



Newsletter Vol. 91 - Introduction

Softengine News is dedicated to keeping you up to date with the latest information regarding SAP Business One systems, Softengine solutions and Best Business Practices.

What's New?

Spotlight on Softengine's Employee, David Glickman, and his Humanitarian Mission

Softengine Steps up for the Disadvantaged – Supports Humanitarian Mission to Guatemala Congregation Kol Ami and Temple Beth Or Join Forces with NGO Nueva Generación to Build Houses and Provide Vital Services for the Impoverished. Softengine and Its Customers Pitch in with Critical Supplies and Donations.

Softengine (www.softengine.com) customer service manager David Glickman is a man on a mission. In addition to his responsibilities at Softengine, Glickman serves on the board of trustees at Congregation Kol Ami in West Hollywood, California, where he pursues his passion of helping underserved communities far and wide with a focus on social justice. His ongoing outreach activities include working with food pantries, homeless shelters, the AIDS walk, Jewish World Watch – an organization dedicated to ending genocide, and Habitat for Humanity.

The International Humanitarian Service Trip to Guatemala (June 2016) Softengine Supports Mission and Its Customers Contribute to the Cause.

David Glickman has just returned from Guatemala, where he participated in his second International Humanitarian Service Trip to San Antonio Aguas Calientes – a project forged through a partnership between Temple Beth Or and a non-profit organization, Nueva Generación, (www.nuevagen.org), both of Raleigh, North Carolina.

According to Glickman, “It was so uplifting and gratifying to walk through the village of San Antonio Aguas Calientes and notice the impact of our efforts from our previous mission in December 2014 (details later in this story). Strolling the cobblestone streets around the village square and meandering the hillside rows of houses and business, we were greeted warmly by those we had met before and by total strangers alike.”

One of the most critical objectives of this mission, similar to the previous visit, was to build a new home for a family that had been living in conditions that most of us would find challenging – no plumbing, no electricity, no running water and no windows. The beneficiaries of this project were the Lopez family, who worked right alongside Glickman and his crew every step of the way.

“In just 5 days, we built a 20x20 cinder block house with a concrete floor, tin roof, adjacent toilet and shower connected to the city water and sewage line,” said Glickman. “We also bought the family a new wood-burning stove with proper ventilation. On the final build day, the Rabbi from Beth Or in Raleigh, NC, dedicated the house and presented a certificate that read, ‘the Lopez Morales Home, June 17, 2016, Built by Temple Beth Or and Congregation Kol Ami. May this home always be filled with love and happiness.’ After the dedication, Mr. and Mrs. Lopez said (with the help of an interpreter) they could never repay us for the gift we had provided their family and that they were truly blessed to know strangers who had come from another country to offer much-needed assistance.”

Sponsorship of children in the village is another wonderful way to create educational opportunities and uplift the economic fortunes of their families. “I personally sponsor a couple of the children, as does my synagogue, Congregation Kol Ami,” said Glickman. “For as little as \$200 per year per child, I am able to pay for their tuition, school uniforms and supplies. Since public school ends in Guatemala at 6th grade, it’s comforting to know that my sponsorships help children continue their education and acquire the tools and confidence they need to find good jobs, which will help break the cycle of the poverty they have known their whole lives.”

“One of the mothers came up to me and gave me the biggest and tightest hug I ever received,” added Glickman. “She began speaking to me in Spanish and then just started to cry. Since I don’t speak or understand Spanish, I asked one of the other volunteers to interpret. It turned out that this was the mother of Jared, a 5-year-old boy who I’m sponsoring. She could not stop thanking me and told me that Jared is excited about going to school and working hard.”

“I could see the changes in some of the kids that I recognized from my visit eighteen months ago,” continued Glickman. “Their confidence, self-esteem, pride and glowing smiles said it all. I don’t need to speak Spanish to recognize the impact we’ve had on the lives of these children. One great example of this impact is Daisy, a girl who was born with a cleft palate. My Congregation helped to fund reconstructive surgery and speech therapy for her and although she still has several more surgeries to go, she is now holding her head high and smiling. Anyone who knew Daisy before the surgery can see the difference. Plus, she is doing well in school and has aspirations of becoming a teacher someday.”

“I’m not really sure who gets more out of this, the families and children in San Antonio Aguas Calientes or me,” said Glickman. “I think the latter. I’m already planning to return in January.”



David with Jared – a boy he sponsors



Group building the new Lopez family home



House dedication for the new Lopez family home



David Glickman with the Lopez family in front of their new house

Softengine Customers Lend Their Support to the Mission

In his role as the customer service manager at Softengine, Glickman shared with his customers about his upcoming humanitarian mission. Several customers responded by making financial and in-kind donations to the project, including:

- **Quest Nutrition** (www.questnutrition.com) donated hundreds of its high-protein bars. Quest's mission is to transform global health, eliminate obesity and minimize the negative impact of diabetes. GNC, an international leader and pioneer in nutrition, honored Quest with an award of Protein Bar of the Year in 2012.
- **Insect Lore** (www.insectlore.com) sent small toys for the kids in the village. Founded in 1969, Insect Lore specializes in innovative educational products for young learners. The company's goal is to give children a friendly, hands-on introduction to insect metamorphosis, entomology and life-cycle learning.
- **KAVIO!** (www.kavio.com/) supplied t-shirts for all the volunteers on this mission. Kavio! is a manufacturer and distributor of basic to fashion apparel for the printing, decorating and promotional markets. Kavio! is also a dedicated supporter of local schools, neighborhoods and non-profit organizations.

