



You don't make an impact by shouting from a soapbox; you make an impact on the community by investing together."

Aart van 't Land

Hello, members of the **Beyond Basketball** community,

This is the magazine's first edition, and October 7, 2023, is burned in our consciousness as a reset point. This date should mark a turning point from which things would be different.

Yaara and I have built upon the power of people coming together since we left our kibbutzim. We didn't have a business plan but a conviction that some people look for a connection rather than just a technical solution to one need or another.

Ever since, we have connected with people and learned their needs beyond technical specifications; we call it Build to Need — a paraphrase of the common term 'Build to Spec.'

Such was the connection with Yoram Karin, the head of our local regional council with whom we founded Idan Technology. We started without rigid plans and goals but with mutual trust and deep listening. Idan's director, Mor Karassin, and her team implemented the idea of 'business investment' — an investment rooted in the connection between industry, technology, youth, and community.

I am a serial listener and a collector of ideas and thoughts. In the wake of Haim Ohayon's passing, we agonized over whether to assume responsibility for Gilboa-Galil. The deliberation ended when I heard that **two things connect people everywhere: music and sports**. We immediately knew that we would continue to support the club.

A sports organization can create meaningful connections, and that is its raison d'être. Beyond Basketball, therefore, set its primary goal as bringing people and organizations together, illuminating social issues, breaking down barriers, and building collaborations. This is our goal, and we are ready to invest time, thought, passion, and financial resources.

We thank you for being with us; together, we will help create connections.

The magazine will be used to get to know the community members, report on the impact of activities, and share business content.

With warm regards,

Gideon Yadin





Impact Activity

Supporting Our Community in the Time of War

October 7th caught us just before the start of the season. Facing a complex and painful reality, we wondered, 'How do we keep going?'

Together with our coach and professional staff, we set our first goal: to create a routine and a sense of security for the players. We resumed team training and established a weekly schedule.

We needed to do our part, so we began offering weekly activities to displaced families who found temporary shelter in our area.

Wherever we went, we met wonderful children and teenagers. We tried to bring smiles to their faces and create meaning for our players.

Additionally, many agricultural fields have been left untended in our area, so we volunteered to help local farmers. The players and the staff woke up early and lent a hand in a local olive grove.

Gilboa Galil is an active and impactful part of the community, and we will continue to contribute as much as possible.



Our Communities

We engage local communities with joint activities and free access to our home games. We all meet on the basketball court and become one community of all ages, abilities, and walks of life.

The Flowers Neighborhood

A supported living community for eighteen adults with autism or Down syndrome, with some participating in the Special Olympics.

The Home by the Mountain

Housing for seventeen adults, primarily with Down syndrome, and some of them participating in the Special Olympics.

Special Olympics, Giboa-Maayanot

A basketball team comprising ten adults with Down syndrome and autism.

Zinger House

Residential care for ninety at-risk youth who attend local schools and are adopted by families in the community. They also receive tutoring and on-site therapeutic programs.

Malkishua

A substance abuse rehabilitation community serving adolescents and adults.

Shean Troopers

A groundbreaking initiative in Israel nurturing 50 youth into leadership roles in high schools in Beit She'an.

Dawn Army Prep Program

Forty pre-military preparatory students in Beit She'an.

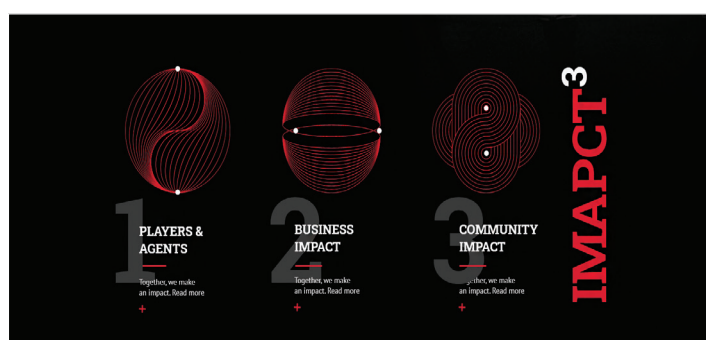
Generations on the Gilboa

An association catering to senior citizens in the Gilboa Regional Council.



