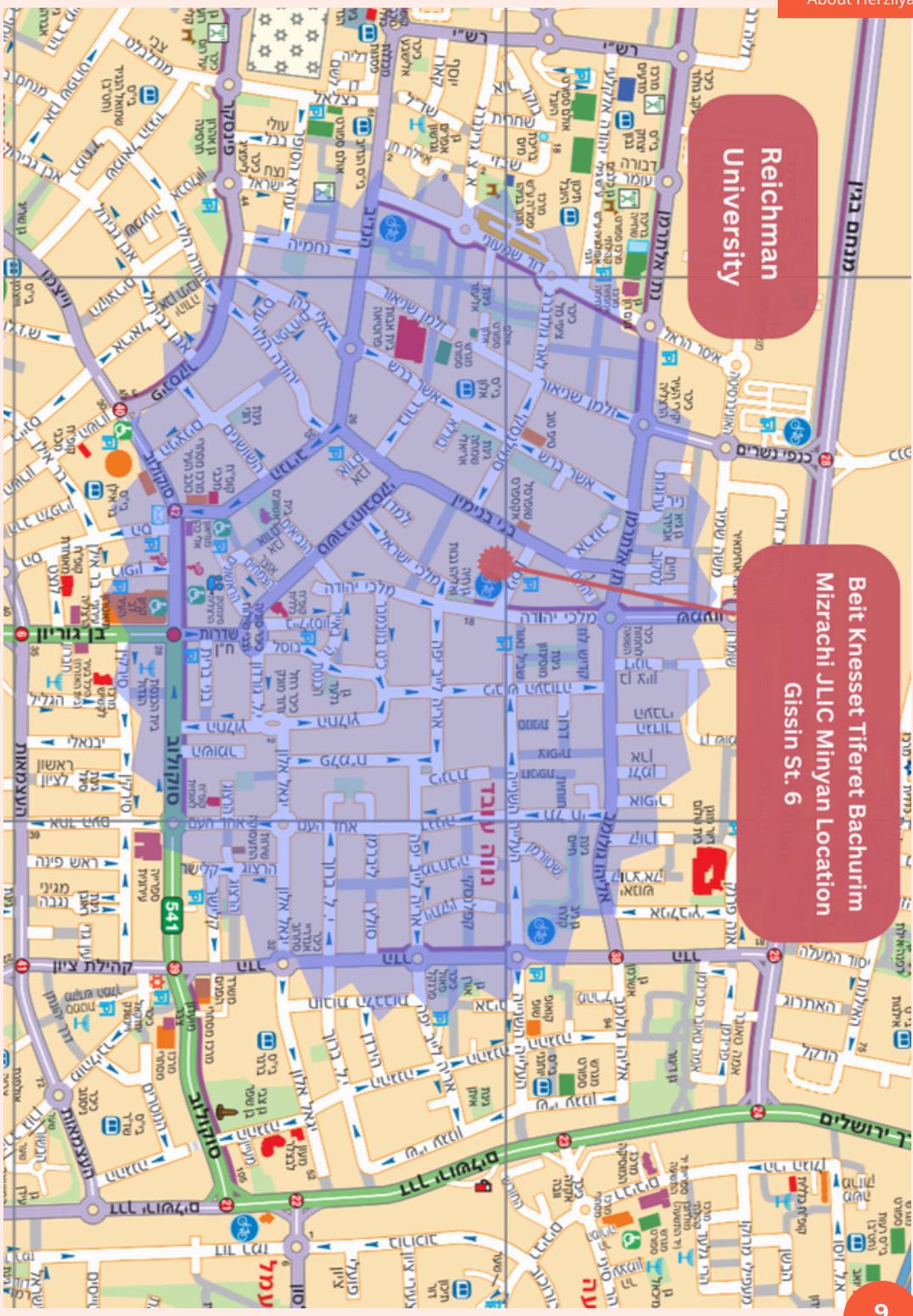
The vast majority of the JLIC Mizrahi community lives either in the Reichman University dorms or within a 20-minute-walking radius from RU campus (see purple area on the **map** on the next page).

One term to already get acquainted with is Sokolov. It's the name of the main street in Herzliya where you can find nearly anything you need or want, from grocery stores and clothing, to gyms, banks and pharmacies. In this packet you will find a more elaborate explanation on where things are.



