IDC RECEIVES HIGHEST RANKING BY COUNCIL FOR HIGHER EDUCATION

Prof. Reichman on reinventing Israeli government

EFI ArazI School of Computer Science comes out on top in national survey

IDC & Operation Cast Lead

Global MBA in English: Preparing future international business leaders

Ninth Herzliya Conference—leadership as storm clouds gather
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**On the Cover:**
Daniel Buchen, Josh Milstein, Galia Goldchain, Julien Temim and Adam Moss – all first year Raphael Recanati International School and Lauder School of Government, Diplomacy & Strategy students

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HOT OFF THE PRESS!
LAST MINUTE NEWS!!

IDC IS RANKED FIRST IN ISRAEL BY STUDENTS AND EMPLOYERS

IDC Herzliya has been ranked NUMBER ONE in Israel for 16 out of 20 different student service categories in a national survey of the Council for Higher Education, conducted by the Central Bureau of Statistics.

WE HAVE BEEN RANKED NUMBER ONE IN:
- Level of Courses
- Lecturers’ Quality of Teaching
- Lecturers’ Attitude Towards the Students
- Grading Methods
- Physical Conditions in the Classes
- Library Services
- Academic Programs
- Improvement of Oral and Writing Skills
- Teaching Environment
- Administrative Services
- Caring for the Students
- Handling of Complaints
- Computer Services
- Providing Relevant Information to Students
- Campus Quality of Life
- Student Services

The most profitable place to study law in Israel is IDC Herzliya, according to a survey carried out by the Central Bureau of Statistics (CBS) for the Council of Higher Education. The survey examined the salaries of graduates with a bachelor’s degree in law and Computer Science from the academic institutions in Israel approximately two years after they graduated. Among all the law faculty graduates and Computer Science graduates, those who graduated from IDC Herzliya earn the highest average annual salary.

EFI ARAZI SCHOOL OF COMPUTER SCIENCE GRADUATES:
have the highest income in the country compared to all other universities

RADZYNER SCHOOL OF LAW GRADUATES:
have the highest income in the country compared to all other universities

ARISON SCHOOL OF BUSINESS GRADUATES
have the second highest income in the country compared to all other universities
THE FIGHT TO REINVENT
One only has to look at recent history to know that Israel’s current electoral system is not working.

On February 10, 2009, general elections were held, with the two largest parties – Kadimah and Likud – together receiving less than half the votes, and the remaining 54% split between ten parties. After consulting with Knesset, Israel President Shimon Peres charged Likud Chairman Benjamin Netanyahu with creating the new coalition government, which was confirmed by the Knesset on March 31st.

So what’s wrong with this picture?

Well, for one thing, Israel’s new prime minister actually received less votes than his main opponent, Tzipi Livni, chairperson of the Kadima party. But the problems run deeper than that – in fact, according to Prof. Uriel Reichman, founder and president of IDC Herzliya, rather than serving ideals of democracy, the current state of electoral politics in Israel is little more than a travesty.

“The Israeli system results in many political parties, some of which are basically interest groups, rather than those trying to cater to what is best for the country,” says Reichman.

With so many parties winning Knesset seats, and a requisite 61 seats to create a government, the majority leader is tasked to form a government based on a coalition of parties.

“What usually happens then is that you end up with 2 large parties and several satellite parties, and at the end of the day it is usually a small party that is a ‘kingmaker,’” explains Reichman. “And these small kingmaker parties can blackmail the large parties to do almost anything they want.”

If the small parties are religious, they end up demanding money that will be allocated to yeshivas, and exemption of army service, and even the enforcement of religious norms on the public at large.

“It is a mockery of the idea of democracy,” says Reichman with passion. “It is no longer the rule of the majority but rather the rule of the minority and in violation of every concept of equality that we know of. And in many cases the concessions agreed upon by the leading political parties violate basic tenets of their own beliefs, which hurts the sense of justice and fairness in the entire system.”

“WE’LL HAVE TO WAIT FOR ANOTHER STORMY SEA IN ORDER TO DIRECT THE SHIPS OF REFORM, USING THE HIGH WAVES TO LEAD US IN THE RIGHT DIRECTION. IT WILL COME. IT’S INEVITABLE. AND I, AS AN OPTIMIST, STILL BELIEVE THAT IN MY LIFETIME WE’LL SEE A CONSTITUTION FOR ISRAEL.”
“Change has to be brought – and it can be changed - we can cure the system. What is needed is commitment and the ability to stand up and do what is needed even in the face of criticism.”

And the blackmail doesn’t end there. At any step along the way, a small party that joined a coalition in support of one large party can make fresh demands, threatening that if they are not met, it will resign from the government and put its allegiance behind the opposition. Furthermore, coalitions invite political pressure from both inside and outside of the prime minister’s party, putting the prime minister in the position where he or she cannot appoint cabinet ministers according to their abilities, knowledge and expertise, but must deal away the positions like so many bargaining chips in the Tel Aviv shuk (marketplace).

The effect is that “in most cases,” says Reichman, “the ministers know very little about the ministries that they are supposed to run... and the end result is very strange indeed. You have a prime minister whose ministers are not only not a matter of his real choice, but many of the ministers are his political foes and some of the ministers from his own party are his political foes within his own party, and have the ambition to replace him. So it’s a group of people who lack experience in the fields they are supposed to conduct, representing different ideologies and conflicting political aspirations.”

As a result, Israeli governments tend to be unstable, with the average government disbanding in under two years, the average minister changing jobs after one and a half years, and a staggering 70% of government decisions never implemented.

“So it’s quite a chaotic situation,” says Reichman. “You are able to wage war from time to time quite successfully. You may perhaps be able to make some international gestures, but running a country is a virtual impossibility.”

BIRTH OF A CONSTITUTION

Uriel Reichman is no newcomer to the fight to recreate Israel’s government. His battle began in January of 1986, while he was serving as dean of Tel Aviv University’s law school, when he gathered five professors and proposed that together they draft an Israeli constitution.

“As you know, Israel has no written constitution. It was in our declaration of independence that no later than October 1, 1948, a freely elected constituent assembly would establish a constitution for the state of Israel. That promise was not fulfilled.”

In place of a constitution that included a Bill of Rights, Israel instead received a partial set of ‘Basic Laws,’ and any attempts to change the system during the country’s first forty years of existence failed. Eventually, the idea of a constitution simply disappeared.

“So when I came to the professors in 1986 and said ‘let’s draft a constitution’ they looked at me as if I really needed to take a vacation,” says Reichman, smiling. Nevertheless, few can resist Reichman’s persuasive powers for long, and soon each was busy researching a different aspect of the constitution. The group held a long series of discussions, hosted conferences with experts from the Max Planck Institute for Comparative Constitutional Law and International Law, the Yale Law School and others, and finally, one and a half years later, in the summer of 1987, they presented their draft of an Israeli constitution to a group of newspaper editors and businesspeople.

“The draft constitution that we had proposed attacked major issues that we thought were vital for the functioning of the state of Israel. We proposed a change in the system of election, thereby suggesting that a change in the system of government should be introduced. We also proposed a change in the system of elections to Knesset, a change introducing a bill of rights, changing the entire dealing of the issue of state and religion, greater independence and freedom to the municipalities and a host of other reforms, stretching from legislation of the Knesset to constitutional judicial supervision of the Knesset and many other major reforms.”

To the authors’ surprise, their draft was met with great excitement, including headlines and several photo ops with the day’s politicians. Determined to see the document through to its establishment into law, Reichman formed a grassroots movement called ‘Constitution for Israel’ and began the long struggle to implement it.

He was joined at first by two friends: Al Schwimmer, a long-time supporter of Israel who fought in Israel’s War of Independence, helped smuggle airplanes to Israel and ultimately founding the Israeli Aircraft Industry, and Arie Ruttenberg, the head of an advertising firm. Later came Moti Morel, who became a political advisor, Eyal Arad, founder of Arad Communications and one of Israel’s most prominent strategic consultants, and other young idealists.

“The fight for a constitution for the state of Israel was enormous. There was a tremendous uproar in Israeli society, with people going on hunger strikes calling for adoption of our ideas for constitutional reform, and some 250,000 people demonstrating in Tel Aviv. We had campaigns with hundreds of thousands of people writing
letters to Knesset members and billboards with the names of Knesset members – those in support of the reforms and those who were opposed. Public parks were renamed for one day ‘Constitution Park’ and it was a tremendous fight.”

Finally, in 1992 at the eve of the Knesset, there was a breakthrough. A partial bill of rights was passed along with the introduction of direct elections of the prime minister. Unfortunately, the sense of victory was short lived, as there were several major elements missing, the most crucial being that the prime minister, while now being directly elected by the public, would still have to get Knesset approval for his government, and could be dismissed from office by a bare 50% and one vote of the Knesset. Also omitted were direct elections for Knesset members.

“So we got back the coalition system in all its corruptive power, and actually our basic ideas were defeated,” explains Reichman.

Instead of correcting the flaws in the system by adopting the original proposal of Reichman’s team, the new system was completely abandoned and there was a retreat to the old system, with all its flaws, still in use today.

AN ETERNAL OPTIMIST

Despite the setbacks and disappointments, Reichman believes that one day the timing will be right, the tide will change and the Israeli nation will move to a new and better form of government.

“Immediately after the last elections, there were a few moments in which I believed that people realized how bad the system is and that we’d be moving towards changing it, but the winds of change have subsided. We’ll have to wait for another stormy sea in order to direct the ships of reform, using the high waves to lead us in the right direction. It will come. It’s inevitable. And I, as an optimist, still believe that in my lifetime we’ll see a constitution for Israel, a constitution that will bring about the needed governmental reforms and have a full bill of rights and full judicial review by our Supreme Court.

“Change has to be brought – and it can be changed - we can cure the system. What is needed is commitment and the ability to stand up and do what is needed even in the face of criticism. What is needed is moving ahead without fear, and redeeming us from the poor system that has been with us from the beginning of the country.”

Until then, he continues to champion the reforms and to ensure that ongoing work at IDC is preparing for that eventuality.

Part of that work is the “Reinventing Government” project, co-run by Prof. David Nachmias. The project, which published a book two years ago, conducts workshops and encourages students at IDC’s Lauder School of Government, Diplomacy & Strategy to delve into the subject. Says Reichman, “when the time comes, I can assure you that many of the speakers for reform will come out from our school and many of our students and graduates will be on the frontline of fighting for reform. IDC is a Zionist university that is committed to the future of the country and our students are ready to take part in shaping the future of the nation.”

As to what keeps him going despite all the setbacks, the answer is clear:

“Israel is a successful society – despite its political system, not due to the political system. There are great minds here, great entrepreneurs and a tremendous commitment by the majority of the population to the future of the country.”

--- Joy Pincus

“IDC IS A ZIONIST UNIVERSITY THAT IS COMMITTED TO THE FUTURE OF THE COUNTRY AND OUR STUDENTS ARE READY TO TAKE PART IN SHAPING THE FUTURE OF THE NATION.”
THE NINTH ANNUAL HERZLIYA CONFERENCE

2009

LEADERSHIP AS STORM CLOUDS GATHER
“HOW FAR HAVE WE COME IN REALIZING DAVID BEN-GURION’S VISION FOR OUR SOCIETY – AND ARE WE HEADING IN THE RIGHT DIRECTION?”

— Prof. Uriel Reichman, founder and president of IDC Herzliya

Each ready to present the Prime Ministerial Candidate’s “Herzliya Address”: Mr. Benjamin Netanyahu, then head of the Opposition and former prime minister, then Minister of Defense and former Prime Minister, Lt. Gen. (res.) Ehud Barak and Ms. Tzipi Livni, then vice prime minister and minister of Foreign Affairs

“HOW FAR HAVE WE COME IN REALIZING DAVID BEN-GURION’S VISION FOR OUR SOCIETY – AND ARE WE HEADING IN THE RIGHT DIRECTION?”

Prof. Uriel Reichman, founder and president of IDC Herzliya, reflected upon this question as encapsulating much of what the Herzliya Conference sets out to answer. Drawing upon the founding prime minister’s writings from the early days of Israel’s statehood, Reichman recounted that with independence, the Jewish people embarked upon an unprecedented journey to live up to their legacy, rooted in the Bible and foretold by the Prophets. In this “revolution” of decisive proportions, Reichman stated that the drive to create an exemplary and moral society is not utopian: “A country whose citizens are called upon to sacrifice life, limb and comfort should be able to expect a worthy society in return.” In the course of three days of discussion and panels, the Herzliya Conference assesses where Israel stands in relation to the founders’ vision.

Prof. Reichman recognized Prof. Uzi Arad, head of the Institute of Policy and Strategy of the Lauder School of Government, Diplomacy & Strategy, for organizing this renowned forum for nine years. In announcing that Arad will be departing IDC Herzliya and the Conference to serve the country in other capacities, Reichman praised the conference he founded, which has provided a unique service to the country’s leading decision makers and thinkers.

ISRAEL AND ITS NEIGHBORS: A REGIONAL SNAPSHOT

With the ceasefire of Operation Cast Lead only two weeks old, the current situation and looking ahead claimed immediate relevance. Aharon Abramovitch, director general of Israel’s Ministry of Foreign Affairs, spoke of the need to block Hamas from attaining legitimacy, saying that this would make Israel’s diplomatic activity far more difficult on the world stage as well as in direct talks with Mahmoud Abbas, president of the Palestinian Authority.

The issue Dealing with Hamas formed a major point of discussion. Prof. Martin Kramer (Shalem Center), chairing a session on the subject, noted that anyone looking at recent events will recognize analogies between Hamas’s behavior and that of the PLO led by Yasser Arafat. Palestinian intransigence leads inevitably to Israeli isolation and concessions. According to Col. (Res.) Daniel Reisner, former head of the IDF International Law Department, the situation in Gaza defies conventional legal definitions. To overseas onlookers, Hamas is Gaza. Israel’s means of confronting this entity has no comparable precedent.

Prof. Avraham Sela (Hebrew University of Jerusalem) stated that Hamas emerged politically strengthened, its very survival regarded as a miracle – Israel’s unilateral decision to withdraw left them no other conclusion. In his view, a divided Palestinian Authority means a far more dangerous Gaza
for Israel, meaning that Israel should allow collaboration between Hamas and Fatah, between Gaza and the West Bank. Dr. Anat Kurtz (Institute for National Security Studies) observed that when it comes to the balance of power with Hamas, Fatah lost out in terms of support within Gaza and as an organization.

To MK Brig. Gen. (res.) Effie Eitam, the people of Gaza are victims – of their own choices; Hamas holds the responsibility for bringing its people into conflict and for the disaster that befell them. Hamas is indeed our address, he maintained: it is an enemy, one against which we must defend ourselves. Hamas emerged strengthened due to Israel's restraint, he said. Israel's armed forces proved themselves; the problem lies with lack of leadership at the political level. MK Dr. Yuval Steinitz, newly appointed Minister of Finance (Likud), concurred, saying that the years of Kadima's rule were good ones for Hamas and Hezbollah. He noted a similarity of the National Security Council, believes that an Israeli-Syrian agreement is probably attainable, however any such agreement will not include what Eiland calls "the illusions" regarding this agreement: Syria breaking its alliance with Iran; the impairment of Hezbollah and a change of the situation on Israel's northern border; disruption of the arms flow to Hezbollah in Lebanon; enhancement of the Israeli-Palestinian dialogue; Hamas and Islamic Jihad headquarters being forced to leave; and enhancement of Israeli relations with the Arab world. Eiland also stated that unlike the conflict with the Palestinians, which is a complicated one and needs to be resolved first, the conflict with Syria is a territorial one, like dozens of others in the world, and can wait. Maj. Gen. (res.) Amos Gilead, head of the politico-military bureau in the Ministry of Defense, pointed to the 30 years of quiet on our border with Syria and cautioned that Syria's current role in supporting terror groups poses a greater immediate threat than Iran's nuclear plans. A true agreement would bring ultimate benefit to Israel.

Discussion of The Syrian Tier and Regional Statecraft revealed sharp differences of opinion. Both Maj. Gen. (res.) Yaakov Amidror and Dr. Dan Schueftan (Haifa University) noted the unlikelihood of Syria breaking its ties with Iran and radical Islamic elements, making the prospect of real peace and normalization highly questionable. In contrast, Maj. Gen. (res.) Danny Yatom, former head of the Mossad, called for advancing the Syrian track as a higher priority than Palestinian talks, citing basic agreement reached during previous governments. Maj. Gen. (res.) Giora Eiland, former head of the National Security Council, believes that an Israeli-Syrian agreement is probably attainable, however any such agreement will not include what Eiland calls "the illusions" regarding this agreement: Syria breaking its alliance with Iran; the impairment of Hezbollah and a change of the situation on Israel's northern border; disruption of the arms flow to Hezbollah in Lebanon; enhancement of the Israeli-Palestinian dialogue; Hamas and Islamic Jihad headquarters being forced to leave; and enhancement of Israeli relations with the Arab world. Eiland also stated that unlike the conflict with the Palestinians, which is a complicated one and needs to be resolved first, the conflict with Syria is a territorial one, like dozens of others in the world, and can wait. Maj. Gen. (res.) Amos Gilead, head of the politico-military bureau in the Ministry of Defense, pointed to the 30 years of quiet on our border with Syria and cautioned that Syria's current role in supporting terror groups poses a greater immediate threat than Iran's nuclear plans. A true agreement would bring ultimate benefit to Israel.

between Operation Cast Lead and the Second Lebanon War of 2006: both sought deterrence rather than decisive victory. "If one does not set out in order to win, one is likely to fail."

