

## Restigouche Multicultural Association (RMA)

Telephone: 506-789-7747 email: [info@rma-amr.ca](mailto:info@rma-amr.ca)  
<https://www.rma-amr.ca/>



### THE BULLETIN BOARD

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**Abby (Avishag) David**  
Director of Employment  
Initiatives  
New Brunswick Multicultural  
Council (NBMC)



<https://nbmc-cmnb.ca/>

plus :

<https://nbmc-cmnb.ca/team/abby-david/>

#### Q. Place of birth?

Tel-Aviv, Israel

#### About:

- A motivated and passionate leader with a desire to make an impact in local and global communities.
- Strong innovative vision and practical skills for programs implementation, impressive relationship building skills with a warm and personable management style.
- Strategic Executives Program graduate - Wallace McCain Institute, UNB.
- 15+ years' experience leading projects, teams & program development in diverse multicultural environments.
- Team manager of employees and volunteers to deliver services to newcomers.
- Leader in the strategic planning & initiatives services for training & counselling of the newcomer's integration into the labour market & business community.
- Active contributor to provincial committees - leading work-groups, to develop strategies for economic growth and newcomer retention.



#### Q. Did you choose New Brunswick or it chose you?

NB chose me for a *Provincial Nominee Community Program*. And, I chose NB for two reasons: 1) A peaceful place, with no war or conflict zone like Israel, and surrounded by nature, to raise my family (my husband and three children); 2) A province with an economic growth of its IT/Telecommunication industry, - our previous careers.

#### Q. Your passion?

**People** – acknowledge their needs, show them there is always a path forward, empower them and connect them with the right resources / people. I strongly believe that – *If there's a will – there's a way!*

I implement this approach in my day to day work with the employment services for newcomers, with the hope to see them integrate, find meaningful employment (like mine) and develop a true sense of belonging! The program I lead at NBMC is called “**Skills Launch**” – see our videos on YouTube:

<https://www.youtube.com/playlist?list=PLkYkyOxoL3CwhKfAuk4rx5rxVfyoyX-UI>

[list=PLkYkyOxoL3CwhKfAuk4rx5rxVfyoyX-UI](https://www.youtube.com/playlist?list=PLkYkyOxoL3CwhKfAuk4rx5rxVfyoyX-UI)

### LEARN EXPLORE SUCCEED



This program assists newcomers to learn about the opportunities, explore what is available in the province for them to fulfill their dreams and work hard (study language, volunteer, network...) to be successful.



*one of the graduation events held in Moncton. I am in the back row*

#### Q. Preferred leisure activity?

Swimming! Anything to do with water (kayaking, hiking by the river / beach / waterfalls)



#### Q. Do you have a pet peeve?

I can't stand the saying “it is what it is” without seeking a change or find a way / resolution

#### Q. Which of our four seasons do you prefer & why?

##### Autumn.

Because of the colors. I can't stop taking pictures... lol. Also, my mom who died when I was young, loved the fall colors.



#### Q. Best advice ever received?

Don't let your emotions influence / guide your actions when you need to stay rational.

#### Q. Most enjoyable voyage?

In 2011, our family rented an RV and toured Germany, Austria and Swiss for three weeks.

It was a break from work, school

and life... It was a perfect way to explore the nature, architecture, food, amusement parks, historical sites and hikes.

Reference: File 530 - News Articles

#### Q. Destination yet to discover?

Singapore. I want my family to experience its richness of cultures, life style, food, climate and people. Also, to experience other Asia-Pacific countries and their mix of old & modern life. Prior to Canada, I traveled extensively for work in Europe, Asia (India, Thailand) and South-Africa.

#### Q. To dine with anyone from human history, you choose?

**My grandmother.** She passed away when I was a young girl and I would have had so many questions for her...

As a single mom (widow) she raised her only child during a time of war and poverty and yet found the strength and conviction to undertake a demanding career. She was the president of a world leading (women-lead) organization:

**\*B'nai B'rith International.**

\* There is also a personal Canadian connection. During the early 1950's and 1960's, as President of the Order in Israel and vice president of the international organization she toured North America as an invited keynote speaker, visited Canada

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and met with her cousins, WW II refugees, living in Toronto. My grandmother received several awards for her accomplishments including the Jerusalem Municipality Education Award and was also recognized by the Ministry of Education, for her community action to implement the “integration method” in schools and for her support to provide access to education for girls from underprivileged homes.