Reichman
University

Beit Knesset Tiferet Bachurim
Mizrachi JLIC Minyan Location
Gissin St. 6



FINDING A PLACE TO LIVE

➔ Dorms

RU students can choose to live in the dorms on RU Campus. If you go with that option, you can let the dorms administration know if you are Shomer-Shabbat and ask them for a room on a lower-level floor (there is also Shabbat elevator)

➔ Apartments

If you're not an RU student, or you prefer not to live in a dorm, you can either search for an "existing" apartment that already has roommates, or you can create a "new" apartment with others also looking for roommates. Start looking for an apartment around 1-2 months before your desired entry date to find roommates or a new landlord for a new apartment of students.



Our TIPS for looking for a new apartment or moving into an existing one:

How to look for a new apartment

- The Hebrew website yad2.co.il is useful for findings apartment to rent.
- Search "apartments Herzliya" on Facebook to see groups where landlords and brokers regularly post apartment openings.
- Follow JLIC WhatsApp roommates chat to see if anyone is moving out - bit.ly/HerzRoommates

What else to consider when choosing a place

- Location: Consider the distance from the RU campus (for students), public transportation, or other amenities that are important to you - grocery stores or gyms, etc.
- Whether there is an elevator in the building, and which floor the apt is located on (few apartments in Herzliya have Shabbat elevators)
- Whether the apartment comes with furniture, appliances and A/C units
- Size of living room/roof if you like to host
- Whether the apartment has extra storage space in the building or the apt
- Who your roommates are - it's great if you're both at the same stage, but also great if you're not; it gives you the opportunity to meet more people from various circles and get better acquainted with the community.

HOME GOODS

➔ Furniture

- Check out second-hand furniture on Yad2 or Facebook Marketplace
- Ikea is everyone's favorite go-to, with relatively cheap furniture . If you have access to a car, we recommend making a day-trip out of it to Netanya (and enjoying the kosher, inexpensive meat and dairy restaurants while you are there)! You can browse the site but you'll have to go into the store to pick up or set up a delivery
<https://www.ikea.com/i>.
- Ace: <https://www.ace.co.il>
- Home Center: <https://www.homecenter.co.il/>

➔ Appliances

- You can look for big appliances like a fridge or oven on second-hand websites like Yad2 and Facebook Marketplace or on community WhatsApp groups.
- To buy new, check out Ace or Home Center's websites, Mahsanei Hashmal (<https://www.payngo.co.il/>), Groo (<https://www.groo.co.il/>), K.S.P in English (<https://ksp.co.il/web/world/3>) or Google what you're looking for and compare prices on other sites. The same stores sell small appliances as well.

➔ Household Products

Things like kitchenware, beddings, towels, tools or bathroom accessories can all be found in stores like Ace, Home Center, and Ikea. You can also find stores in the 7 Stars Mall and on Sokolov Street that have products you may find useful.



Did You Know?

JLIC Mizrahi's crucial community operations are made possible by donations from our broader community, in addition to the critical support we receive from the Orthodox Union and World Mizrahi.

To partner with us visit:
ujlic.org/donateherzliya

SERVICES

➔ Banking

Local banks:

- **Bank Hapoalim** - Sderot Hen St. 4; #076-804-0150
- **Leumi** - Ben Gurion Blvd 2; #03-954-5522
- **Mizrahi** - Sokolov St. 6; #076-804-0150
- **Discount** - Sokolov St. 22; #076-805-1620

If you'd like to understand more about the Israeli banking system, visit: <https://www.nbn.org.il/life-in-israel/finances/banking-and-foreign-currency/a-guide-to-navigating-the-israeli-banking-system-some-practical-tips/>.



➔ Insurance & Healthcare

If you're enrolling at Reichman from abroad, the school administration will walk you through the process of acquiring insurance (including healthcare and traveler's insurance). However, if you're on your own living in Israel, there are four healthcare providers who all have branches in Herzliya and offer services in English (search on Google for the English-language sites for any of these providers):

- **Clalit**
- **Maccabi**
- **Meuhedet**
- **Leumit**



ADDITIONAL SERVICES

ATMs

- For RU students, there is on RU Campus right outside the cafeteria (and which belongs to Bank Hapoalim).
- Corner of Smilanski and Asher Barash, right next to TipTov.
- Or at your local bank (note that some banks have ATMs that also serve customers of other banks, while others do not)

Laundromat

- The RU dorms have a laundry room available for students at a reasonable price. Most apartments have a designated space for a washer and dryer. If you're looking for a laundromat or a dry cleaning service, HaMichbasa is located on Bnei Binyamin St. 10.