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OPERATION CAST LEAD DEMONSTRATED "AN UTTER FAILURE OF JOURNALISM," WITH FOREIGN MEDIA UNWILLING TO PRESENT ANY SENSE OF CONTEXT TO THE CONFLICT. "THE WORLD HAS NOT INTERNALIZED THE REALITY OF ISLAMIC EXTREMISM AND ITS DEATH CULT MENTALITY." David Horowitz, editor-in-chief, The Jerusalem Post
Many speakers at the Conference expressed great concern regarding the ongoing open assault and wholesale delegitimation of Israel. In a session devoted to this subject, Israel’s Legitimacy under Attack – New Tools for Advocacy, MK Isaac (Buji) Herzog, Minister of Welfare and Social Services and outgoing Minister of the Diaspora and the Fight against Antisemitism, noted that we see delegitimation on multiple fronts – international law, academia and in both the left and right wings of public discourse. We are facing humanity – including global warming. Disputing this myopic view of the region and of history, Yemini cited the fact that, of the 12 million Arabs killed in conflict since the Israel’s independence in 1948, 7,000 lost their lives in the Arab-Israel conflict and the rest (11,993,000) through inter-Arab fighting or acts of terror. Anti-Zionism is the politically correct Anti-Semitism of today, Yemini maintained, while the plight of the one million Jewish refugees from Arab countries [the subject of a separate session], is forgotten. Yet despite the many inroads of this delegitimization campaign and its imminent threat, the total worldwide budget that the State allocates to its public relations is less than what Coca Cola spends on its advertising in Israel.

MK Dr. Yuval Steinitz, newly appointed minister of Finance (Likud) said that the years of Kadom’s rule were good ones for Hamas and Hezbollah.

Mr. Shimon Peres, president of the State of Israel, chatting to founder and president of IDC Herzliya Prof. Uriel Reichman at the formal opening of the conference.

Giving an overview of the global balance of power, Former Foreign Minister Prof. Shlomo Ben Ami of IDC Herzliya.

Mr. Avigdor Lieberman, chairman of Yisrael Beitenu: “Every American schoolchild pledges allegiance to the flag each morning. Only in Israel will a minister in the government refuse to sing the national anthem.”

The conference’s final speaker, Prof. Ruth Gavison, founding president of the Metzilah Center.

In an almost unimaginable situation, with Jewish communities on the front lines of Anti-Semitic attacks. However, it has not yet reached the political level, he observed, pointing to the six major world leaders who traveled to Jerusalem the day after the ceasefire to express condemnation of any rocket fire into Israel.

Of the two fronts waging battle against Israel, the military front does not pose an existential danger, according to Ben-Dror Yemini of Maariv; however, the campaign to delegitimize the State of Israel does. Unlike any other country or nation in the world, the Jewish people’s right to sovereignty is challenged through tactics that he has termed an “industry of lies” according to which the State of Israel was born in sin, lives in sin and (according to a recent European survey) is responsible for all the evilsession], is forgotten. Yet despite the many inroads of this delegitimization campaign and its imminent threat, the total worldwide budget that the State allocates to its public relations is less than what Coca Cola spends on its advertising in Israel.

To David Horovitz, editor-in-chief of The Jerusalem Post, Operation Cast Lead demonstrated “an utter failure of journalism,” with foreign media unwilling to present any sense of context to the conflict. “The world has not internalized the reality of Islamic extremism and its death cult mentality,” he said, adding, “There is little stomach for the war on terror or for war in general.” Moreover, Israel has not implemented a counter-offensive to this delegitimization, according to Horovitz, who called for a state-run hierarchy at the Cabinet level to take charge. Just as the IDF
prepared for its military targets, there should have been media-targeting that beamed Hamas violence and the abuse of its own people into homes around the world. A valuable pro-active tool noted by Prof. Leonard Saxe of Brandeis University is the success of Taglit trips in creating advocates for Israel and providing young people with the motivation to seek information.

Ambassador of Israel to the United Kingdom Ron Prossor warned that “what takes place in the UK today is the blueprint of what we will see in the United States within the next few years.” Britain’s unique role, as the seat of the Empire, of a worldwide communications network and renowned academic institutions, still bears enormous weight. Hostility from academia (Britain is the home of the “one-state solution”) and the Anglican church to Ahmedinejad’s televised BBC address to the British people on Christmas Day has a cumulative effect. While official British policy is far friendlier than the bulk of public opinion, the incessant anti-Israel rhetoric, “like the constant drip of Chinese water torture,” will continue to take a toll.

JERUSALEM, emblematic of the conflict at its heart, was the focus in a session of its own, Multi-Faceted Jerusalem. Prof. Yossi Shilhav of Bar-Ilan University analyzed the remarkable and untenable situation in which the State of Israel’s sovereignty in Jerusalem is viewed as contingent and conditional, while Hanna Siniora, co-CEO of the “Israel-Palestine Center for Research and Information,” emphasized the importance of strengthening PA president Mahmoud Abbas by accepting an agreement of Jewish sovereignty over west Jerusalem and an “Arab umbrella” over east Jerusalem. Dr. Dore Gold, president of the Jerusalem Center for Public Affairs and Israel’s former ambassador to the United Nations, stressed that only the State of Israel has preserved and guaranteed access to Jerusalem’s holy places for members of all religions, so that maintaining the current situation is in the entire world’s interest.

Related to Israel and beyond, the session Dealing with Asymmetric Islamic Terrorism dealt with ongoing challenges of the war on terror. Prof. Brahma Chellaney, (Center for Policy Research, New Delhi) remarked that “the scourge of Islamist terrorism has penetrated deeper and deeper across the world,” while extremist Wahabi beliefs are plaguing many Muslim societies. India is the laboratory for jihadist terrorism, he continued. “Many of the world’s most notorious terror attacks are replicates of earlier attacks in India. My country has the highest annual number of terror related fatalities anywhere in the world.” US defense Secretary Robert Gates’ testimonial hearings give evidence to the Obama administration’s intention to “contain” terrorism on a regional basis rather than defeat it, he added. With this kind of scaled back objective, countries like India and Israel will continue to bear the brunt. “We need a sustained international campaign against jihad and the people who use violence as a
sanctified tool of redemption.”  

Glenn Carle, former US Deputy National Intelligence Officer for Transnational Threats, added that al-Qaeda is a lethal organization, centralized and bureaucratic, linked to many equally lethal jihadist groups. Their objectives are reactionary – the elimination of Western civilization and to reinstate a caliphate through tactics of killing infidels, striking US interests first and Western interests wherever possible.

Former IDF Chief of Staff Lt. Gen. (res.) Moshe (Bogie) Yaalon asserted that the best defense is offense – which includes sanctions, diplomatic and economic isolation, blocking financing, accurate intelligence, integrated international legal collaboration – as well as military tactics. Also essential is strengthening moderate elements in the Muslim world who oppose jihadist struggle. Dr. Jamie Patrick Shea (director, Policy Planning, Office of the Secretary General, NATO) agreed, emphasizing three strategic goals in fighting terror: breaking the link between states who possess weapons of mass destruction and terror organizations, denying terrorists access to large sanctuary areas from which to prepare attacks, and severing the interconnected flow between terror activities and the piracy and drug trades which finance them. He acknowledged NATO’s past mistakes in the Afghanistan campaign and in dealing with Pakistan but stressed, “This is not a war of choice; this is a war of necessity.”

Amb. Zalman Shoval, chairman, Friends of the Institute for Policy and Strategy at IDC and former ambassador of Israel to the United States, cautioned against adopting policies and proposals which emanate from unrealistic perceptions. “The most well-intentioned offers will not impact upon positions driven by theology and ideology.”  

Amb. Igor S. Neverov, director of the North American Department, Ministry of Foreign Affairs of the Russian Federation, spoke of “Russiavision’s return to the world stage as a confident but responsible player,” eager to enhance relations with Europe and a “stable international environment.” In recalling President Obama’s intention to “reset” US-Russian relations, Neverov expressed hope for a “positive continuity, so that the 28 meetings between Putin and Bush do not go to waste” and to work together to build consensus and stabilization.

Prof. Chellaney noted “new global fault lines and a new divisiveness,” citing Asia’s rise as the world’s main creditor and economic locomotive. As “America’s banker,” particularly following Obama’s $800 trillion stimulus package, China holds greater leverage over its “client” than vice versa. For a long time, Chellaney remarked, democracy and free markets were touted as the cure for all ills, but unregulated belief in free markets brought about the global economic recession. The rise of China as a world power and authoritarian state acts as a model for other countries and poses the first direct challenge to liberal democracy since the rise of fascism in the 1930s, he continued, adding that democracy is in retreat in some countries. Existing institutions that were born of conflict and war, such as the UN and OECD, are now fading into insignificance. With the erosion of US global influence, it is no longer able to set the agenda without partners. Countering this argument, John Bolton, former US Ambassador to the United Nations, claimed that reports of America’s decline are premature and require perspective. One cannot authoritatively predict China’s rise to predominance based on a straight-line performance of 25 years. Across the past 100 years of China’s history, one sees enormous upheaval, instability and radical discontinuities.

**THE CHANGING GLOBAL LANDSCAPE**

Numerous sessions of the Conference dealt with current changes in the balance of power across the globe, “tectonic shifts, signify the birth pangs of a new world order,” according to Prof. Brahma Chellaney (Center for Policy Research, New Delhi). To Sir Michael Pakenham (former chairman of the UK Joint Intelligence Committees), the most ominous of these changes “is that we face a different sort of conflict – asymmetrical, nihilistic, jihadist. Many in Europe and elsewhere are finding it hard to come to terms with this new situation and to find a balance.”

“THREE YEARS AFTER THEN-PRESIDENT PUTIN DECLARED THAT THE FALL OF THE SOVIET UNION WAS THE GREATEST GEO-POLITICAL TRAGEDY OF THE 20TH CENTURY, RUSSIA IS AGAIN TRYING TO ASSERT THEIR HEGEMONY AND TRYING TO CONTROL THE BAKU-TBILISI PIPELINE”

-- John Bolton, former US Ambassador to the United Nations
“ONLY A SENSE OF COLLECTIVE JEWISH
“Identity can guarantee the future of the Jewish people.”
--- Leonid Nevzlin, chairman of the Nadav Fund
Cutting across the wide range of international challenges, Bolton continued, is the current threat of proliferation of weapons of mass destruction from countries like North Korea and Iran. North Korea poses a major threat in both the Middle East and northeast Asia with its pursuit of ballistic missile technology, which is the delivery system of nuclear weapons, and it is inconceivable that they and Syria would engage in a joint nuclear program without the approval and collaboration of Iran. As for how to stop Iran, he observed that the Europeans have been negotiating with Iran for five years — with the net result that Iran is five years closer to nuclear capability.

R. James Woolsey, venture partner with VantagePoint and former US Director of Central Intelligence, affirmed that we have yet to exhaust all efforts to end Iran’s race for nuclear weapons and called for the total embargo who say we are living in a time of declining American influence in the world, he concluded, “even if you’re right, you’re not going to like it.”

In a session on Nuclear Proliferation and Arms Control Initiatives, Sverre Lodgegaard, former director of the United Nations Institute for Disarmament Research, viewed Obama’s call for nuclear disarmament as posing a possible contradiction to current need for modernization. Dr. Oded Brosh of the Institute for Policy and Strategy, IDC Herzliya cautioned that we are seeing the collapse of the international norms that governed international non-proliferation and that a nuclear Iran will snowball into a regional nuclear arms race. Jonathan S. Paris of the Hudson Institute predicted that “the likelihood of fission leakage is more likely and more dangerous than the leakage of technology.” In discussing Risk Sharing: Bolstering Israel’s

“FOR THE FIRST TIME IN TWO MILLENNIA, THE JEWISH PEOPLE CAN LIVE, NOT AS GUESTS, NOT AS A MINORITY, NOT AS ‘A JEW IN THE HOME AND A FRENCHMAN OR GERMAN OR SWEDEN IN THE STREET,’ BUT AS CITIZENS OF THEIR OWN STATE, RESPONSIBLE FOR THEIR OWN DECISIONS...LIVING A FULL NATIONAL LIFE IN A PORTION OF THEIR HISTORIC HOMELAND.”

--- Prof. Ruth Gavison, founding president of the Metzilah Center

Dr. Anat Kurtz (Institute for National Security Studies) observed that when it comes to the balance of power with Hamas, Fatah lost out in terms of support within Gaza and as an organization. During the panel on “Dealing with Asymmetric Islamic Terrorism,” Former IDF Chief of Staff Lt. Gen. (res.) Moshe (Bogie) Yaalon asserted that the best defense is offense. IDC Herzliya’s Provost Prof. Rafi Melnick’s presentation of the Herzliya Indices provided the annual attempt “at quantifying elements of Israel’s national resilience in numerous spheres.”

of any products into or out of Iran, including boycotts of companies and their subsidiaries which do business with Iran. Bolton recalled, “Three years after then-President Putin declared that the fall of the Soviet Union was the greatest geo-political tragedy of the 20th century, Russia is again trying to assert their hegemony and trying to control the Baku-Tbilisi pipeline,” and that the world is watching to see what repercussions countries like Russia, North Korea and Iran will face. In likening Obama’s foreign policy statements to those of George McGovern, whose Vietnam-era campaign slogan was “Come home, America,” Bolton wondered, “If this anti-interventionist policy does indeed unfold, what will happen when Europe notices that when they turn around, we’re not there?” For those

Strategic Partnerships, Ralf Fuecks, president, Heinrich Boll Foundation, asserted that within Europe, the view of Israel and the relationship between them is inevitably colored by depictions of the Israel-Palestinian conflict, influenced even further by the growing voting bloc of Islamic immigrants. At the same time, Tommy Steiner, of the Institute for Policy and Strategy at IDC Herzliya, noted that when one looks at the current NATO-Israel relationship, both sides are motivated by equally strong self interests.
WEATHERING THE STORM: THE WORLD ECONOMIC CRISIS

With global developments - political and strategic - occurring within the context of the current economic crisis, numerous sessions focused on themes related to the “recalibration” of financial governance, risk management and regulation in order to weather the storm. IDC Herzliya Provost Prof. Rafi Melnick’s presentation of the Herzliya Indices provided the annual attempt “at quantifying elements of Israel’s national resilience in numerous spheres.” Compared to the 30 member countries of the OECD, Israel “is closing the gap,” but still falls “far from the average.” Among sobering findings is that “Israel's economic resilience does not automatically trickle down to the social sphere,” leaving too many members of the society at risk, a finding borne out by statistics reported by Gen. Uzi Dayan (ret.), chairman of the Sderot Conference. Melnick noted that the current economic crisis is unprecedented and must call for a new financial architecture from government, finance and academia. Praising the Bank of Israel’s involvement, he cautioned that the deficits resulting from tax cuts will produce major problems.

ISRAELI SOCIETY IN THE FACE OF MULTIPLE CHALLENGES

The issue of how Israeli society can best face the current constellation of challenges, threats and opportunities, provided the platform for a full range of sessions, including discussion of the Imperative for Government Reform and of Energy, Security and Global Geopolitics. MK Isaac (Buji) Herzog, minister of Welfare and Social Services, stated that the recent war showed impressive coordination between the local regional councils, social services and the military; this time, the government took charge and ran the show and not NGOs. MK Elie Yishai (Shas), deputy prime minister and minister of Industry, Trade and Labor, called for Israel to enlist an economic model for peace building, providing incentives for Palestinians to abandon their own in-fighting and reach genuine agreement with Israel.

A full day of sessions in the Chais Auditorium discussed the current educational system, focusing on the impact of Israel’s technology industry, R&D and the economy. The session Can the Digital Revolution Change the Educational Reality? discussed how educational resources and content are readying the next generation for tomorrow's challenges and helping level the playing field so that opportunity extends to all members of society. Outgoing Minister of Education Prof. Yuval Tamir noted that in order to bring youth into closer proximity with the digital revolution, the Ministry is in the process of a comprehensive integration of computerization into the school system. The Ministry installed 25,000 computers into schools across the country in 2008, and helped create websites for individual...
schools, which enhance communication within the school and between school and Ministry, as well as the “Grand Portal,” which holds curriculum material for all subjects and age levels.