In this 1958 picture, the president of Israel hosts a visit of the international organization delegates. - My grandma is in the white shirt and black skirt in the middle.

### Q. Last book read?

A. *Becoming*  
- Michelle Obama

### Q. Favorite expression?

*If you want to go fast – go alone  
If you want to go far – go together!*

### Q. Favorite authors?

I enjoy reading ‘ethnic’ books.

**Dorit Rabinyan:** “*Persian Brides*”, “*Our Weddings*”, “*And Where Was I?*”, “*All the Rivers*”

**Khaled Hosseini:** “*The Kite Runner*”, “*A Thousand Splendid Suns*”, “*And the Mountains Echoed*”

### Q. Most proud of?

**My kids.** They work and study hard, navigating their new lives in Canada, away from friends and family. We told them when we arrived, that they should always aim to be at the top.

### Q. Favorite movie? Theatre play? Music?

- 1) *Cinema Paradiso*.
- 2) *The Phantom of the Opera*.

Before my career in technology, I worked in educational TV studios for 10 years. Filming, cinema and producing TV shows was always a passion.

I am proud to have been a part of the [Sesame Street co-production](#)

between the NYC studios, Israeli TV and the Palestinian authority, called: *Shara-Simsim*.

link:

[https://muppet.fandom.com/wiki/Rechov\\_Sumsum\\_%E2%80%94\\_Shara%27a\\_Simsim](https://muppet.fandom.com/wiki/Rechov_Sumsum_%E2%80%94_Shara%27a_Simsim)

Working on this series was the most diverse, multicultural, multilingual, historical, and hopeful experience.

It was all about educating children creating awareness, inclusivity and diversity.

Unfortunately, due to the ongoing conflict in the Middle-East, it never was broadcast.

This experience made me choose Canada, as the place to raise my kids.

### Q. Advice to the newcomer who chooses Canada & settle in NB?

- 1) Study and do your research before arrival. Bring your documents and translate them. Educate yourself on the land, region(s) where you may want to live, study, work and / or to establish a business.
- 2) **Stay in NB**, don’t go for the “big cities.” Opportunities are

here at your fingertips. It offers a good life style. Travel the Atlantic regions. Go by car and see places, meet people, stay in the cities or villages, beaches, parks and islands. Explore on foot and discover the local tastes and food. Get involved in your community and don’t be shy to ask questions! Because – **You don’t know what you don’t know and the local people don’t know what you don’t know either! Be pro-active**, seek answers do your research, be informed.

### Q. A word best describes you?

**Happy** (that’s how I got my ‘Canadian’ name *Abby* 😊)

### Q. Hero in your youth?

*Simon & Garfunkel* – for their music: that I still love today. They performed in Tel-Aviv Central Park, in 1983 and I was there at the live show.

### Q. What are the top three challenges for newcomers?

- 1) Lack of openness by Canadians to explore and appreciate a newcomer’s employment experience and

expertise acquired outside of Canada.

2) Lack of financial stability and security, due to being under-employed during their first years in country.

3) Missed opportunities to establish friendships with local people, due to cultural differences and perhaps, also, because we are not childhood friends.

### Q. Question you detest?

*When are you coming back???*

In Israel, if someone decides to leave and live in another country, it is only ‘accepted’ as temporary and you are always asked about your date of return “home.” **I call NB my home, now.**

### Q. What would you like to see written on your tombstone?

*Did her best to help everyone, gave people hope and made everyone happy.*

### Q. Something people may not know about you!

I grew-up in a Kibbutz - a type of



Reference: File 530 - News Articles

collectivist village with a unique way of life. NB sometimes reminds me of its scenery

### Q. What question would you have liked to be asked?

*Did you and your husband want to pursue a career in Canada in your field of expertise?*

Yes! Of course, it was my career of choice. I had the higher education, the years of experience and was well respected in that field.

Upon arrival in NB it was difficult, hard. No one was interested in my past experience and education. I lacked the “Canadian” work / employment experience. Yes, it was frustrating. One wants to use his / her talents & expertise to make a significant contribution. To your new home and towards the economic growth of Atlantic Canada, too.

Ah yes, if only...



Financial partner:  **New Brunswick**  
CANADA