Swimming Pool

- Obviously, the best part about living in Herzliya is being right by the beach! If it's too cold outside, however, there's a swimming facility at Apollonia on Natan Alterman St. 27, right across from the university (there's a fee for usage).

Health Food Stores

- Anise: Shivat Hacochovim Blvd. 8 (in the mall)
- Nitzat Haduvdevan: Ben Gurion Blvd. 22
- Teva Meh'kol Ha'Olam: Ben Gurion Blvd. 2

Pharmacies

- SuperPharm: Sokolov St. 25 (largest)
- Good Pharm: Sokolov St. 65
- Lev Herzliya: Ben Gurion Blvd. 2
- Be: Ben Gurion Blvd. 19.

Gyms

- Icon Fitness: Sokolov St. 6
- Space FIX: Sokolov St. 58
- Outdoor excersie parks around the city! (including Natan Alterman street in front of the RU campus, a secluded one on RU campus itself)



Icon Fitness was voted #1 gym by members of JLIC Mizrachi Herzliya. **Space FIX** was a close second!

RESTAURANTS & CAFES

On Campus

RU Campus has a cafeteria called Karnaf with both meat and dairy options, as well as a dairy restaurant and café called Gerry's located by the dorms. There are also coffee shops in many of the buildings on campus. These places are under the hashgacha (supervision) of Rabbanut Herzliya.



➔ Cafes and Dairy

- Aroma** - Bellinson St. 2
- Cafe HaNadiv** - HaNadiv St. 3
- Cofix** - Ben Gurion Blvd. 2
- Ma'afe Neeman** - Sokolov St. 14
- Lehem Erez** - HaNadiv St. 71
- American Pizza** - Sokolov St. 1
- Sapori** - Sokolov St. 23
- Pizza Hut** - Bellinson St. 1
- Pizza Rondo** - Ben Gurion Blvd. 22



➔ Pareve

Chummus Eliyahu - Ben Gurion Blvd 22

Haparlament - Ben Gurion Blvd. 16

Dgania's Falafel - Ben Gurion Blvd. 15

Haim's Falafel - Sokolov St. 66



The results are in!

Jem's was voted post popular restaurant by JLIC Mizrahi Herzliya community members, with **Rak Challah** and **Buffalo** tying for second!

Keep In Mind!

Kashrut statuses change; contact restaurant for current details about kosher certification. At the time of publication, all the restaurants featured were under a hashgacha (Rabbanut, Rabbanut Mehadrin or another mehadrin hashgacha).



➔ Meat

Rak Challah - Sokolov St. 16

Jamil - Sokolov St. 20

Schnitzel 20 Flavors - Sokolov St. 55

Shawarma Tzarum - Sokolov St. 73

Burger Station - Ibn Ezra 17

Buffalo - Ben Gurion 12

Jem's - Maskit St. 14 (Herzliya Pituach)

BUYING GROCERIES

Grocery Stores

Local smaller grocery stores

- Tip Tov: Asher Barash St. 31 (closest to the RU)
- Tip Tov: Golomb St. 56
- Shufersal Express: Bnei Binyamin St. 23
- Mickey Supermarket: Aryeh Leib Yafe St. 13
- HaMarcolit: HaNadiv St. 49
- Kadosh: Sderot Hen 7
- Minimarket Marina: Sokolov St. 60
- Rami Levi Bashchuna: Sokolv St. 82

Local larger grocery stores

- Bitan Market: Ben Gurion St. 2
- Fresh Market: HaNadiv St. 71, Herzliya
- Victory: Shiv'at Hakoachavim Blvd. 8 (in the mall)

24/7 shopping

- Red Market: Habrigada HaYehudit St. 16
- AM:PM: located on Sokolov St. 10
- Junior: Sokolov St. 58
- Super Yuda: Weizman St. 20

Ordering on an app - Wolt and Yango Deli offer immediate delivery services. You can also order large grocery orders through websites for stores such as Rami Levi, Shufersal, Victory, Hazi Hinam and Quik.



The results are in!

According to JLIC Mizrahi community members,

Bereshit and **Bonjour** have the best bakery challah!



➔ Bakeries

- Shibolet Ha'aretz: Sokolov St. 17
- Maafe Neeman: Sokolov St. 14
- Bonjour: Sokolov St. 33
- Bereshit: Sokolov St. 34
- Omanut Halechem: Ben Gurion Blvd 2
- Pina Metuka Shel Rina: Sokolov St. 62
- Boutique Central: Sokolov St. 23

➔ Butchers

- Ma'adanei Hakatzav: Ben Gurion Blvd. 13
- Aharon: Sirkin St. 3
- Falkon: Sokolov St. 10.