Demographic realities contribute to this complex picture, as examined in the panel Are Mixed Cities the Face of the Future for Israel? Prof. Aliza Shenhar, president of Emek Jezreel College, noted that many of the Jewish residents of Israel's newer mixed cities come from the former Soviet Union, setting the stage for cultural frictions. Yet Prof. Amnon Rubinstein, former president of IDC Herzliya and minister of Education, reminded participants that most of the world's cities are mixed and that every one of them – even where there is no national conflict – lives with serious problems due to different cultural values and norms. Israel is actually in a much better situation than other mixed cities, according to Rubinstein, pointing to Louvain, Belgium, where, despite the populations sharing the same religion and language, the entire French population was exiled noting that leaders and educators have sought meaningful exposure to Jewish knowledge and programs for communities and their members. Prof. Yoav Shoham (Stanford University) introduced the Peoplehood Index, an attempt to measure levels of connection among the Jews of the United States and Israel. Panelists presented “preliminary but instructive” findings which indicated a close correlation of attitudes between American and Israeli Jews despite differences in their respective behaviors and levels of knowledge. Importantly, as noted by Prof. Steven M. Cohen (Hebrew Union College), the findings indicate a “huge reservoir of good will.” The challenge is to “translate these good feelings into knowledge” in order to maintain and enhance this “relatively high level of peoplehood.” To Dr. Misha Galperin, executive vice president and CEO of the Jewish Federation of Greater Washington, our goal is to promote a collective sense of the Jewish people as “a family with a mission.”

In a session on “Nuclear Proliferation and Arms Control Initiatives,” Mr. Sverre Lodguard, former director of the United Nations Institute for Disarmament Research Panelists for “Are Mixed Cities the Face of the Future for Israel?” Mr. Amnon Be’er-Sulitzeanu, co-executive director, Abraham Fund; Prof. Rassem Khamaisi, Department of Geography and Environmental Studies, Haifa University; Mr. Kamel Agbaria, chairman, Neighborhood Committee, Jaffa Arab Quarter Prof. Aliza Shenhar, president of Emek Jezreel College

“WE CANNOT LOSE FAITH IN THE JUSTICE OF OUR MISSION, FOR IT IS THROUGH THIS MISSION THAT WE ARE TRULY MEMBERS OF THE FAMILY OF NATIONS.”

--- Prof. Ruth Gavison, founding president of the Metzilah Center

and an entirely new city for 60,000 had to be built at huge cost; or Belfast, Northern Ireland, where seven separation walls still stand since the peace agreement and have even been made taller. Our coexistence situation is better by far, he stated and predicted that Israel will become one mixed city, bringing potential relief to our national problem. Rubinstein called for a bi-lingual curriculum beginning in primary schools across Israel and noted that we do not hear from the small but silent proportion of Israeli Arabs who strongly identify with Israel.

“A FAMILY WITH A MISSION” Leonid Nevzlin, chairman of the Nadav Fund, opened the session Global Jewish Peoplehood: Metrics and Policies stating, “Only a sense of collective Jewish identity can guarantee the future of the Jewish people;”

THIS THEME carried over to the closing session of the conference, which Prof. Uriel Reichman described as the opportunity to present a common vision following the days of discussion. In an overview of the global balance of power, former Foreign Minister Prof. Shlomo Ben Ami of IDC Herzliya spoke of the Jewish people as a phenomenon carrying a deeply rooted and universal message.

Prof. Uzi Arad conveyed a sense of deep foreboding in his parting address as Chairman of the Herzliya Conference, stating plainly that “the State of Israel is in mortal danger.” In the face of an unprecedented threat to its existence from Iran, Israel’s leaders seem unable to mount effective deterrence to its enemies. The promise to respond to ceasefire breaches remains largely a bluff. Arad traced this incapacity to what he termed four “pathologies” that plague the country: ignorance, denial, cynicism and the
“THE BEST DEFENSE IS OFFENSE – WHICH INCLUDES SANCTIONS, DIPLOMATIC AND ECONOMIC ISOLATION, BLOCKING FINANCING, ACCURATE INTELLIGENCE, INTEGRATED INTERNATIONAL LEGAL COLLABORATION – AS WELL AS MILITARY TACTICS. ALSO ESSENTIAL IS STRENGTHENING MODERATE ELEMENTS IN THE MUSLIM WORLD WHO OPPOSE JIHADIST STRUGGLE.”

--- Former IDF Chief of Staff Lt. Gen. (res.) Moshe (Bogie) Yaalon
“Shabbatean” tendency to believe empty promises. Will our leaders show the sober professionalism to navigate through these dangerous waters, he wondered.

The conference’s final speaker, Prof. Ruth Gavison, founding President of the Metzilah Center, said in response that she disagreed with Arad’s grim assessment. The founding of the State of Israel, she asserted, represents an astounding achievement, making Zionism one of the great successes of the 20th century and we have faced conditions which were no less threatening. “For the first time in two millennia, the Jewish people can live, not as guests, not as a minority, not as ‘a Jew in the home and a Frenchman or German or Swede in the street,’ but as citizens of their own state, responsible for their own decisions...living a full national life in a portion of their historic homeland.”

The question “what kind of State do we want,” Gavison continued, is the source of a current malaise, but these questions stem from our very success and a growing tendency to forget that “the Third Commonwealth is not a given and the course of history conceivably can go either way.” Israel’s founders succeeded in establishing the State due to their shared belief in the justice of the cause and the ability to distinguish the essential, between what truly matters and what doesn’t.

Gavison called for the creation of a “meaningful” citizenship for all of Israel’s citizens and, as practiced in many countries, providing human rights to its individual citizens, while not on a group level. She maintained that distinctiveness of groups is legitimate, but abusing the national budget to perpetuate this distinctiveness is not. The country must not sell out the basic principles of a compulsory core curriculum in the school system or the idea of a collective citizenship, even for the sake of a coalition. Arab citizens will need to understand that this country offers them a great deal, while it also preserves its identity as a Jewish state, she said. We must hold on to these principles for the sake of our common enterprise.

Yes, Israel must always pursue peace, Gavison stated, but, just as it takes two to tango, we will have peace only when our neighbors understand that we cannot be beaten. While no one relishes the idea of unending war, a people in despair and desperate for peace will never achieve it. “We cannot lose faith in the justice of our mission, for it is through this mission that we are truly members of the family of nations.”

As Prof. Uriel Reichman summarized, referring again to David Ben-Gurion, “the source of Israeli society’s triumph and its ultimate strength lies with citizens from every walk of life who come to give and not take, who earn a living, serve in the army and reserves, abide by the law, who raise their children with the love of this land and its people and act morally to all.”

--- By Jennifer Roskies
“THE STATE OF ISRAEL IS IN MORTAL DANGER...IN THE FACE OF AN UNPRECEDENTED THREAT TO ITS EXISTENCE FROM IRAN, ISRAEL’S LEADERS SEEM UNABLE TO MOUNT EFFECTIVE DETERRENCE TO ITS ENEMIES. THE PROMISE TO RESPOND TO CEASEFIRE BREACHES REMAINS LARGELY A BLUFF.”  --- Prof. Uzi Arad, Herzliya Conference chairman
EFI ARAZI SCHOOL OF COMPUTER SCIENCE: THE MINDS OF TODAY, THE

#1 IN INCOME EARNED BY GRADUATES FOLLOWING GRADUATION

- ACCORDING TO A NATIONAL SURVEY BY THE COUNCIL FOR HIGHER EDUCATION
What makes the Efi Arazi School of Computer Science at IDC unique? According to founding dean and current IDC Professor of Information Technologies Prof. Shimon Schocken, “among other things, we have one of the strongest teams in Israel - perhaps in the world - in the general field of visual sciences.”

Since the school’s inception 13 years ago, it has been a pioneer in the world of computer science. For example, it was the first program, probably in the world, to teach Java as a programming language. Back in 1996, Java was brand new, just two years in the market; there were no textbooks on it and few talked about it as a viable language.

“We sensed the trend,” says Schocken, “and built our Introduction to Computer Science course around it. Now, almost every school uses it.”

Continuing in this pioneering effort, the school’s curriculum remains dynamic, with courses changing and evolving according to the market and its needs. Currently there are several concentrations offered, such as computer gaming, presented in collaboration with IDC’s Sammy Ofer School of Communications; security, in which students immerse themselves in cryptography and systems security to prepare for careers in one of today’s hottest fields; and business, in which students take classes with faculty members from IDC’s Arison School of Business to prepare for careers in management and entrepreneurship.

The school competes against some of the best computer science programs in the world, and comes out shining. Its secret weapon? According to Schocken, “it’s a cliché, but our main strength is our people – both faculty and students.”

While the school is flooded with candidates each year, all desiring a coveted position on faculty, most are turned away, often with regret. Says school dean, Prof. Gadi Taubenfeld, “The number applying is more than what we currently need or can afford in today’s economy. Of course it would be great if we could get donations for 5 chairs that would allow for an expansion of the faculty, but for now – the staff we have are the best of the best.”

The school ensures the quality of its staff by placing a strong emphasis not only on lecturing abilities, but on research, and faculty members who remain are those who have proven themselves both in the classroom and the lab. To date the school has raised over 10 million shekels in research.

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**OUR MAIN STRENGTH IS OUR PEOPLE – BOTH FACULTY AND STUDENTS.**

--- Prof. Shimon Schocken
“AMONG OTHER THINGS, WE HAVE ONE OF THE STRONGEST TEAMS IN ISRAEL - PERHAPS IN THE WORLD - IN THE GENERAL FIELD OF VISUAL SCIENCES.”

--- Prof. Shimon Schocken
funding from Israel’s Chief Scientist’s Office, Ministry of Commerce, National Academy of Science and private corporations, including IBM and Mercury.

A quick glance at the faculty roster confirms how very elite the lecturers are: all have studied, instructed or completed post-doctorate fellowships at major American universities, and all regularly publish in the world’s best journals and conferences. Many have impressive accomplishments outside the world of academia, with patented inventions and successful companies to their names. They are invited to sabbaticals in leading schools like Stanford and Harvard.

One faculty member, Dr. Anat Bremler-Barr, has her name on no less than nine patents, and was co-founder and chief scientist of Riverhead Networks Inc., a company that was established to provide protection from Denial of Service attacks, and acquired by Cisco Systems in 2004.

Another faculty member, Dr. Ariel Shamir, created a revolutionary new technology, “Content Aware Image Resizing,” soon to become a standard feature of Photoshop. With Shamir’s invention, users can resize pictures without changing the integrity of their feature images, and remove images from within a picture without any sign that they were once there (one anticipatory user commented in delight that he can finally remove his ex from all his old photographs). Videos demonstrating the product and explaining how it works are posted on YouTube and to date there have been over one and a half million downloads of Shamir’s research paper.

But the faculty members aren’t the only ones responsible for the school’s reputation.

The school’s founder, Efi Arazi, is a leading international high-tech entrepreneur, responsible for significant breakthroughs in both technology and business. After completing his studies at MIT, Mr. Arazi joined the Raytheon Company, where he was a member of the team that developed the
camera used to broadcast the first pictures from the surface of the moon. After returning to Israel, he set up the Scitex company, which introduced the first digital pre-press computer and CCD scanner to the world in 1979. These achievements turned Scitex into a world leader in digital printing. In 1990 Mr. Arazi founded the EFI (Electronics for Imaging) company, which invented a controller and program that made it possible to turn any copy machine into a high-quality color printer. His appreciation of the connection between high-tech and academia led him to become an enthusiastic supporter of IDC Herzliya, where he lends his name to the school of computer science and gives an annual scholarship in honor of Colonel Ilan Ramon, the Israeli astronaut who died in the 2003 Columbia Space Shuttle tragedy.

The track records of the school’s graduates are extremely impressive, with bachelor students going on to complete graduate programs at Harvard, Columbia, Cornell, Chicago, Northwestern, Carnegie Mellon and MIT, as well as many other distinguished schools. Others have followed paths into the world of business, with dozens creating start-up companies, several of which have already had exits and sold for millions of dollars. One such star is Ishay Green, CTO and founder of Soluto, whose startup company, founded during his undergraduate studies, ultimately sold for $20 million.

The school also offers a strong masters program, which according to Taubenfeld, “is now gaining momentum and we hope it will be another way to improve the overall quality and status of computer science studies in Israel.”

Taubenfeld, formerly a research scientist at Yale University and at AT&T Bell Laboratories, recently published the book, *Synchronization Algorithms and Concurrent Programming*, currently being used as a textbook in leading universities around the world. Schocken, a former professor at New York University and director of NYU’s undergraduate program in information systems, was just nominated by the Ministry of Education to be the Head of the Computer Science Education Committee for all Israeli high schools.

A few years ago, Schocken coauthored the internationally renowned *The Elements of Computing Systems: Building a Modern Computer from First Principles*. This was the result of years of work to develop a course that enables students to gain an integrated, holistic view of applied computer science by building a complete computer system from scratch. The book, published by MIT Press and recently translated into Chinese and Polish, is used internationally as a textbook. Students and professionals can access all of Schocken’s work on the subject for self-study through the website www.idc.ac.il/tecs. Schocken himself has taught the course at IDC, as well as at Harvard. Students’ feedback has been excellent, stating how the class affected their way of thinking and approaching the field.

Today, the school’s primary goal is to establish a doctoral program. According to Taubenfeld, everyone is ready and everything is in place, with faculty members already supervising students at other universities. All they need is an official confirmation from the Israeli Council for Higher Education, which they hope to secure in the near future, as the undergraduate and master’s degrees presently offered are fully accredited.

--- Joy Pincus
THE TRACK RECORDS OF THE SCHOOL’S GRADUATES ARE EXTREMELY IMPRESSIVE, WITH BACHELOR STUDENTS GOING ON TO COMPLETE GRADUATE PROGRAMS AT HARVARD, COLUMBIA, CORNELL, CHICAGO, NORTHWESTERN, CARNEGIE MELLON AND MIT

UNIQUE SCHOLARSHIP PROGRAM IN ISRAEL

KEREN OR: A RAY OF LIGHT

One very special program at the Efi Arazi School of Computer Science is Keren Or (Ray of Light), established by Orie De-Levi. De-Levi, a former combat pilot who graduated from the Efi Arazi School, went on to become a successful entrepreneur who chose to share that success by creating a unique scholarship fund.

The Keren Or program offers second chance scholarship to disadvantaged students who, because of problematic socio-economic backgrounds and low test scores, would otherwise not be accepted to computer science departments in Israel.

“We don’t put a great emphasis on their test scores,” explains Prof. Shimon Schocken. “Instead, we look for natural talent and leadership potential. Every year we scout all over Israel, mainly in the peripheral areas, and bring to IDC several dozen candidates who were recommended by community leaders, high school teachers and army commanders.”

These promising students endure a week-long ‘boot camp’ of mathematics, while the faculty tries to assess their academic aptitude and ability to deal with the computer science program. The ten best students are chosen to join the program with full scholarships, and each is assigned a student mentor, typically an outstanding senior student, who then assists them throughout their studies.

The program, which was also adopted by the Arison School of Business, became one of IDC’s greatest sources of pride and accomplishment.

“First of all,” says Schocken, “the average GPA of these students is only slightly less than the overall student body GPA, which is incredible. These students would not have been accepted anywhere, yet given a chance, they do almost as good as others - and some end up as dean’s list students. And all of them, upon graduation, find work at high-tech companies. If only for that, it was worth it to start this whole school - to bring all these young people from nowhere, to leading positions in the industry.”
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THE ARISON SCHOOL’S GLOBAL MBA PROGRAM – PREPARING FUTURE INTERNATIONAL BUSINESS LEADERS

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“CURRENT CHANGES IN THE ECONOMY ARE REFLECTED IN THE MATERIAL....WE HAVE STARTED TALKING ABOUT IT IN THE FINANCE AND ACCOUNTING COURSES, EXPLAINING THE PROBLEMS AND TRYING TO UNDERSTAND THEM, AS WELL AS GLOBAL STRATEGIES FOR DEALING WITH CHANGES IN THE WORLD BALANCE OF POWER.”

--- Prof. Elazar Berkovitch, dean of the Arison School of Business

The only one of its kind in Israel, the Arison School of Business’s new Global MBA Program (GMBA) is preparing the future leaders of Israel’s economy and leaders from other countries to do business in the global arena.

The program, now in its second year, is taught completely in English to students from both Israel and around the world. Classes are twice a week, as most participants have full time jobs, and students are encouraged to “bring the job to class and take class to the job,” says school dean and program founder, Prof. Elazar Berkovitch.

What sets the school apart from any other here in Israel is its global aspect, which was developed by Prof. Berkovitch, a former finance professor at the University of Michigan and a graduate of Kellogg’s School of Business, along with faculty members and global business experts such as Prof. Jerry Wind from the Wharton School and Prof. Oded Shenkar from Ohio State University’s Fisher College of Business.

Classes include core MBA material and specialized, in-depth studies on global regions of interest, with one specific area focused on each year. This year’s focus is on China, with three special courses offered: one on the country’s history, political structure and economy; another on how to conduct business negotiations in China; and a third on strategic business practices. At the end of the year, student will embark on a study trip to China, where they will visit the country’s main industrial sites and companies. Also joining the trip will be Israeli businessmen interested in the Far East, increasing the trip’s diversity and allowing for beneficial networking among the participants.

“I FOUND FROM DAY ONE THAT I COULD USE AND APPLY AT WORK WHAT I’VE LEARNED IN CLASS.”