Our website *

Our website is currently under construction by **Imagnet**, a company owned by **Tami Ramati**, who is a member of our community. Tami shares her journey from a doctorate at the Technion to website development.



"Twenty years ago, I made a change in my life. After many attempts and searches in various fields, including life sciences (up to mid-PhD at the Technion), youth leadership, and hothouse management, I found my calling in the world of graphic design and branding.

I was thrilled to discover a field that brings me happiness and satisfaction. For several years, I worked as a freelancer in this space.

At some point, I realized that if I wanted to progress and develop, I couldn't continue working on my own. So, I founded a company that would reflect my values and what is important to me.

So, what does that mean? At the center are the people—my team, who are my second family, the customers, partners, and suppliers. Establishing a place that values and cares for people creates a pleasant and thriving work environment.

Alongside people is professionalism. We do everything professionally, at the highest level, while constantly learning and renewing ourselves.

Where did the road lead? The path led to hundreds of encounters with companies, organizations, projects, and collaborations. Along the way, I realized that shared organizational culture, values, and meaningful goals create the best projects.

That's what I felt when I got to know the Gevasol Group five years ago; it is a group that puts people at the center while doing good industrial work. Since then, every project with Gevasol has proven that I was right, and we have found a true partnership.

When I visited the **46:47 exhibition**, which featured basketball players from **Gilboa Galil** and **Special Olympics**, it aligned with the kind of projects **Imagnet** should be a part of. That's why our recent collaboration with Gevasol to create a website for the Beyond Basketball community is so exciting.

Blending Impact with fresh business opportunities sounds like a winning concept.

I look forward to getting involved in meaningful projects that make a positive impact. I'm also excited about the potential for new business opportunities and collaborations that might come out of it."



Spotlight on community members

Yossi Ackerman

"I grew up in a moshav called Bethlehem ha-Galileeth, where my family and I still live today. I served as the president of Elbit Systems from 1996 to 2013, during which time **Elbit** became a leader in the global security industry.

In 2013, I retired from Elbit, planted an olive grove, and have been producing olive oil. Alongside my partner, Ofir Dubovi, I founded **OpenValley**, a chain of innovation centers around Israel supporting startups. In 2020, my book, "What Did You Ask Today?" was published with Orian Chaplin.

Since my retirement, I've been involved in several nonprofits and have served on various boards in the public sector. It's hard to overstate the importance of social involvement based on shared values. That's why I gladly accepted Gideon Yadin's invitation to participate in transforming the Gilboa Galil basketball team into a social engine for the area's residents, especially for the youth. The involvement of the team's players and managers in communal activities will significantly contribute to its social cohesion and success."

Aart van 't Land

"Throughout my career, I have built companies, ideas, and products. That is where my heart and commitment lie.

I worked at **Lely**, a Dutch automation company for dairy farming, from 1997 to 2021. During my tenure as VP (1997-2011), I saw the turnover in dairy automation grow from negligible in 1997 to over €300M by 2011 (the year we made Aliya). In 2011, I assumed the role of director of BD.

Rather than retire, my wife, **Annette**, and I founded **Grempartners Ltd**, a small company that supports business growth, particularly for startups.

The profits we generate support the causes we care about. A part-time job at the **Lely** family office sustains us.

Profit is no doubt required for survival. However, if we want to leave this world a little better for future generations, then there is more to it than making a profit – we must make an impact.

You don't make an impact by shouting from a soapbox; you make an impact on the community by investing together in innovative products and startups.

One can make an impact in many ways:

- Inviting people with barriers to the workforce to take part in your sport or work.
- Allowing youth to relax with basketball.
- Investing together with other companies to kickstart a startup by learning from each other and improving by sharing experiences.

I support Beyond Basketball because it connects companies, recognizing that the strength of companies working together is greater than the sum of its parts.

We do all this to eventually create conditions for others to flourish and shine, giving them opportunities they never had before.

It goes without saying that there is value in our involvement; that is our driving force. As with a thrilling basketball game, the contribution to this endeavor and the joy of achieving our shared goals are the bonuses!"



Aart and Annette at GoDare's grand opening. GoDare is a Dutch community tech-ed center, and a Lely-Gevasol joint venture.