TRANSPORTATION



➔ Bike or Scooter

Good for local needs. You can buy a second-hand bike (regular or electric) or scooter on websites like Yad2 or Facebook Marketplace, or choose to purchase a new one online or from a store.

Or rent a bike through BZBIKE by picking up and returning at designated locations, which include outside the RU campus, the beach and the train station. For a map of stations, check out: <https://www.bzbike-en.com/>.

➔ Train

Great for getting to further cities and more reliable than buses. There are two train stations in the Herzliya area: Herzliya, and Ra'anana West - both can be easily reached by bus (or even walking). Trains run 24/7 from the Herzliya Station to the airport and Jerusalem (except for on Shabbat).

Check the Israel Railways site or app for exact information (<https://www.rail.co.il/EN>) or the Moovit app. To pay for the train, you can pay with a Rav-Kav by tapping it at the gate, buy a ticket at the station, or pay through Moovit by creating a barcode as a ticket.

➔ Bus

Plenty of buses that travel within Herzliya and to nearby cities. Download the Moovit app, which provides real-time information on public transit, including bus arrivals, nearby stops, and also helps you plan your trip through the best route. To pay, you may use your Rav-Kav or pay through the Moovit app.

➔ Taxis and Car Rentals

The easiest and most common way to order a taxi is through the apps Gett or Yango. For longer-term rental needs, rental car companies are located in Herzliya Pituach and Ra'anana. There are also a few companies for car shares, which are located closer to the center of Herzliya. Download the various apps to see where a nearby car is located. They include City Car (רמטיו קאר) ; Share - Israel Car Sharing, My Car (מיי קאר); GoTo Israel (CAR2GO).



MOVING TO ISRAEL

Ulpan and Learning Hebrew

Learning Hebrew doesn't have to be hard! Our best advice is to go and speak Hebrew as much as possible (we're surrounded by Israelis!). However if you feel you're more of a beginner, or Duolingo just doesn't get you results, you can consider doing Ulpan to get proficient in Hebrew.

- Reichman University offers an Ulpan Course. Students make take it as an elective course for credit. For non-students, Reichman University offers a Summer Ulpan during the month of July.
- We recommend doing research online to find an Ulpan that accommodates your specific needs, such as your schedule, your level of Hebrew and whether you prefer to do Ulpan in-person or online. You can Google "Ulpan" or visit the Nefesh B'Nefesh website page which provides a list of Ulpan options and additional Hebrew-learning resources: <https://www.nbn.org.il/life-in-israel/learning-hebrew-and-ulpan/ulpan-and-hebrew-learning-resources-online/>.

Where Can I Get...

- **A passport photo?** Photo Izhar (Sokolov St. 59) or Photoshop in the mall (Shiv'at Hakoachavim Blvd. 8; inside a store called Held).
- **A SIM card?** Mobily (Sokolov St. 36), Yon Phone (Sokolov St. 81) or at FIX MY PHONE (Natan Alterman st. 42). There are also stores in the Mall like Moby Cell, Dynamica, and Partner.





WE HOPE WE HELPED!

Wishing you a יישוב טוב - much success and happiness settling into this most special and vibrant city and community!

We can't wait to meet you!

The JLIC Mizrahi Professional Team
and Communal Leadership



Stay in touch with JLIC Mizrachi Herzliya!

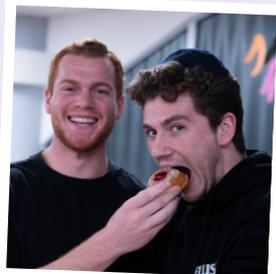


Whatsapp Groups to Join:

- **JLIC Mizrachi Bulletin** - "The Bulletin" is JLIC Mizrachi's admins-post-only chat for all Jewish life and JLIC-related announcements and updates: bit.ly/mizrachiJLIC
- **Making Minyan Count** - for minyan-related updates off campus: <https://bit.ly/46oFIVY>
- **Dorms Minyan Chat** - for weekday Shacharit in the RU dorms: <https://bit.ly/46gRQIR>
- **Heimish Herzliya** - the unofficial JLIC Mizrachi group chat for community members: bit.ly/HeimishHerzliya
- **Herzliya SS/SK Roommates**: Dedicated chat for finding Shomer Shabbat and Shomer Kashrut roommates: bit.ly/HerzRoommates



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CHECK OUT ALL OF OUR JLIC ISRAEL COMMUNITIES!



Herzliya / Reichman

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