--- Rhona Morris, first year student GMBA
“IT’S PRACTICAL AND FUNCTIONAL – I JUST USE EVERYTHING I’VE LEARNED. IT’S NOT THEORY – IT’S APPLICABLE, AND I GET TO SEE THE COURSE COME ALIVE.”

--- Rhona Morris, first year student GMBA

Next year’s region of interest is India, followed the year after by the European Union. Future regions, as well as core curricula, will be chosen by the faculty as they assess the direction of the world economy and the challenges that students will face.

According to Prof. Berkovitch, “Current changes in the economy are reflected in the material. For example, we don’t know yet the full impact of the current economic crisis, but we have started talking about it in the finance and accounting courses, explaining the problems and trying to understand them, as well as global strategies for dealing with changes in the world balance of power.”

In light of the global economic crisis, other new topics recently added to the curriculum include sustainability, ethical laws and compensation, with a course on regulations now in development.

One of the program’s strongest features is the top-rate quality of its faculty, with most lecturers having been lured away from the US and some of the world’s top business schools, including the University of Pennsylvania’s Wharton School, the University of Chicago’s Booth School, London Business School, Northwestern University’s Kellogg School and Columbia University, to name just a few.

The class is made up of a diverse mixture of races, religions and nationalities, with students arriving from the US, Austria, Germany, France, Nigeria and Israel. One of the most attractive features for students is that they receive
a high level of education from some of the world’s top professors, but at a price that is extremely affordable compared with similar institutions in the US or Europe.

According to Rhona Morris, a first year GMBA student, the program is everything she hoped for and more:

“I found from day one that I could use and apply at work what I’ve learned in class,” says Morris, VP of Business Development at Activepoint, a local hi-tech company. “It’s practical and functional – I just use everything I’ve learned. It’s not theory – it’s applicable, and I get to see the course come alive. I was in a board meeting with a multi-billion dollar company and what was coming out of my mouth was terminology and concepts I’d learned within the course. Without it, I would not have been able to convey the same kinds of ideas.”

One of the most important things Morris has learned so far is how to talk to clients: “One of the key things is having the right language when you speak to somebody abroad, and that’s exactly what this program has given me.”

As this fledgling program takes flight, future plans include expanding the student body to include participants from more countries, and to increase the roster of international professors.

--- Joy Pincus
Growing the Ranks of the Best and The Brightest: IDC Welcomes its New Faculty

IDC HERZLIYA IS PROUD TO INTRODUCE OUR OUTSTANDING NEW LECTURERS. HERE IS A LOOK AT THEIR ILLUSTRIOUS BACKGROUNDS, AS WELL AS THEIR UNIQUE PERSONALITIES AND POINTS OF VIEW.
**PROF. HANNA ADONI**

Prof. Adoni taught at Hebrew University and the Max Stern Academic College prior to joining the Sammy Ofer School of Communications. She held positions on several committees at Hebrew University during her 20 years on staff, including the Social Science Development Committee and the Steering Committee for the Center of Information and Research on Processes of Aging in Israel, and she was Chair of the Department of Communication and Journalism. She has performed extensive funded research for the past 30 years, most recently on 'Literacy and Reading in Israel,' for the Smart Foundation. Prof. Adoni received her BA, MA and PhD from Hebrew University, and did her post-doctorate work at Yale University in the US. She has published and presented over 100 articles and papers in world-renowned journals and conferences.

Q. What is your favorite movie?
A. *Gone with the Wind*

Q. If you could have dinner with any one person, dead or alive, who would it be?
A. William Shakespeare

Q. What is the most interesting book you've read this year?
A. *Infidel*, by Ayaan Hirsi Ali

Q. What is the most important challenge to Israeli academia?
A. In my opinion, the Israeli academia's greatest challenge is to maintain the high level of its academic freedom and excellence of research, while simultaneously developing new and better communication channels with the Israeli public - channels that will enable its members to explain the relevance of their work and its unique contribution to Israeli society.

Q. Why did you come to IDC?
A. I came to IDC because Dr. Noam Lemelshtrich-Latar, my colleague and friend from many years ago, invited me and convinced me that the School of Communications at IDC is a school with "difference" and that I shall find it challenging and inspiring in spite of my long experience with communication teaching. And he was absolutely right.

**MICHAL COHEN**

Michal Cohen comes to the Sammy Ofer School of Communications as part of the Shari Arison Center for Media Leadership, having previously taught at Tel Aviv University's Department of Political Science and International Relations. Her vast business experience includes acting as the CEO of Comme Il Faut Café, a wide range of private management and consulting, and a period in hotel management. After studying at the Tadmoor School for Hotel Management and the College of Management's Department of Business Management, Ms. Cohen went on to receive her BA from the Open University's Department of Political Science and International Relations and her MA from Tel Aviv University's Department of Diplomacy Studies.

Q. What is your favorite movie?
A. *The Hours*

Q. If you could have dinner with any one person, dead or alive, who would it be?
A. Henry Kissinger

Q. What is the most interesting book you've read this year?
A. *Les Bienveillantes*, by Jonathan Littell

Q. What is the most important challenge to Israeli academia?
A. Preventing the brain drain; research and development; quality and excellence

Q. Why did you come to IDC?
A. To work under the auspices of the Shari Arison Center for Media Leadership, to run a mutual project
**FEATURES**

**DR. SARIT GUTTMAN-STEINMETZ**

Dr. Guttman-Steinmetz joins the New School of Psychology following her post-doctoral research in childhood behavioral problems at SUNY Stony Brook's Department of Psychiatry, where she also received her doctorate degree and a full five-year academic scholarship for excellence. She recently received the Marie Curie grant to study "The Cumulative Effects of Exposure to Political Violence, Family Ties, and Individual Vulnerabilities on the Development and Maintenance of Aggression in Children."

Q. Why did you come to IDC?
A. Searching for a job in Israeli academia, I was looking for an institution that values and encourages high level research and teaching, and that will help in retaining my professional connections overseas. While many academics may view IDC's lack of tenure track unfavorably, I see it as a mechanism for encouraging excellence in research and in teaching. Moreover, IDC's international connections and emphasis help me in maintaining my professional connections overseas, and even encourage new ones. Finally, the friendly, supportive and warm atmosphere I felt at IDC during my visit convinced me that working here would be invaluable, not only at the professional level, but at the social level as well.

Q. What is your favorite movie?
A. Cinema Paradiso

Q. If you could have dinner with any one person, dead or alive, who would it be?
A. Barack Obama

Q. What is the most interesting book you've read this year?
A. Barack Obama

Q. What is your favorite movie?
A. I was inspired by IDC's vision of using knowledge and expertise as a basis to making significant contributions to the society in which we live.

**DR. LIAT HADAR**

Dr. Hadar comes to the Arison School of Business having taught MBA classes at the Anderson School of Management at UCLA, where she also received a Fulbright fellowship to be a visiting scholar. She has taught at Ben Gurion University, where she received a BA in Behavioral Sciences, and an MA and PhD in Psychology, both summa cum laude. One of her lines of research focuses on the way choice is constructed under risk, uncertainty and ambiguity, where consumers have limited information about the product category. Dr. Hadar also investigates the nature of social influence on advice taking and giving, and the self-other discrepancy in personal decisions and advice giving situations.

Q. What is your favorite movie?
A. I really don’t have a favorite movie.

Q. If you could have dinner with any one person, dead or alive, who would it be?
A. The late Prof. Amos Tversky. Prof. Tversky was a very well known Stanford professor. He began his career as a cognitive psychologist but very quickly extended his research to different domains: Decision Making, Behavioral Economics, Marketing and Management. Unfortunately, Prof. Tversky passed away just a few years before one of his most important contributions was acknowledged by the Nobel Prize committee, who awarded his close colleague, Daniel Kahneman, a Nobel Prize in Economics (in 2002). For me, Prof. Tversky represents what I aspire to be as a young researcher: a researcher who conducts rigorous research, a researcher who is able to see beyond disciplinary consensus and methods, a person who has true passion for understanding how things work and who is committed to passing this knowledge on to her students and colleagues.

Q. What is the most interesting book you’ve read this year?
A. Nudge: Improving decisions about health, wealth and happiness, by Richard H. Thaler and Cass R. Sunstein. This book presents the concept of ‘choice architecture’; the notion that the choice set can be organized such that decision makers will make better decisions. The idea is improving decisions while maintaining the existing choice alternatives and freedom of choice. The authors give the example of a cafeteria designer who places the healthy meals at eye-level and in so doing, increases the likelihood that healthy meals will be chosen. Other examples include the choice of investing in pension plans, choosing investment portfolios, medical insurance and more. This book shows that the lives of many people can be significantly improved simply by restructuring the choice options.

Q. What is the most important challenge to Israeli academia?
A. Over the years, Israeli academia has nurtured many highly accomplished academics. Unfortunately, many of them currently hold positions abroad, where they are offered significantly superior research resources, positions in prestigious institutions and a higher standard of living. Losing so many qualified researchers affects not only the research level in Israel, but the teaching level as well. If students do not have the best to learn from, they are less likely to become the best themselves. I am afraid that unless major measures are taken to encourage Israeli academics to return to Israel, the deterioration that we witness at the lower education level will permeate to the higher education as well.

Q. Why did you come to IDC?
A. I was inspired by IDC's vision of using knowledge and expertise as a basis to making significant contributions to the society in which we live.
DR. ERAN HALPERIN

Dr. Halperin joins the Lauder School of Government, Diplomacy & Strategy upon his return to Israel, following post-doctorate work at Stanford University’s Stanford Center on International Conflict and Negotiation. Prior to that, he performed post-doctorate work at the University of Haifa, Israel and Kent University, US, and was part of the adjunct faculty at the University of Haifa and the Emek Yezreel College. Dr. Halperin has been the recipient of numerous awards, including the award for the best paper presented in political psychology at the 2007 APSA; the 2007 Outstanding PhD Dissertation Award, presented by the Israel Political Science Association, and the 2007 Fulbright–Yitzhak Rabin award for post-doctoral scholarship, presented by the United States-Israel Educational Foundation. Dr. Halperin received his BA, MA and PhD from the University of Haifa.

Q. What is your favorite movie?
A. *Late Summer Blues* (Israeli)

Q. If you could have dinner with any one person, dead or alive, who would it be?
A. Anwar Sadat

Q. What is the most interesting book you’ve read this year?
A. *Until the End of the Land*, by David Grossman

Q. What is the most important challenge to Israeli academia?
A. Interacting with Israeli society, mainly in regard to the peace process in the area

Q. Why did you come to IDC?
A. I came to IDC because I see it as a warm and dynamic place with an important vision both in the academic aspects and in the societal-educational ones.

DR. NAVA LEVIT-BINNUN

After a stint as a research fellow at the Weizmann Institute, Dr. Levit-Binnun joins the New School of Psychology, where she is now establishing the new unit for applied neuroscience as co-director, along with Dr. Daniel Levy. She has received prizes for her PhD and Master’s thesis work at the Weizmann Institute, both in neurobiology. One of Dr. Levit-Binnun’s projects currently in development is a physiological system that can help parents of children with developmental problems learn how to interact with their children in a development-promoting way. The system provides online, real-time feedback for the parents regarding their child’s emotional and arousal states, so that they can ‘tune’ their child into a state in which the child is most able to recruit attention and motivation to learning and interaction.

Q. What is your favorite movie?
A. I am not a one-movie type of person…one of the latest movies which I enjoyed was *The Reader*, directed by Stephen Daldry and with Kate Winslet.

Q. If you could have dinner with any one person, dead or alive, who would it be?
A. I would love having dinner with Francesco Varela, an outstanding neuroscientist and Buddhist who died in 2001. Varela’s work greatly advanced the view that human cognition and consciousness can only be understood in terms of a complex system with self emerging properties. He was the one that initiated the meetings between neuroscientists and the Dalai Lama, which opened up a new and exciting field in brain research and gave eastern traditions a scientific legitimacy.

Q. What is the most interesting book you’ve read this year?
A. *Zen Mind, Beginners Mind*, by Shunryu Suzuki

Q. What is the most important challenge to Israeli academia?
A. Not to become a third-world country in Science.

Q. Why did you come to IDC?
A. I came to Mario Mikulincer, the dean of the New School of Psychology, more than a year ago, and told him about my initiative to create a research and therapy center for developmental disorders. Mario liked the idea very much as it fitted well with his dream to build in the IDC an applied neuroscience center in which researchers are very connected to society and try to apply understandings about the brain to the benefit of society - something similar to centers in some top universities in the US. He proposed that we try to search for funding for such a center and when the funding was found I joined the department to help establish this center.

A LEADER TAKES PEOPLE WHERE THEY WANT TO GO.
A GREAT LEADER TAKES PEOPLE WHERE THEY DON'T NECESSARILY WANT TO GO BUT OUGHT TO BE. - Rosalynn Carter
Dr. Sarit Markovich joins the Arison School of Business as an assistant professor, having previously taught at the Management and Strategy Department of the Kellogg School of Management at Northwestern University and the Recanati School of Business Administration. She did her post-doctoral fellowship at the University of Chicago and received her PhD in Economics at Tel Aviv University. Dr. Markovich’s research interests focus on strategic interactions in markets with network effects, patents and licensing, enterprise-wide systems and strategic pricing in IT markets. Her honors include merit scholarships for her master’s and doctoral studies, and the EARIE Young Economists’ Essay Competition Award. Her work has been published in The Economic Quarterly, the Journal of Economic Dynamics and Control and the Rand Journal of Economics, among others.

Q. What is your favorite movie?
A. My favorite movie is Top Secret. It’s a parody from the ’80s on the Elvis and WWII spy movies. I haven’t watched it in years; I guess it’s time to watch it again and see if it’s as funny as I remember it...

Q. If you could have dinner with any one person, dead or alive, who would it be?
A. Definitely, Steve Jobs. A student of mine once interviewed him in London, and claims he’s very rude. But I’ll take my chances.

Q. What is the most interesting book you’ve read this year?
A. In the kitch category – Twilight, by Stephenie Meyer; in the ‘good books’ category - A Thousand Golden Suns, by Khalid Hosseini, which is also the cruelest book I have ever read.

Q. What is the most important challenge to Israeli academia?
A. Absolutely, the ‘brain drain’. High education institutions in the US offer high salaries and great benefits. Israel should do its best to attract the Israeli scholars back home.

Q. Why did you come to IDC?
A. I fell in love with IDC during my campus visit. I just loved the ambiance of the place; relaxed yet vigorous. I also like the international atmosphere at IDC; you walk around and hear so many different languages.
**SHAHAR MELION**

Shahar Melion brings to the Sammy Ofer School of Communications his vast experience in the world of media. The founder, owner and CEO of Static TV Design Ltd., a production company that provides a wide range of on-air graphic solutions, he previously worked as the lead CG artist and animator for Virtual Point, in the field of life science multimedia, as well as for several other media companies. Mr. Melion, who received his degree in multimedia from Camera Obscura, was also a senior lecturer for the Sela Group.

Q. What is your favorite movie?  
A. *Forrest Gump*

Q. If you could have dinner with any one person, dead or alive, who would it be?  
A. Robin Williams

Q. What is the most interesting book you’ve read this year?  
A. None

Q. What is the most important challenge to Israeli academia?  
A. Brain drain

Q. Why did you come to IDC?  
A. The challenge of teaching a unique field that you won’t get in any other place.

**DR. ORA NAKASH**

Dr. Nakash joins the New School of Psychology, having been an instructor in psychology and a clinical fellow at Harvard Medical School. She has received honors including the Clara Mayo Memorial Fellowship for the advancement of women’s research, the Felicia Sorembe Lambros Scholarship Fund award for research in the social sciences and several academic awards of excellence from Tel Aviv University, Haifa University and the Wolf Foundation. Dr. Nakash received her MA in Clinical Psychology from Tel Aviv University and her PhD from Boston University.

Q. What is your favorite movie?  
A. *Antonia’s Line*

Q. If you could have dinner with any one person, dead or alive, who would it be?  
A. Hanna Arendt

Q. What is the most interesting book you’ve read this year?  
A. *Blindness*, by Saramago

Q. What is the most important challenge to Israeli academia?  
A. Politicization of academia

Q. Why did you come to IDC?  
A. To join in building a new and innovative psychology department

**PROF. CHARLES SALMON**

Prof. Salmon joins the Sammy Ofer School of Communications having served as dean of Michigan State University’s College of Communication Arts and Sciences, one of the oldest, largest and most respected colleges of communication in North America. His research focuses on the intersection of public relations, health communication, and information campaigns, and his work has appeared in journals in communication, health and medicine, and the social sciences. He is the author of *Into the Fire: A Post-9/11 American in Tel Aviv*, and a recent book on communication strategies for influencing public will. A former Fulbright Fellow, Prof. Salmon has received several honors and awards, including the Pathfinder Award for Outstanding Program of Research in Public Relations, awarded by the Institute for Public Relations Research & Education, and the Baskett Mosse Award for Faculty Development, awarded by the Association for Education in Journalism and Mass Communication. Prof. Salmon received his MA in journalism at Pennsylvania State University and his PhD at the University of Minnesota.