- **Caesar's Professional Products** (www.facebook.com/cppbeauty/timeline) sent shampoo and hair gel. Caesar's Professional Products is a wholesaler of cosmetics and beauty supplies and was one of Softengine's earliest adaptors of SAP Business One in the Cloud.

How the Mission Was Born

Nueva Generación, a non-profit 501(c)(3)-registered organization founded by Temple Beth Or member Cindy Schneider, works to promote education for children in the highlands of Guatemala. The impetus for the organization was catalyzed ten years ago when Schneider traveled on a mission trip with her daughter's high school. After spending one day meeting Mayan families in rural Guatemala there was one image she couldn't get out of her head – a family of eight she had just met sleeping on the floor. After several more trips to Guatemala and further immersion into the culture, Schneider realized that many children were also unable to attend the local public school.

Driven to help improve living conditions in the areas she had visited, Schneider founded Nueva Generación and approached the Rabbi at Temple Beth Or to partner with her organization's mission. The congregation at Beth Or supported two mission trips to Guatemala and sponsored educational opportunities for numerous children who live in extreme poverty in the rural villages. Over the intervening years, Nueva Generación has provided scholarships for 125 children so that they can attend school in their village.

A few key objectives of this mission are to help build houses, provide health clinics and necessary medicine and to bring much-needed clothing, shoes and other important goods to the Mayan Village of San Antonio Aguas Calientes. A preschool has been established as well as a co-op for the local Mayan women who have been taught how to weave kipot (brimless caps worn by Jews) along with other items to enable them to generate a sustainable income source to help support their families.

The International Humanitarian Service Trip to Guatemala (December 2014)

So how did David Glickman and this project converge? "My introduction to the humanitarian mission in Guatemala came from a conversation with my Rabbi regarding travel and "voluntourism," or the concept of traveling to a third-world country and working with the indigenous people to help them improve their lives," said Glickman. "It's fortuitous that Temple Beth Or is a 'sister' congregation to ours at Kol Ami and through that connection, my Rabbi put me in touch with the Rabbi at Beth Or so that we could discuss my participation in this mission.

Those discussions ultimately led to Glickman leading a group of ten people from Congregation Kol Ami down to Guatemala. "Our group traveled and worked with Nueva Generación to conduct a weeklong camp for sixty children ages 6-12," said Glickman. "We were also tasked with building a home for a family who had been sleeping on dirt inside of a hut, and conducting home visits and health/occupational assessments for three families."

"At the construction site, we worked with the help of two construction men we hired and learned to mix cement, mortar and concrete and reshape rebar for reinforcement," continued Glickman. "We built a house using 500 cinder blocks and when it was completed, for the first time in their lives, a 16-year-old girl named Kelly, along with her mother and brother, had a safe home with a door, window, secure locks, electricity and running water. And we accomplished this in just five days!"

You have to witness the amazing shift that occurs when an 8-year-old first tries on brand new clothes and shoes after never having had these items before," added Glickman. "Almost immediately, they exhibit increased confidence and

pride, which should help them stay in school and encourage them to work hard to move beyond the severe poverty they face every day.”

“And here’s an uplifting example of how our community mobilized to positively change the outlook for one individual,” said Glickman. “Last year, our congregation teamed up to raise funds to outfit a teenage boy who was a paraplegic with custom prosthetics and provide the physical therapy he needed to utilize his new legs! I’m thrilled to report that he’s actually back in school and is a productive member of his community. Our Talmud, the Jewish collection of laws and ethics, teaches us, ‘If you save one life, you have saved the world.’”

“The totality of the experience was absolutely amazing and we made a huge difference in the lives of the community, especially the families we served,” added Glickman. “This mission was also transformational for me on a personal level. The opportunity to immerse myself into their culture enabled me to return home with an idea of what it would be like to spend one’s life living in that environment. I now have a renewed perspective on life’s priorities and have realigned my values accordingly.”



David Glickman and his friend Aaron, a neighborhood boy who wanted to help.



“These are children in the after-school program (and some who attended camp) who gave us a presentation on the day of our arrival.” – David Glickman



A group of weavers making yarnmulkas for Kol Ami and Beth Or congregation members and their communities.

Softengine – A Business with Heart and Compassion

It's not often that an employer is willing to get behind a key employee taking time off to undertake a humanitarian mission, but Softengine is no ordinary company. "In Judaism, the Hebrew word for loving kindness is 'chesed' and being a man of faith, I am grateful to have the ability to make a difference," said Glickman. "It's really comforting to know that Softengine is once again in solidarity with my desire to make a difference in a community where people are burdened with the oppressive weight of chronic poverty, malnourishment and a lack of education and income-generating opportunities," said Glickman. "I really appreciate that our CEO, Joseph Lasman, is not only affording me the time off to pursue this mission, he has authorized Softengine to make a financial contribution to help fund the project."

"Softengine is much more than a successful SAP Gold Partner with a reputation for implementing customized ERP solutions," continued Glickman. "This is a company that believes in social outreach and is steadfastly committed to giving back to the community. A great example of Softengine's ongoing dedication to social responsibility is documented in the SAP Business One success story on Edesia (www.softengine.com/edesia-global-nutrition/), a non-profit manufacturer of nutrient-rich, Ready-to-Use foods (RUFs), designed to treat and prevent childhood malnutrition in developing countries worldwide. Suffice it to say, Softengine's mission and my mission are very much in alignment and I am honored to work there."

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