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FREE

CHARGING FOR ISRAEL: THE HAS CREDIT CARD

BY REUVEN FENTON

With credit card companies driven to sign up as many eligible members as possible, here's something novel: a card aimed primarily at American Jews who want to support Israel.

Israelis Zev Dobuler and Menachem Landau chose this demographic three years ago when they set about turning the concept into a reality. "We thought about how there are about 6 million Jews living in the U.S. going about their daily lives who could potentially be doing some good in the world," says Landau. As of November, the two founders of Heritage Affinity Services (HAS) have partnered with US Bank to launch the HAS Advantage Visa Platinum Card. For every purchase made with the card, HAS donates a percentage of the funds to Israeli charities such as JNF, the Children of Chernobyl, and One Family Fund. Card members can choose up to five organizations within the HAS umbrella charity network to direct the money to.

Naturally, the card has its re-

wards benefits as well. "We researched and figured out that American Jewish consumers wanted two things: to help Israel



and to get rewards comparable in any new card," says Landau. Using a dollar-to-point system, card members can redeem points for El Al flights, rooms at five star Israeli hotels, and car rentals from Avis and Budget in Israel—all of which, incidentally, benefit Israel's tourism industry. Members also have options for more standard-issue rewards such as

domestic travel on any airline, brand-name merchandise, electronics and gift certificates. "The HAS philosophy is to keep the American Jewish community connected to Israel every day without changing its routine," says Landau.

With new developments already in progress, HAS is no plans of slowing down. As of mid 2006, card members will receive discounts and double rewards points for buying from a select network of American and Israeli merchants. "The strength of our company lies in the organizations we support," says Dobuler. He sums up his company's mission in basic terms: "we support Israel, support travel to Israel, and encourage people to buy blue and white products."

For more information about Heritage Affinity Services and its Advantage Card, visit www.HASAdvantage.com.