Q. What is your favorite movie?  
A. I have different favorites for films that inspire, surprise, offer insight or merely entertain, but let’s start with: *Cinema Paradiso*, *The Godfather*, *Rang-e Khoda*, *Arlington Road*, *Le Mari de la Coiffeuse* and *Doctor Zhivago*.

Q. If you could have dinner with any one person, dead or alive, who would it be?  
A. Grigori Rasputin. So many questions…

Q. What is the most interesting book you’ve read this year?  

Q. What is the most important challenge to Israeli academia?  
A. Politicization of academia

Q. Why did you come to IDC?  
A. To join in building a new and innovative psychology department.

Q. What is your favorite movie?  
A. I was impressed with the leadership and vision in the School of Communications and in the central administration. The fact that I married an Israeli had something to do with my moving to Israel from America, too.
Shai Kahana, Guy Osadon and Yair Kindler, IDC alumni and 3 of Benedict's owners
t’s lunchtime on a Tuesday, and I’ve been sent by IDC to meet the owners of Benedict, one of Tel Aviv’s hottest restaurants. Always willing to take one for the team, I find myself ushered to a table past the line waiting, and before I know it they’re handing me a dish so spectacular it still makes the occasional guest appearance in my dreams: a bowl of miniature egg soufflés swimming in a spinach cream sauce, with a basket of homemade rolls and breadsticks on the side. It’s like nothing I’ve ever eaten in this world, as Benedict is like no restaurant I’ve ever visited.

Indeed, if breakfast is the most important meal of the day, then Benedict must be the most important restaurant in Tel Aviv – because breakfast is all they serve, 24 hours a day, 7 days a week.

Owned and run by IDC alumni Yair Kindler, Guy Osadon and Shai Kahana, along with fellow partner Itai Pshigoda, Benedict is a testament to innovation, good management and even greater service.

The story of the friends’ remarkable success begins some years back, when Kindler and Osadon met during their first year of studies at IDC. Both were registered at the Arison School of Business - Kindler in the marketing track and Osadon in finance. At the start of 2005, they decided to go into business.

“We didn’t have enough capital yet for a restaurant,” explains Osadon, “so the easiest thing was to start by opening a bar; it was cheaper and there was less risk.”

Rather than going for one of the more popular night-spots, the partners chose an area where there were hardly any bars, and set about building a small place for their friends, calling it Bar Eliezer.

“We opened and immediately we felt it had magic inside and all our friends from IDC came and supported it,” says Kindler.

Today, nearly five years later, Eliezer is still one of the most popular bars around, while most bars in Tel Aviv have a shelf life of 2 years, according to Osadon. “You must maintain what you wanted in the beginning,” he says, “and not forget your original vision.”

“I think an establishment’s success depends on the owners,” adds Kindler. “How much dedication and heart they have. And you can see it in our workers – five years later we still have many of the original staff.”

In 2006, one year after Eliezer was up and running, the partners finally opened Benedict, a novel concept in which the one and only meal served is breakfast. According to Kindler, breakfast is a dish and a state of mind, but never a time of day. Customers have their choice of nearly twenty international breakfasts, all made with the best ingredients and served with Benedict’s own homemade bread baskets and jam.

“We only discuss breakfast – we only research breakfast,” says Kindler, with pride. “We travel around the world to find the experience that starts and ends with breakfast - the atmosphere, the food, the music.” And whatever they are doing must be working. The restaurant recently won the Time Out 2008 award for Best Breakfast or Brunch in Tel Aviv.

One year after the restaurant opened, Shai Kahana, a graduate of IDC’s Lauder School of Government, Diplomacy & Strategy, joined the team as they opened a new bar called Gilda. One year later they launched their second Benedict and today the sky seems to be their only limit.

“We love to create,” says Kindler. “Part of what we are thinking is to use our creation of bars and restaurants to form connections from which we can go into other industries. Maybe we’ll buy a place for our next restaurant and then be into real estate. And we are already thinking how to market our breads and jams. So whatever comes, will come through the restaurant.”

Another idea in the works is to open Benedict branches overseas – but whether in Israel or abroad, the partners plan to keep it a boutique brand, and have already turned down parties interested in turning Benedict into a franchise.
As for the secret behind their success, according to Kahana it's neither the concept, the quality of the food, nor even their prime location.

“There are many bars that are very beautiful and decorated very nicely, and have very good alcohol,” he says, “but the difference is in the attitude. We don't have customers - we have guests – this is a very important idea we live by.”

Adds Kindler, “Our guests know that our phones are open 24/7 and people can phone us or email us and we will treat every situation like it happened to us. There's nothing more irritating than to go spend money in a place and be treated like you don't deserve anything. So we don't do that. And we never stop checking and trying to evolve the best system to reach and solve our guests' problems.”

The three owners no longer manage shifts in any of their places of business; each establishment has a full time manager, allowing the partners to focus on updating their management system and eyeing the future.

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“THAT’S WHAT IT’S LIKE, WHEN YOU’VE BEEN TO IDC. IT’S LIKE PEOPLE WHO WERE IN THE ARMY TOGETHER - IT’S AN IMMEDIATE IDENTIFICATION.” — Yair Kindler

For Shai Kahana and Guy Osadon, IDC alumni and two of Benedict’s owners, the restaurant’s success has been a jumpstart to other achievements, previously unimaginable, such as participating in the most highly rated and expensive production ever made in Israel: The Amazing Race.

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Based on the American reality show of the same name, the production involves eleven teams of two who race around the world, trying not to be eliminated at a series of checkpoints, all hoping to be the last couple standing and to win the large cash prize.

“It was the experience of a lifetime,” says Kahana. “Basically I didn’t go to a trip around the world after the army, so for me it was the opportunity to see places for the first time.”

It all started one day at Benedict, when a member of the show’s production team approached Kahana and invited him to audition for the show’s first season, bringing along a partner of his choice. Not a fan of reality shows, Kahana was less than enthusiastic, but nevertheless agreed to watch a few chapters of the show’s American version. He was captured by the idea, and soon after, brought Osadon with him to the audition. The two were chosen out of thousands of contestants, and together traveled for one month around the world, competing against ten other teams. They came back exhilarated and ready to face whatever challenges lay next.

For Kahana, that included a new career as a model. As if entrepreneurial and television success were not enough, the handsome young IDC graduate is now the face for 2009 of one of Israel’s largest clothing chains: Renuar for Men. We can only wonder what will happen in 2010…

FROM AN AMAZING RESTAURANT TO AN AMAZING RACE
CONFERENCES AND SEMINARS

ECONOMIC POLICY AND REGULATIONS IN THE WAKE OF THE CRISIS

This spring, IDC’s Caesarea Edmond Benjamin de Rothschild Center for Capital Markets and Financial Risk Management held a conference on this subject, with participants including Zvi Ziv, Bank Hapoalim general manager; Roni Hizkiyahu, supervisor of Banks; Yadin Antebi, supervisor of Capital Markets, Insurance and Savings at the Ministry of Finance; Prof. Amir Barnea, Arison School of Business, IDC and former Bank Hapoalim director; Prof. Avi Ben-Bassat, former Ministry of Finance director general; and Prof. Zvi Eckstein, deputy governor of the Bank of Israel. There were many issues on the table regarding the subject of supervision and regulation in Israel and the world: the need for a number of supervision authorities compared with their unification, types of supervision, level of intervention, and level of transparency, to name but a few. The conference discussed burning issues regarding the type and nature of supervision and the level of intervention by the supervisor in the activities of the financial and consumer institutions as well as the role of the supervisor in regulating financial institutions. It also examined changes currently being made by the regulators relating to enhancing the financial markets.

FINANCIAL MARKET DEVELOPMENT AND REGULATIONS IN THE WAKE OF THE CRISIS

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ANNUAL PSYCHOLOGY SYMPOSIUM

**LAW IN TIMES OF CRISIS**

IDC’s Radzyner School of Law began the new year with a symposium on how the legal system operates in times of crisis. The day’s greetings were given by school dean, Prof. Amir N. Licht, and the event was moderated by Prof. Yoram Shachar, also of the Radzyner School of Law. The speakers and their topics were as follows: Prof. Aharon Barak, president (Ret.) of the Supreme Court, Radzyner School of Law, on “Inflation and the Court,” Prof. Malcolm M. Feeley, Boalt Hall School of Law, University of California, Berkeley, on “Crisis, Complexity and Problem-Solving Courts: The Expanding Role of Courts in the Administrative State,” Prof. Uriel Procaccia, Radzyner School of Law, on “Executive Compensation as a Source of Economic Collapse,” Prof. Paul B. Stephan, University of Virginia School of Law, on “International Law in Crisis,” and Dr. Rivka Weill, Radzyner School of Law, in cooperation with Dr. Sharon Rabin-Margaliot, Radzyner School of Law, on “How to Prevent the Next Kidnapping by Terrorists?”

**MAKING ISRAEL CLEANER AND GREENER**

The Institute for Renewable Energy Policy (IREP) proudly hosted the CleanIsrael Cleantech Startup Showcase. The CleanIsrael Network, founded by Gene Dolgin of Israel Cleantech Ventures and Jonathan Shapiro of Goodwin Procter, is the leading Cleantech networking community in Israel, enabling key stakeholders -- entrepreneurs, investors, academics, government officials and service providers -- to meet and exchange ideas about Israel’s growing renewable energy, water, and environmental sectors (http://www.cleanisrael.com). The meeting showcased five Israeli Cleantech startups, and over 180 people attended the event, with an additional 50 participating live in Boston, MA via webcast. The event was sponsored by Amit, Pollak, Matalon & Co.

**ADVISING THE PRIME MINISTER**

A special conference entitled “What Should the Prime Minister Do in the First 100 Days of His Term?” was organized by Prof. Alex Mintz, dean of the Lauder School of Government, Diplomacy & Strategy. Participants included Former Justice Michka Lindenstrauss, the state comptroller; Professors Uriel Reichman, Amnon Rubinstein, Gideon Doron, Yehezkel Dror, Rafi Melnick, Alex Mintz, Shaul Mishal and David Nachmias; Cabinet Secretary, Mr. Oved Yehezkel; Mr. Israel Makov; Mr. Haim Assa; Gen. Res. Amos Malka; Mr. Erez Meltzer; Mr. Yoram Ettinger; leading journalists; and others.

**A PENETRATING LOOK AT TERRORISM’S THREAT**

In light of the success of the first bilateral ICT-Italian conference last summer on “The Threat of Terrorism on the Stability of the Middle East,” The International Institute for Counter-Terrorism (ICT) held the Second ICT–Italian conference, sponsored by the Italian embassy. The two-day conference was hosted by the Municipality of Rā‘ānana at HaMishkan Center for Music and Arts. Amb. Luigi Mattiolo, the Italian ambassador in Israel; Mr. Shabtai Shavit, ICT’s chairman of the Board of Directors and former head of the Mossad; and Prof. Alex Mintz, dean of the Lauder School of Government, Diplomacy & Strategy, opened the conference. Three panels covered the region’s main issues: the periphery as strategic threat (Iran, Pakistan, al-Qaeda); the international arena (US and Europe); and the Palestinian, Lebanese and Syrian arenas. Four Italian experts participated at the conference: Dr. Alessandro Politi, director, Outpost for Strategic and Security Scenarios (OSSS) at the Nomisma think tank, Rome; Prof. Marco Lombardi, from the Università Cattolica del Sacro Cuore, Milano; Dott. Antonio Maria Picasso, Middle East and Africa analyst for Ce.S.I.- Centro Studi Internazionali, Rome; and Dott. Diego Baliani,
Thus, instead of basing our work on analysis "years," said Prof. Rafi Melnik, who worked in the past, have collapsed and are unable to provide us with forecasts.

The conference enabled a high-level exchange of views on the main terrorist threats and political challenges Israel and Italy will have to deal with in the near future, and opened the way for a continuous friendly strategic dialogue at an academic level between the two countries' experts. The Italian embassy in Israel, especially Minister Counselor Brig. General (ret.) Avi Primor in Israel, especially Minister Counselor Davide La Cecilia and his team, were especially instrumental in establishing this event.

THE FUTURE OF ISRAEL'S ENERGY

The Institute for Renewable Energy Policy (IREP) at IDC hosted the National Energy Technology Laboratory (NETL) Mission, led by the lab's director Mr. Carl Bower, along with top US academic institutes, renewable energy research centers and power industry managers. At this whole-day event, co-hosted by the Israeli Ministry of Infrastructure, the BIRD Foundation and Eco-Energy, the delegation was introduced to top Israeli startup companies as well as academic research and investment groups. IDC President, Prof. Uriel Reichman and Mr. Bower signed an MOU, which was endorsed by prominent US scholars. The next day, NETL delegation members explored the old city of Jerusalem, combining modern technology with ancient scenery.

CELEBRATING DEMOCRACY

This two day event was initiated and organized by second year students of the Lauder School of Government, Diplomacy & Strategy. Participants included Ms. Tzipi Livni, (then) vice prime minister and minister of Foreign Affairs, who spoke on "A Different Kind of Leadership," Mr. Ehud Barak, former prime minister and current minister of defense, deputy prime minister and leader of Israel's Labor Party, and other politicians representing various political parties of Israel.

FINANCIAL FORECAST IN A TIME OF GLOBAL CRISIS

The global financial crisis is a special event that takes place once every 100 years," said Prof. Rafi Melnik, provost of IDC Herzliya and the developer of the Melnik Index, at a conference held by the Caesarea Edmond Benjamin de Rothschild Center for Capital Markets and Financial Risk Management, on the topic of The World Financial Crisis and Forecast for 2009. "As a result of the crisis," Melnik added, "the macroeconomic models, with which we have worked in the past, have collapsed and are unable to provide us with forecasts. Thus, instead of basing our work on analysis of countries, whereby the country is the macro unit, we need to make a transition to a global approach." Prof. Melnik believes that the impressive period of economic growth, which began 5 years ago, has ended, however he is confident that the impact of the crisis on Israel will be less significant compared with other countries, due to Israel's strong starting position. Melnik made positive note of the dramatic stop to the governmental deficit, the monetary policy applied by the Bank of Israel in reducing the rate of interest and the bank's involvement in the foreign currency market. Prof. Melnik expects the deficit will be 5% next year, the rate of unemployment will rise to 7% and that there will be a decline in private consumption and investment in fixed assets. Other seminar participants included: Prof. Manuel Trachtenberg, head of the National Economic Council; Prof. Danny Zidon, head of the Capital Market Division of Bank Leumi; Dr. Michael Formaliano, special World Bank advisor to the Bank of Israel; Prof. Amir Barnea, founding dean of the Arison School of Business, IDC; Gil Gazit, general manager, Midroog Ltd.; Aryeh Steinfeld, Migdal Group; Natan Hetz, major shareholder, Aloni Hetz; Dr. Yossi Bahar, former director general of the Ministry of Finance; and Danny Kollar, management board member, head of the Risk Management Division, Bank Hapoalim.

NEGOTIATION IN THE ARAB-ISLAMIC WORLD

This conference was organized by Prof. Iai Alon, Prof. Gideon Bigger and the Lauder School of Government, Diplomacy & Strategy at IDC Herzliya. Opening remarks were given by school dean, Prof. Alex Mintz, and participants included Gen. Res. Amos Gilad, Prof. Iai Alon, Prof. Gideon Bigger, Prof. Emanuel Marx, Prof. Galia Golan, Prof. Joseph Kostiner, Prof. Moshe Sharon and Mr. Ibrahim el-Kooran. Topics of discussion included: "Negotiation Bodies – Test Cases and Their Implications for Negotiation Behavior" and "Can one learn from the risk management mechanisms in Arabic-speaking Islamic society with regard to the Israeli conflict and, if so, should one do so?"

POLITICAL MARKETING OF ELECTORAL CAMPAIGNS

IDC’s Lauder School of Government, Diplomacy & Strategy organized this fascinating conference that featured outgoing Prime Minister Ehud Olmert, Mr. Stanley Greenberg, top political advisors, journalists and academicians.

ADVOCATING NEW MEDIA

No less than 400 students, most of them from RRIS, attended a special New Media Advocacy conference this winter. The students were taught how to use their computers in their everyday lives to help promote Israel’s positive image online. The conference speakers were Asaf Talmor Wertheimer, CEO and Founder of the Atarim Group and Eran Reshef, CEO of Collective, an Israeli start-up company.
A symposium of this title was held this past winter at IDC, organized by the Dr. Otto Georg Chair in European Studies at IDC Herzliya and the German Innovation Center of the Heinrich Heine-University Düsseldorf. Greetings were delivered by IDC President Prof. Uriel Reichman and the representative of the Heinrich Heine-University Düsseldorf, Dr. Dirk Matejovsky. In the first session, chaired by Amb. Avi Primor, director of the Center for European Studies, panelists discussed the background and accomplishments of the UN Convention. Prof. Zeev Sternhell delivered a lecture entitled, “The Road to Genocide,” granting the audience an historical view of the topic, while Prof. Mario Mikulincer, dean of the New School of Psychology at IDC, discussed the “Psychological Processes Leading to Genocide.” Prof. Albin Eser from the Max Planck Institute for Foreign and International Criminal Law in Freiburg, Germany, lectured on “Universal Jurisdiction – Challenges of National and International Criminal Justice.” The session concluded with a lecture on “The Convention on Genocide and Criminal Law” by Prof. Yoram Shachar of IDC’s Radzyner School of Law. The second session, chaired by Prof. Amnon Rubinstein of IDC’s Radzyner School of Law, dealt with the present and future challenges of the UN Convention. The president of the Higher Regional Court Düsseldorf, Mrs. Anne-José Paulsen, spoke about international and national prosecution regarding genocide, and the role of international and national tribunals in ensuring the effective enforcement of the claim for punishment according to international law. Prof. Natan Lerner of the Radzyner School of Law and the initiator of this symposium delivered a lecture about “Updating the Genocide Convention” and Prof. Yehuda Bauer of the Harman Institute of Contemporary Jewry, Hebrew University of Jerusalem presented his ideas about “A Bad but Indispensable Convention.” The event concluded with comments on all of the symposium’s lectures by Prof. Yoram Dinstein of Tel Aviv University’s Faculty of Law.

FINANCIAL POLICY OF THE THIRD REICH
The Center for European Studies at IDC presented the lecture, “The November Pogroms 1938 as a Milestone in the Bribery Policy of Nazi Germany” by prominent German historian, Prof. Goetz Aly. Prof. Aly described the financial aspects that held the Third Reich together, linking the persecution of the Jews with the Nazi grand scheme of population displacement and resettlement. The lecture dealt with the machinery of the financial expropriation that stripped European Jews of their possessions, which were then transferred to the Germans. The event was organized by the Dr. Otto Georg Chair in European Studies at IDC Herzliya in cooperation with the Goethe Institute Israel, the Israel-Germany Association, the Israel Council on Foreign Relations, the Association of former Frankfurters in Israel and CENTRA. Greetings were delivered by Prof. Amnon Rubinstein of the Radzyner School of Law and by H.E. Dr. Dr. h.c. Harald Kindermann, ambassador of the Federal Republic of Germany to Israel. The event was moderated by Amb. Avi Primor, director of the Center for European Studies at IDC.
Within the coming months, the eagerly awaited IDC radio station will be officially launched on 106.4 FM.

The station will operate from the Sammy Ofer School of Communications, providing a vehicle for communications studies and for devising a new Israeli and Zionist identity. This identity will be at the heart of the radio broadcasts, and will be integrated as a cultural component of the programs aired.

The station will aim towards today’s youth who are detached from Israeli life, in an attempt to connect with them and motivate them to become more active in the country and the community and to take responsibility for the environment.

Based on a “talk radio” format, the evolving program lineup will incorporate a wide range of content that will address numerous areas of culture, academia, sports, the community and government. Some of the radio content will include English items and will be broadcast by students from the International School.

The radio facilities will be among the most advanced in Israel and the world, and will include advanced sound systems, the latest broadcasting software and professional digital photographic equipment. The existing infrastructure makes it possible to offer high quality audio and video transmissions over media such as the Internet and cellular transmissions. The Sammy Ofer School of Communications’ radio studios have been nominated for an architectural prize for their innovative and practical design. The students are being trained by top experts in the field, both from Israel and abroad.

**ASPER RADIO**

Alongside the on-air IDC radio station, work has already started to establish an integrative radio station in conjunction with the school’s Asper Institute for New Media and Diplomacy. This student-run station will broadcast all over the world using advanced Internet technology, with programs aimed at an educated secular Jewish listenership.

The station will provide a forum for Jewish/Israeli communities around the world, serving as a “tribal edition” for these communities (and for others interested in the secular Jewish world) and will link communities all over the world. There will be live broadcasts and “on demand” audio and video content (podcasts). Most of the broadcasts will be in English, but there will also be broadcasts in Hebrew, Spanish and other languages. Students from the International School will be able to broadcast programs to which their parents can listen in their home countries.

The website will link with other content producers from abroad who engage in similar fields, based on international cooperation that will enhance the material offered by both parties and will allow exposure to a wider audience. ★
AT IDC

The students are being trained by top experts in the field, both from Israel and abroad.
ANNUAL VISION DAY
This year marked the sixth time that IDC held its annual Vision Day conference. The conference is organized by Prof. Yacov Hel-Or and Dr. Yael Moses of IDC’s Efi Arazi School of Computer Science, along with Dr. Hagit Hel-Or of Haifa University. The conference was attended by 250 academics from Israeli universities and by industrialists who came to hear what is going on at the cutting edge of computerized vision research. Guests were privileged to receive presentations of research projects that are being published at the leading international conferences in the field.

THE EXPERIENCES OF THE ISRAELI REPORTER DURING A WAR
In Summer 2006, towards the end of the Second Lebanon War, Journalist Itay Engel set out with the NAHAL 931 regiment on a nighttime excursion into Lebanon, and brought back rare television documentary footage of skirmishes with Hezbollah. In an address on campus sponsored by IDC Herzliya, the IDC Student Union and NATAL, an organization that deals with soldiers suffering from post-traumatic stress disorder, Mr. Engel, a member of the Ovda investigative reporting TV show team, spoke about his personal experience and the advantages and disadvantages of the Israeli reporter in war zones. Greetings for the event were given by IDC President, Prof. Uriel Reichman; Orly Gal, director general, NATAL; Dr. Yitzhak Oron, dean of Student Affairs, IDC Herzliya; and Maj. (Res.) Yoni Setbon, first year student at the Lauder School of Government, Diplomacy & Strategy at IDC and recipient of the medal of bravery from IDF from the Second Lebanese War.

In war zones, Israeli reporter Itay Engel, a member of the Ovda investigative reporting TV show team, spoke about his personal experience and the advantages and disadvantages of the Israeli reporter in war zones.

FIRST DIRECTORS AND OFFICIALS COURSE
IDC’s Caesarea Edmond Benjamin de Rothschild Center for Capital Markets and Financial Risk Management, and the management training unit, held their first directors and officials course, designed to provide managers with essential know how and tools for making decisions in the area of law, accounting and the financial market. The five session course included lectures by top Israeli and international experts from both the practical and academic worlds, including: Prof. Uriel Procaccia, head of the LLM program at the Radzyner School of Law, IDC; Prof. Amir Barnea, founding dean of IDC’s Arison School of Business; Prof. Yaniv Greenstein, Yale University, School of Management; Prof. Oded Sarig, Arison School of Business, IDC; Dr. Eli Bukshan, Radzyner School of Law, IDC; Prof. Amir Licht, dean of the Radzyner School of Law, IDC; Prof. Rafi Eldor, Caesarea Edmond Benjamin de Rothschild Center for Capital Markets and Financial Risk Management, and the Finance Specialization Center of the Arison School of Business, IDC; and Accountant Shlomi Shuv, accounting program director, Arison School of Business, IDC and IFRS consultant.

ACADEMIC DELEGATION FROM INDONESIA
An academic delegation from Indonesia visited IDC’s Lauder School of Government, Diplomacy & Strategy, along with representatives of Israel’s foreign ministry. Gathering in the evening, opening remarks were given by IDC President, Prof. Uriel Reichman and IDC Provost, Prof. Rafi Melnick. Briefings were then given by representatives of the school’s various institutes and programs. In a session chaired by school dean, Prof. Alex Mintz, speakers included Dr. Isaac Berzin, director, Institute for Alternative

CITY-CAST: DISCOVERING THE STORIES OF ONE’S CITY
At the Sammy Ofer School of Communications, City-Cast is an urban media experience that connects people with the personal history of their city and neighborhood. With City-Cast’s unique cell phone interface, citizens can collect personal stories associated with urban locations. The stories are automatically geo-tagged and made available for other listeners to experience in the original setting in which they were recorded. Listeners can then vote for their favorite stories weekly, through their cell phones and online. A weekly one hour radio show will present the stories that received the highest votes. A city is made up of millions of stories and its oral history is embedded in its streets, parks and buildings. Now in prototype form, the City-Cast project will create a unique urban radio experience that will connect people with the lives of those who have lived in the city before them.

DEMOCRACY AND NATIONALISM
The Global Research in International Affairs (GLORIA) Center at IDC held a bilateral Lithuanian-Israeli academic meeting to discuss the issue of democracy and nationalism. The Lithuanian side was represented by Prof. Leonidas Donskis, professor of Political Science and dean of the Political Science and Diplomacy School at Vytautas Magnus University in Kaunas, Lithuania; Dr. Saulius Suziedelis, associate professor of History at Millersville University in Pennsylvania; and Prof. Irena Veisaite, a philologist, theatre critic and author. The Israeli side was represented by Prof. Barry Rubin, director of the Global Research in International Affairs
GLORIA Center and editor of the Middle East Review of International Affairs (MERIA) Journal; Prof. Yoram Shachar, professor of Law at the Radzyner School of Law at IDC; Dr. Jonathan Spyer, senior research fellow at GLORIA; Prof. Nathan Lerner, teacher of International Law and seminars on Minorities, State and Religion, Racial and Religious Discrimination and Genocide; and Prof. Uriel Procaccia, director of the master’s program at the Radzyner School of Law.

WORKING BODY AND MIND
The faculty of the Efi Arazi School of Computer Science conducted a bicycle tour of Jerusalem this past winter, under the guidance of Prof. Shimon Schocken. At the end of the tour, they gathered for a brainstorming session on the topic of “How to Raise Registration Numbers in General, and How to Attract Outstanding Students in Particular.”

ISRAEL’S FIRST ALTERNATE REALITY GAME
Before March, the biggest mystery in Yoni Grishman’s life was why the people of Tel Aviv so despise the members of his chosen profession—the parking attendant writing tickets for the hapless drivers of Israel. However, things soon got much worse: His girlfriend disappeared, suspiciously soon after he started the “Real Estate is Not a Game” Facebook group to protest the purchase of her apartment building and impending eviction by a rich real estate developer. After receiving threats from a mysterious group, Yoni, with the help of the people of Tel Aviv, attempted to uncover the group’s secrets, determine their connection with the mysterious Architect, and find his girlfriend. No, this was not a story in the life of one of IDC’s students, but the plot of “The Architect,” Israel’s first alternate reality game and the product of the Sammy Ofer School of Communications and the Association for Tourism Tel Aviv-Jaffa. The story attracted several hundred players across Israel, who gathered in live events throughout Tel Aviv, met in online forums to discuss the game and keep track of their information through a wiki. Like similar alternate reality games abroad (i.e., “I Love Bees,” “The Lost Experience” and “The Beast”), the game used multiple platforms to unfold its story. Phone messages, websites, emails, physical packages around the city, live events and phone calls to players were all carefully staged in order to blend the line between reality and game. The game lasted a month and was exposed to over 100,000 unique users.

GETTING FEEDBACK FROM THE PROFESSIONALS
As in the fall semester, this past spring, students in the Zell Entrepreneurship Program presented their venture progress to panels comprised of business leaders, entrepreneurs, professionals and faculty, who contributed their time, but more importantly their input and guidance, to help the students in formulating and assessing the feasibility of their ventures. In the course of the panel presentations, each team presented their venture and its various stages, including concept, work plan and feasibility study. The diverse and experienced panel members then provided feedback from the business, technological and legal perspectives. Besides all the invaluable advice they received, students also gained experience giving a business presentation in English.

GLOBAL CONSULTING PRACTICUM
The Arison School of Business and the Wharton School of Business together celebrated the inauguration of the Wharton-IDC Global Consulting Practicum. Greetings were given by IDC President, Prof. Uriel Reichman; Thomas S. Robertson, dean of the Wharton School at the University of Pennsylvania; Prof. Elazar Berkovitch, dean of the Arison School of Business, IDC Herzliya; and Leonard M. Lodish, GCP Leader & co-founder of the Wharton School. The guest lecturer was Former President of the Supreme Court of Israel Prof. Aharon Barak, Radzyner School of Law, IDC Herzliya, who spoke on “The Values of Israel as a Jewish and Democratic State.”
IDC held a special inauguration of the new Lea & Naftali Ben-Yehuda Study Skills Center, donated by Hava & Shimon Topor. Held in the Ivcher Auditorium, the evening’s reception began with lighting the second candle of Hanukkah. This was followed with greetings by Prof. Uriel Reichman, president, IDC Herzliya; Ms. Yael German, mayor of Herzliya; Ms. Rachel Thomas, head of the Lea & Naftali Ben-Yehuda Study Skills Center, IDC Herzliya; Ms. Shirly Guthmann, student of the Arison School of Business, IDC Herzliya; and Ms. Hava Topor, representative of the family. The dedication ceremony was moderated by Ms. Bilha Hochman, IDC’s director of Public Affairs. The new center was created to assist students with learning disabilities and/or attention deficits to identify the specific nature of their learning disability and learn how to use their strengths. The center assists students with learning disabilities to acquire efficient learning skills that will enhance their performance in their academic studies. Techniques acquired in the center include efficient reading, writing papers, handling exams, time management, organizing academic tasks and more. Activities include private, personal meetings, lectures to students and faculty on learning disabilities and a personal mentor program for students with learning disabilities. “I believe that the Study Skills Center will enable every student to realize the potential that is inherent in each and every one of them, and to achieve results and recognition they are entitled to, based on their abilities and the strength of their desires.” -- Prof. Uriel Reichman.
THE FUTURE OF TURKEY-ISRAEL-US RELATIONS

The Global Research in International Affairs (GLORIA) Center at IDC held bilateral discussions to discuss what could “well be the most important development in the Middle East since the Iranian Revolution thirty years ago,” according to Prof. Barry Rubin, the center’s director and editor of the Middle East Review of International Affairs (MERIA) Journal. Held in cooperation with the Foreign Affairs office of the US embassy in Israel, the videoconference participants on the US panel included: Dr. Soner Cagaptay, a senior fellow and director of the Turkish Research Program at the Washington Institute for Near East Policy; Dr. Stephen Larrabee, distinguished chair in European Security at RAND Corporation in Washington, DC; and Dr. Ian Lesser, senior transatlantic fellow, The German Marshall Fund of the United States. In Israel, panel members included Prof. Ofra Bengio, senior research fellow at the Moshe Dayan Center for Middle Eastern and African Studies, and senior lecturer, Department of Middle Eastern and African History at Tel Aviv University; Prof. Efram Inbar, a professor in Political Studies at Bar-Ilan University and the director of its Begin-Sadat (BESA) Center for Strategic Studies; Dr. Anat Lapidot-Firilla, a senior fellow and the academic director of the Mediterranean unit at the Van Leer Jerusalem Institute; and Prof. Barry Rubin. A transcript of this session can be read in the March issue of MERIA Journal.

POLITICAL LIBERALIZATION IN THE PERSIAN GULF

In another special videoconference, co-sponsored by the Foreign Affairs office of the US embassy in Israel, the GLORIA Center gathered panel members in the US and in Israel to discuss whether the Persian Gulf states are succeeding and will become stable and prosperous, or if they will become unstable and possibly overlthrown by Islamic forces. One key issue was the Dubai experiment, which has been very hard hit by the international economic situation; will it be able to create a stable, more democratic and commercial state, or will it crash? Participants in the US were Dr. Patrick Clawson, deputy director for research at the Washington Institute for Near East Policy, and Dr. David Pollock, a senior fellow at The Washington Institute, focusing on the political dynamics of Middle Eastern countries. Israel participants were Prof. Barry Rubin, director of the GLORIA Center and editor of the Middle East Review of International Affairs (MERIA) Journal, Nachum Shiloh, a PhD candidate in the Department of Middle Eastern Studies, Tel-Aviv University, and Dr. David Zohar, a research associate with the Iraq Study Group, Truman Center for Peace Research, Hebrew University of Jerusalem. A transcript of this session can be read in the June issue of MERIA Journal.

NO BORDERS

IDC Herzliya held the launch of No Borders, the new book by writer and researcher Sefi Rakhlavski. Participants in the discussion included IDC President, Prof. Uriel Reichman; Mr. Ehud Barak, minister of defense and leader of the Labor Party for the launch of his new book, No Borders, while IDC President, Prof. Uriel Reichman looks on.

vice president of the Lander Institute, Jerusalem; and the author, Sefi Rakhlavski. The issue of borders, and their absence in Israeli society, is a fundamental cultural, political and existential issue in Israel. No Borders offers a comprehensive and fundamental theory on the subject, which provides a premise for crucial debate in Israeli society.

BLACK ON WHITE

IDC proudly presented the opening of an art exhibition by artist Dan Birnbaum, entitled: “Black on White is also a Color.” The event was held in the lobby of the Arazzi-Ofer Building on campus, and speakers included IDC President, Prof. Uriel Reichman, Ms. Devora Shokken, exhibition curator, and the artist Dan Birnbaum.

WELCOMING GUEST LECTURERS

The Lauder School of Government, Diplomacy & Strategy welcomed several guest lecturers this past semester. The guests and their topics of discussion were: Prof. Nechemia Geva of Texas A&M University, “The Role of Emotions in Decision Making,” Prof. Isaac Herzog, the Israeli Minister of Social Affairs and Social Services, “Israel’s Welfare Policy in Wake of the Global Economic Crisis,” Prof. Frank R. Baumgartner, professor of Political Science at Penn State University, “The Decline of the Death Penalty and the Discovery of Innocence,” Prof. Steven Brams of New York University, “Mathematics and Democracy,” Avigdor Lieberman, then member of the Knesset, currently Israeli minister of Foreign Affairs, deputy prime minister of Israel and leader of the Yisrael Beiteinu party, “The

Mr. Isaac Herzog, the Israeli Minister of Social Affairs and Social Services, spoke on “Israel’s Welfare Policy in Wake of the Global Economic Crisis”

Ideology of the Yisrael Beiteinu Party,” Prof. William Zartman, School of Advanced International Studies (SAIS) at Johns Hopkins University, “Resolving Conflict: Ripeness and Beyond,” and Chaim Oron, member of the Knesset, leader of New Movement – Meretz, “Parties and Ideologies.”

SEMINARS ON PSYCHOLOGY

The New School of Psychology at IDC sponsored a special series of four seminars this past spring. The first lecturer was Dr. Guy Doron from IDC’s New School of Psychology, speaking on “The relationship between research and clinical practice: The case of obsessive compulsive disorder (OCD).” In the following weeks, lectures were given by: Dr. Rafael Malach of the Weizmann Institute on “From Neuronal reflections to visual perceptions in the human brain,” Dr. Liad Uziel of Bar-Ilan University on “Social Desirability to Controlled Sociability” and Dr. Ravid Doron from the Open University on “DHEA - a new treatment for cocaine abuse.”
A week of special Dean’s list award ceremonies was held, each beginning with a reception and musical interlude by the IDC Herzliya Players.

One event was held to award the Raphael Recanati International School Dean’s list students from the Arison School of Business, the Lauder School of Government, Diplomacy & Strategy and the Sammy Ofer School of Communications. Greetings were given by Prof. Rafi Melnick, IDC provost, and Dr. Noam Lemelshtrich-Latar, dean, Sammy Ofer School of Communications, who represented the school deans. The keynote speaker was Mr. Gerald Cramer, IDC Herzliya Honorary Fellow, who spoke on “Striving for Excellence.” Vice President for External Relations and Head of the Raphael Recanati International School, Mr. Jonathan Davis, was master of ceremonies.

Another special ceremony was held to honor Dean’s list students of the Efi Arazi School of Computer Science, the Sammy Ofer School of Communications and the New School of Psychology. Greetings were given by Prof. Moshe Bar-Niv, former vice president of academic affairs; Prof. Gadi Taubenfeld, dean of the Efi Arazi School of Computer Science; Dr. Noam Lemelshtrich-Latar, dean of the Sammy Ofer School of Communications; and Prof. Mario Mikulincer, dean of the New School of Psychology. The guest address was given by Dr. Orna Beri, head of the Israel Union of Capital Risk Investors and an independent partner in Gemini Capital Fund Management, on “National Priorities – Knowledge and Utilizing It Fully.” This was followed by the awards ceremony, moderated by VP External Relations, Mr. Jonathan Davis.
An event was held to honor the Dean’s list students of the Arison School of Business and the Lauder School of Government, Diplomacy & Strategy. Greetings were given by IDC President, Prof. Uriel Reichman; Prof. Elazar Berkowitz, dean of the Arison School of Business; and Prof. Alex Mintz, dean of the Lauder School of Government, Diplomacy & Strategy. The event’s guest lecturer was Mrs. Efrat Peled, general manager of Arison Investments. The ceremony was moderated by Ms. Bilha Hochman, director of Public Affairs at IDC.

The Dean’s list awards ceremony for first and second year students of the Radzyner School of Law was held. Greetings were given by Prof. Rafi Melnick, IDC provost, Prof. Amir Licht, dean of the Radzyner School of Law, and Dr. Yitzhak Oron, dean of Student Affairs. The event’s guest lecturer was Brigadier General Avichai Mandelblit, IDF Advocate General. Following the lecture, the award for Excellence in Community Service was given to Radzyner School of Law student Lior Reshef, and certificates were presented to the Dean’s list students. The ceremony was moderated by Mrs. Bilha Hochman, director of International Relations at IDC.

Finally, The annual Zoltan Wind Address and Radzyner School of Law’s Dean’s list awards ceremony for third and fourth year students was held. Greetings were given by IDC President, Prof. Uriel Reichman and Prof. Amir Licht, dean of the Radzyner School of Law. The Zoltan Wind Address was given by Prof. Mario Mikulincer, dean of the New School of Psychology, on “The Healing Power of Closeness and Love.” Awards were then presented to this year’s Zoltan Wind scholarship recipient, Matan Gutman, and Sarah Wind scholarship recipient, Raheli Dankner, both students at the Radzyner School of Law and both members of the President’s list, IDC’s highest student honor, for having the highest GPAs in the entire student body. Following presentation of the awards, Dean’s list certificates were awarded, as well as prizes for excellent seminar papers. The event was moderated by Ms. Bilha Hochman, director of Public Affairs, IDC Herzliya.

ARISON SCHOOL OF BUSINESS RANKED NUMBER ONE IN ISRAEL
A report issued by an international committee appointed by the Department of Quality Assessment at the Council of Higher Education to examine the quality of business administration faculties, points favorably to IDC’s Arison School of Business Administration. According to the article, the school, named after Ted Arison, is considered especially prestigious among IDC students, most of whom are acquainted with the business world, having already taken their first steps in it, and now aim for a professional upgrade holding a desired diploma. The faculty consists of renowned lecturers, some of whom teach at parallel departments of esteemed schools in the US, and who enjoy collaboration with business schools abroad, particularly with the Wharton School of the University of Pennsylvania. The school also operates a Placement Center for students, providing guidance towards integration in the real business world. “Business administration is our passion – and this projects onto our students and lecturers,” says school dean, Prof. Elazar Berkovich.

WORKSHOP ON GENERALIZED ANXIETY DISORDER THERAPY
Under the auspices of the Israeli Association for Behavior and Cognitive Psychotherapies and coordinated and funded in conjunction with IDC’s New School of Psychology, a special two-day workshop was presented by Prof. Tom Borkovek of Penn State University, on Generalized Anxiety Disorder Therapy.

ISRAELI ENTREPRENEURS SHARE PEARLS OF WISDOM
This past semester, the Entrepreneurship Workshop of the Zell Entrepreneurship Program welcomed special guest lecturers from the business community, who visited with students and shared their experience on topics related to entrepreneurship. Lecturers this semester included venture capitalists, entrepreneurs and business professionals, including: Guy Rolnik, founder of The Marker Newspaper, who spoke about disruptive innovation; Avichay Nissenbaum, founder and CEO of Yedda.com, sold to AOL, who discussed bootstrapping; Noga Keinan of the CFO Forum, who spoke about addressing market needs; Noam Lanir, founder of Empire on Line, presently CEO of Babylon, who discussed timing in the entrepreneurial process; Avigdor Villens, founder of Galileo, (now Marvel
Communications), who focused on the challenges of growing a business in the periphery; Ariel Kolitz of Elul Group, who shared his experience in India; Gil Solomon of Clear Applications, who talked about starting from scratch; and Yaron Adler of IncrediMail, who spoke about raising money and developing a business with a family member.

**REMEMBERING ROI AVISAf**

In January, the annual event honoring the memory of Roi Avisaf was held. Born and raised in Kfar Saba, Roi later served as a deputy company commander in the NAHAL commando unit in Lebanon and then enrolled at IDC Herzliya to study law and business. He often volunteered during his free time, and gave lessons to disadvantaged children. In October 2004, just as Roi was about to start the fourth and final year of his degree, he was killed in a terrorist attack in Sinai. He was 28 years old. “We heard about the attack but we didn't realize it was about Taba,” said Reuven Avisaf, Roi’s father, later. “We didn’t know exactly where they were, but I wasn’t worried. At half past midnight the phone rang, it was his girlfriend. She said he’d been hurt and that she thought he was no longer alive.” Roi is survived by his parents, Rahel and Reuven, his sister Bosmat and his brother Omri, an officer in the NAHAL corps. In honor of Roi, the Avisaf family set up an annual scholarship fund for top students at IDC’s Radzyner School of Law, who contribute to society and the community. This year the event was emceed by Roi’s sister Bosmat, with addresses made by Reuven Avisaf and Prof. Amir Licht, dean of the Radzyner School of Law. A film about Roi's life was screened, and the international performer, Idan Raichel, a former schoolmate of Roi, sang four songs in his honor. Scholarships were presented to this year’s recipients - Maya Gadnian, a third year student of law and business studies, and Liron Greenberg, a second year student of law and business studies - by Mag. David Rosen, scholarships committee chairman. The evening ended with a lecture by IDC President, Prof. Uriel Reichman, on the importance of volunteerism and the spirit of IDC.

**IDC STAFF PARTY ON PURIM**

Throughout the year, in addition to its ongoing activities, the Human Resources Department strives to plan tributes, small and large, to benefit faculty members, even during difficult economic times like the present. During the spring semester, the “Enriching Break” program that began in the fall semester will continue, with faculty members invited to hear a special talk from one of IDC’s lecturers. These lectures take place once a month, and address topics of interest to any listener. This year’s Purim celebrations began with the exchange of mishloach manot (Purim food baskets) amongst all IDC faculty members, both administrative and academic. Faculty members were asked to prepare original and surprising mishloach manot for a fellow faculty member, chosen by lottery several days earlier. This mutual giving of mishloach manot led, amongst other things, to greater awareness and recognition of lesser-known staff members. With the arrival of the holiday itself, the annual Purim fair was held for the faculty and their children and grandchildren. All celebrants enjoyed the multicolored attractions, creative workshops, petting zoo, horseback riding, song and dance concerts, and more. Before leaving for Passover break, and in the presence of IDC President Prof. Uriel Reichman, the staff raised a toast together and enjoyed refreshments in the faculty lounge garden. On top of this, faculty members continue to receive a variety of attractive deals as members of the IDC family, including free tickets to pre-premier movie screenings, discounted memberships to Studio C and to the Tel Aviv University Country Club, vacation deals in Israel and abroad, and much more.

*Dressed up for Purim, Radzyner Law School dean, Prof. Amir Licht, with Prof. Mario Mikulincer, dean of the New School of Psychology*  

*The annual Purim fair was held for the faculty and their children and grandchildren*
OPERATION CAST LEAD: IDC RESPONDS

COLLECTING PACKAGES FOR SOLDIERS
During Operation Cast Lead in January, two RRIS students, Danielle Weinberg and Gabrielle Charnas, initiated a package collection campaign for soldiers and fighters on the southern front. According to Weinberg, there was a great willingness to help and contribute in different ways, particularly from the overseas students who had not had the opportunity to serve in the army or be part of the military reserves force like their Israeli counterparts. There was a great show of support from students, faculty members and IDC President Prof. Uriel Reichman, as people came to the Hillel office on campus in droves, bringing their contributions to the IDF soldiers. One of the most prominent figures who brought a contribution was former Minister of Education and IDC President Prof. Amon Rubinstein. The campaign collected thousands of items, from razors to scarves and caps for the winter. Through the efforts of Weinberg, Charnas and a team of volunteers, around 200 personal packages, each with a personal note from the students and staff members, were put together and sent to the soldiers on the front, through coordination with the Tel Aviv branch of the Association for the Welfare of Soldiers. The entire project was undertaken without any budget costs by a highly motivated bunch of volunteers, with all collection work carried out at the Hillel House offices and extensive emailing and poster advertising provided by the RRIS.

RESPONSE TO THE MEDIA AND WAR COVERAGE
Following negative international media coverage of the war in Gaza, the Sammy Ofer School of Communications held a panel entitled: "Quiet, They're Shooting! The Media and Public Debate on the War." Panel members included the school's dean, Dr. Noam Lemelshtirch-Latar; Dr. Yuval Karniel; Channel 10 Reporter Or Heller; Channel 2 Foreign News Editor Arad Nir; Dr. Yariv Ben Eliezer; and Dr. Amit Lavi Dinor, who acted as moderator. The GLORIA Center at IDC gathered about thirty Israeli bloggers and members of Israel's foreign and defense ministries for an informal gathering to evaluate the blogging effort during the Gaza war, new techniques and future challenges. Topics discussed included lessons of the Gaza battle for biogalogical warfare, live-blogging, new technologies and interactions with government. Bloggers delivered short presentations on their personal experiences and discussed future plans for cooperation.

SOLDIERS WELcomedback and HELPed at IDC
The IDC made every effort this year to facilitate students who participated in Operation Cast Lead, and those who lived in the war zones, to return to their daily life and to fulfill their academic requirements. Following a discussion by the forum of deans in conjunction with the Student Union, the IDC set forth a series of measures to help students return to their study routine after the difficult period they went through. Just some of these measures included: 1) extra examination sittings; 2) deferred deadlines for paper submission; 3) retroactive exemption from classes and routine papers missed due to army duty or emergency situations in place of residence; 4) remedial classes and individual student tutors; 5) conversion of a limited number of numerical class grades to a binary pass grade. The IDC greatly appreciates its students who serve in the Israeli Defense Forces to defend the country, and as well, wishes to extend its support to students who live in parts of the country most affected by the war.

HELP US WIN - IDC GUERRILLA BLOGGERS FIGHT WAR ONLINE
Help Us Win was an online Israeli hasbara project sponsored by the Sammy Ofer School of Communications and the RRIS, and run together with Stand With Us, during Operation Cast Lead. Working with Stand With Us, the school's dean, Dr. Noam Lemelshtirch-Latar and Major Reserve Jonathan Davis of the IDC, prepared the IDC students with relevant information that would help their cause. Asaf Talmor-Wertheimer, CEO and Co-Founder, Atarim Group Ltd. took time from work to join the Help Us Win cause as one of the group leaders. Blogging around the clock, hundreds of students volunteered to pool their online resources and talents to develop online material that could be used to fight the negative image being portrayed of Israel in the media. The project included a situation room for all IDC students to learn new media diplomacy, and a website that provided information online activism. Following the war's end, the project continued to provide readers with information about media campaigns both for and against Israel, and suggestions on productive ways to respond. The website can be visited at www.helpuswin.org.

CARING FOR OUR SOLDIERS AFTER WAR-RELATED TRAUMA
Following the outbreak of Operation Cast Lead, a conference was held by the New School of Psychology to discuss prolonged exposure treatment for soldiers presenting with post-traumatic stress disorder (PTSD) following military service related trauma. Conference speakers included New School of Psychology dean, Prof. Mario Mikulincer, Prof. Edna Foa, Dr. Nakash Niza and Prof. Mooli Lahad. ★
PURIM HAPPENING
This spring the RRIS cultural and social unit, together with Hillel, held a wonderful Purim happening. It included making mishloach manot and decorating masks with a professional arts counselor. Both international and Israeli students attended, and all had a great time! All money collected was donated to the Shanti House, a warm home for youth at risk that gives them new opportunities in life. The success was above and beyond, with 1,000 shekels in donations collected.

WENDY KETER, PERSONAL REFLECTIONS:
It's been an amazing experience, this past half year. I've watched the cycle of student life develop over the past 6 months - from the arrival of new students and beginning of studies through the first semester - and enjoyed their presence and absorption in our campus. I am privileged to have a staff that is attentive to the students’ needs, that not only listens to the students' study issues but helps them through the transition of being a student in a new country, being perhaps without family and having to start over and make new friends. Our 1,100 students see open doors in our offices and drop by to say 'hi' and I think that's reassuring for them and for their families. Sitting with them, I remember what it was like to be a lone student in Israel, and I admire their courage and determination.

These students, although they come from different places in the world – 65 different countries – have so much in common. They're young and inquisitive, they care about their fellow students, and they care about being in Israel. Many of them bring this to the form of activism by developing student initiatives or by joining the various wonderful programs that are offered for the students here on campus. They are serious in their studies and vocal in their expectations, and I see this process to be the essence of RRIS and the essence of IDC – the development not just of educated young adults, but of the future leaders of Israeli and world society.
MA GOVERNMENT TRIP TO THE SOUTH

To start the second semester with positive energy, a group of MA government students, along with some BA and exchange students from the RRIS, joined together to fulfill their common thirst for travel in the beautiful land of Israel. A bus full of smiling faces set forth to brave the weather and hike in Ein Gedi, swim in the Nahal Arugot waterfall, enjoy the wonders of the Dead Sea, and learn more about Bedouin life and culture in Kfar Hanokdim. Luckily, the weather was beautiful, welcoming the travelers for their day of adventure. The initiative came from Inna Kolesnikova, an MA government student from the RRIS. The students were thrilled to experience the land of Israel beyond the classroom, through hiking, swimming and learning from each other all along the way. At the end of the day, one question was prevalent: “So, when is the next trip?”

ENCOUNTER GROUP FROM SOUTH AFRICA

A group of 70 South African high school students came to visit IDC this winter, as part of a 10-day trip that allows them to explore options for studying after graduation. RRIS Head Jonathan Davis spoke to the group, as did quite a few ex-South African students, telling them about their experiences in Israel. IDC studies, social life, RRIS housing and anything else of relevance to them, and then students were taken on a tour of campus. Months later, at a High School Expo in South Africa, students who had visited IDC during this trip expressed positive feedback. Others, who had gone to visit other universities that day, said that after hearing their friends talk about the visit to IDC, they felt they had missed out and wished they had come as well!
BOSTON: Support for Israel extends around the globe, especially amongst IDC Herzliya friends. In January 2009, Rachel and David Fine of Weston, Massachusetts opened their home for an evening devoted to discussing Israel’s Operation Cast Lead in Gaza. IDC Herzliya VP Jonathan Davis gave a thoughtful and penetrating presentation on the status of the IDF’s operation and the events that led up to the necessary engagement with Hamas. Guests included RRIS parents Leah and Mark Zamir; long time supporter of the Argov program Dale Okonow; Leslie and Alan Crane; and the Former Consul General Ilan Segev, among many wonderful guests. The Fine’s son, Ari, was quite the trooper and marched through the snow to help park all the guests’ cars!

PHILADELPHIA: Long time board members and IDC supporters Dina and Jerry Wind invited friends in the Philadelphia area for an evening to discuss Israel and Operation Cast Lead. In the beautiful library of the Penn Club, 25 guests assembled to hear IDC VP Jonathan Davis outline the IDF’s strategic goals for the operation. The passionate and well informed audience engaged in an intensive discussion about Israel’s security, the viability of ongoing exposure to rocket attacks and an intensively engaged audience discussing the need for more out of the box and long range solutions to the dilemma. Guests included longtime IDC friends Barbara and Steven Gadon, Bob Guzzardi and Marilyn Stern. Francine Lipstein and SaraKay and Stan Smullens also came out to show their support. Special thanks are owed to the Winds for hosting this important event; hopefully there will be many more such gatherings with the Philadelphia community.

REACHING OUT TO RRIS PARENTS: Now that the Raphael Recanati International School has hundreds of graduates and 1,200 students currently studying Business, Government, Psychology and Communications, there exists around the globe a substantial base of parents who share their children’s passion for Israel. This year, American Friends Director Felicia Steingard and IDC VP Jonathan Davis reached out to these parents and received a very warm reception. “It gives me great joy to meet the parents of our students around the world,” commented Mr. Davis. “These are the wonderful men and women who support their children studying in Israel and are true friends of Israel. Hearing their positive feedback and how delighted they are with their sons’ and daughters’ progress gives me a great deal of satisfaction.” Enthusiastic moms and dads are organizing group events in Los Angeles, Washington DC, New York and Boston, and have volunteered to develop local chapters throughout the US. Felicia Steingard noted, “This is a great way to build a network throughout the US and raise awareness of IDC. I am so impressed with the willingness and enthusiasm among our parents.” For more information about local events, parents can be in touch with the American Friends office in New York at (212) 213-5961 or info@afidc.org.

HARVARD CLUB: In March, The Young Presidents Organization (YPO) hosted ICT experts Eitan Azani and Yoni Fighel at the Harvard Club in New York City. A group of CEOs and business executives took time out of their busy day to be briefed on the latest issues in counter-terrorism. Giving regional updates on Afghanistan, Iraq, Pakistan, Saudi Arabia, Syria and the West Bank/Gaza, they discussed the radicalization processes, the influence of the world financial crisis and the need for the West to understand the mentality of the radicals they face. A lively question and answer period opened up the complexities of terrorism in today’s global world. The breakfast was hosted by Anthony Meyer of Meyer and Co. and Barry Akrongold of Fortune Financial and Investment Corp.

MANDEL GROUP: AFIDC Board member David Levy encouraged his dear friend Dr. Eric Mandel and his group to visit IDC on their next trip to Israel. Just in time for the Herzliya Conference, the group not only attended the best of the conference sessions but also had a unique itinerary on IDC’s campus. As they sat on the deck under the eucalyptus trees, IDC VP Jonathan Davis briefed them on the unique history of IDC and the idyllic campus’ military origins. The group held an intensive session with several of IDC’s outstanding Ethiopian Israeli students, who told their stories, both personal and academic, about the challenges they have and continue to overcome and the tremendous support network that IDC has built for them. Following this moving gathering, the group was honored to meet with Israel Prize winner and Professor of Law Amnon Rubinstein. Paula Blumenfeld, one of the group’s members, followed up the visit in New York and has volunteered to set up speaking engagements for the Ethiopian Israeli students who will be interning in North America over the summer.
**FRIENDS ASSOCIATIONS**

**PAUL STERN:** AFIDC Board Member and long time supporter Dr. Paul Stern recently spent several intensive days on IDC’s campus. During his visit he met with a group of international students from the Raphael Recanati International School. The group, which consisted of both undergraduate and graduate students, took time out from their busy exam schedule to meet Dr. Stern and share their experiences at IDC. “I love studying here so much. I had to convince my parents to let me come, but now they know how happy I am,” said Daniella Namvar, a student from Los Angeles. Dr. Stern was also surprised to meet student Sybil Ottenstein, whose parents lived just blocks away from him in Maryland. “I am going to call your parents and tell them I saw you,” said Dr. Stern – and he did. Another young student, Adam Lipert, with an interest in government, had previously met Dr. Stern in Georgetown with his father. “It was a delight to have Dr. Stern visit the campus,” said AFIDC Director Felicia Steingard. “I know he values meeting the students above all else.”

**PROMOTING RRIS IN NORTH AMERICA:** The Raphael Recanati International School’s New York Office has recently received a record number of inquiries from students wanting to study in Israel. Recently, RRIS Head Jonathan Davis hosted an information session in NY for parents, prospective students and undergraduate and graduate applicants. A record number of participants showed up for the two-hour session, which was so full that people were pouring out into the hallway. Mr. Davis drew upon his decades of experience in introducing newcomers to Israel and answering questions about the academic rigors of the BA and MA degrees, and the special features of studying in Israel. Everyone was engaged for the full two hours and many stayed afterwards to ask additional questions. As part of the outreach to high schools across the United States, Mr. Davis and Jessica Bernstein-Danino, the new RRIS Director of Recruiting in North America, visited three top Jewish high schools in the NY area - Ramaz in New York City, SAR in northern Manhattan and the Rae Kushner Yeshiva High School in NJ. Some have students that have already been accepted to RRIS, and these visits will certainly encourage more applications as the schools immediately responded by inviting IDC back for their college night. Altogether, Mr. Davis spoke to over 300 juniors and seniors on Zionism, hasbarah, Israel as a multi-cultural society, and studying at IDC. This high school outreach was a huge success and Friends of IDC hopes to continue this new tradition and strengthen IDC’s connections with these important high schools, as well as build new relationships with other top schools across North America.
On a beautiful, spring night in Needham, Massachusetts, Dale and Marilyn Okonow opened their home to friends and neighbors for an evening in honor of IDC Herzliya’s Sholomo Argov Fellows. Argov supporter Bob Grinberg, Gideon Argov, the program’s founder, and Dr. Alisa Rubin Peled, the program’s director, each addressed the audience packed with 60 guests and 18 Argov Fellows. The highlight of the evening was hearing each of the students introduce themselves and convey their passion for Israel and their commitment to working in a way that will better the country and ensure its future. One student described being accepted to the program as a defining moment in his life, others expressed their gratitude for the tremendous training and exposure the program gave them and still others shared their future plans for a career and graduate study. Many of the guests were moved by the students’ ability to express themselves and their passion for representing Israel. Gideon Argov presented certificates of appreciation to donors who support the program and several newcomers at the event expressed their desire to contribute as well. With all the challenges Israel faces, as Gideon Argov put it, “The Argov program is part of the solution.”

Argov Fellows Program in Leadership and Diplomacy, directed by Dr. Alisa Rubin Peled and coordinated by Ayela Ziv, is the honors program of the Lauder School of Government, Diplomacy & Strategy at IDC Herzliya. Building on the legacy of former Israeli Ambassador Shlomo Argov, the Argov Fellows Program in Leadership and Diplomacy prepares 20 exceptional students in their final year within the school to represent the interests of Israel and the Jewish people in the international arena. The fellows acquire the knowledge, skills and tools necessary to explain and to work towards meeting the many challenges that Israel faces in today’s complex global environment. The program, conducted entirely in English, combines academic training and practical skills. Its unique curriculum includes courses, seminars and “hands on” workshops taught exclusively to Argov Fellows by leading academic and professional experts.

At the end of April 2009, the students embarked on their annual study tour to Brussels, New York, Boston and Washington DC. The study tour involved ten intensive days visiting the European Union, The U.S. Supreme Court, Harvard University, the AIPAC Conference and meetings with leaders from a wide range of fields including politics, business, media, academia and Jewish community affairs.
Argov Fellows with Orit Freedman (front row, 4th from right) at Goldman Sachs

Argov students with Dale Okonow, Gideon Argov and Bill Recker

AFIDC Board Member Ellen Davis and her daughter Mia meet with Jonathan Davis in New York City
BIOLOGICAL FUELS, THE GOOD, THE BAD AND THE UGLY: The Israel Friends of IDC held a special event this past winter with Dr. Isaac Berzin, the head of The Institute of Renewable Energy Policy (IREP) at IDC’s Lauder School of Government, Diplomacy & Strategy, as the special guest of honor. The evening was sponsored by Solar Power and Armani Caza. The event began with greetings by IDC President, Prof. Uriel Reichman, and remarks by the CEO of Solar Power, who discussed the work Solar Power is doing, and by Ofir Yehezkeli, the president of the IDC Student Union, who spoke about the union’s activities over the last 6 months to aid citizens in the south of Israel. Then Dr. Berzin lectured on “Biological Fuels: “The Good, The Bad and the Ugly,” a presentation he also gave at Harvard Business School. Dr. Berzin, who is also a senior associate at MIT, was selected in 2008 by Time Magazine as one of the 100 World’s Most Influential People. He was also named by Vanity Fair among its Next Establishment 2008, and noted for developing, “one of the most promising green-fuel ideas ever.” His innovative work in the field of clean energy has brought him numerous awards and international recognition, and the IREP, which he heads, recently signed several cooperation agreements with the National Energy Technology Laboratory (NETL) and the University of Southern California Energy Institute.

ISRAEL AND THE ARABIC WORLD: In the spring, Israel Friends of IDC held a special event sponsored by the Israel Postal Service. The evening began with a reception, which was followed by greetings from Avi Hochman, the CEO of the Israel Postal Service. Guests were then treated to a screening of a short film about “Place in the Heart,” the IDC Alumni Organization’s campaign to raise funds for scholarships for disadvantaged students. The evening’s main event was a riveting lecture by Dr. Guy Bechor, a lecturer at IDC’s Lauder School of Government, Diplomacy & Strategy and the Radzyner School of Law. Dr. Bechor spoke on “The Relationship between Israel and the Arabic World – Conflict among the Deaf.” Over 150 guests turned up for the event, including veteran and new Friends of IDC, as well as parents of students who wish to become donors.
SOUTH AMERICAN FRIENDS OF IDC

IDC PROFESSORS PRESENT COLLAGE OF ISRAEL IN SPANISH

The four professors, Natan Lerner, Rafi Melnick, Mario Mikulincer and Eli Karmon, appeared on a special Mini-Herzliya Conference panel on Yom Ha’atzmaut, during which they presented a “Collage of Israel” in Spanish, to South American leaders of the Israel Bonds. The moderator of the panel was Adv. Jaime Aron. They covered topics concerning Israel's economy, strategic plans, sociological environment and human rights.
IDC supporters David and Izzy Schochat visited the campus and met with Prof. Uriel Reichman to discuss further support of IDC Herzliya.

Fischer pharmaceutical company chairman Dr. Eli Fischer and his daughter, company director Nurit Har El, met with Prof. Reichman to discuss IDC Herzliya.

Co-founder and chairman emeritus of the investment advisory firm, Cramer Rosenthal McGlynn, LLC and IDC Honorary Fellow Gerald Cramer and his wife Daphna visited campus to select the Cramer Fellows for the 2009-2010 academic year. They also sponsored a Cramer Fellows alumni dinner. They returned on a second occasion, during which Mr. Cramer gave the keynote address for the Raphael Recanati International School’s Dean’s list students.

Joseph Av-Zuk, chairman of Texton corporation and Polaris home appliances, visited IDC to discuss housing for economically disadvantaged students.

Yossi Tanuri, director general of the Canadian United Israel Appeal in Israel, visited campus to discuss cooperation between the Canadian Jewish community and IDC, specifically with regard to economically disadvantaged students.

Danny and Doris Tokatly visited IDC for a tour of campus and to speak with Prof. Reichman regarding ways and means of supporting IDC Herzliya.

Dora Kadisha and Yuval Lipkin from the Citizens’ Empowerment Center in Israel visited campus to discuss ways of reinventing Israeli government and electoral reform and how IDC could help with this process.

Financial advisor, Ernesto Kesler, visited campus to discuss future relations between IDC Herzliya and Latin America.

Benny Landa, founder, HP Indigo, his wife Patty, and Mimi Sela, the director of their foundation, Landa Foundation for equality and opportunities in education, came to IDC to discuss the foundation’s future support of Ethiopian students on campus.

Tanya Fogel, a staunch supporter of Israel Friends of IDC, came to campus to assist in advocating on behalf of IDC to the public.

Ron Lubash, co-founder and managing director of Markstone Investments, toured the campus and met with Prof. Reichman to discuss ways of assisting economically disadvantaged students.

Harry Schnabel, a Jewish leader from Frankfurt, toured the campus and met with IDC Vice President for External Relations, Jonathan Davis.

His Excellency, James Cunningham, the US Ambassador to Israel, received a briefing about IDC Herzliya from Prof. Reichman.

Leonid Nevzlin, Honorary Fellow of IDC Herzliya and Irina Nevzlin, director of the Nadav Fund, met with Prof. Reichman and Jonathan Davis to discuss the subject of Jewish peoplehood.

Mark Gerson, the CEO of the Gerson-Leeman group, and Joe Sigelman, outgoing White House administrator, met with Jonathan Davis for a strategic briefing on security in Israel and a tour of the security fence.

Building Contractor Avi Arenson visited Jonathan Davis, to discuss the Asper Institute, which he supports, as well as other developments at IDC Herzliya.

Avner Azoulay, director of the Marc Rich Foundation, met with Prof. Reichman to discuss the Marc Rich Library and recent developments at IDC Herzliya.

Michael Ohoven, CEO of Infinity Media and film director from Los Angeles, delivered a lecture to the students and faculty of the Sammy Ofer School of Communications and met with Prof. Reichman and Dr. Noam Lemelshtirch-Latar.

Internationally renowned photographer, Frédéric Brenner, delivered a lecture and made a very impressive slide presentation for the students, staff, faculty and supporters of IDC Herzliya.

Sami Bollag, the president of Keren Hayesod, Zurich, Switzerland, met with Jonathan Davis to discuss ways and means of collaboration between IDC Herzliya and Keren Hayesod, Zurich.

Leon Botstein, the president of Bard College and conductor of the Jerusalem Symphony Orchestra, met with Prof. Reichman and toured the campus.

World renowned businessman, Sheldon Adelson, addressed over 200 IDC students and, together with Miri Adelson, met with Prof. Reichman.

President of NEWPAN, Zvi Gior, and Inbal Shani Greenberg from NEWPAN visited campus and met with Prof. Reichman, Bilha Hochman and Jonathan Davis.

Miki and Keren Akkerman met Bilha Hochman and Jonathan Davis.

Peter Kash, bio-tech investor and author of Make Your Own Luck, came to visit IDC Herzliya in January. A friend of the Zell program, Mr. Kash hosts the Zell students at Two River, his bio-tech venture capital fund in New York City, every year. On his latest trip to Israel, the Zell Program hosted Mr. Kash for a lecture open to all students at IDC promoting his new book, Freedom from Disease.
A sampling of the exciting and varied academic news of IDC Herzliya – much of which is global in nature, highlighting that IDC Herzliya is a truly international research university.

THE GROWING STATURE OF IDC AND ITS FACULTY

Appointments and Promotions
There have been an increasing number of new appointments and promotions at IDC. Arison School of Business: Prof. Eyal Biyalogorsky and Prof. Dan Segal have both attained the rank of Associate Professor; Dr. Tal Katz Navon has attained the academic rank of Senior Lecturer. Radzyner School of Law: Dr. Avichai Dorfman and Dr. Yuval Proacci have both received academic appointments. Lauder School of Government, Diplomacy & Strategy: Dr. Eran Halperin has received an academic appointment with the academic rank of Senior Lecturer. New School of Psychology: Dr. Gurit Birnbaum has attained the academic rank of Senior Lecturer; Dr. Daniel Levy has attained the rank of Senior Lecturer; Dr. Gilad Hirshberger (with the academic rank of Senior Lecturer), Dr. Ora Nakash and Dr. Nava Levit-Binnun (with the academic rank of Lecturer) have received academic appointments. Efi Arazi School of Computer Science: Prof. Gadi Taubenfeld (Dean) has attained the academic rank of Full Professor. Sammy Ofer School of Communications: Dr. Yair Amichai Hamburger has attained the academic rank of Senior Lecturer.

THE WORLD AT IDC’S DOORSTEP

A significant number of foreign delegations have visited us over the last few months. The list includes top-notch global institutions of higher education that have come to IDC to learn of our unique model of higher education and to forge concrete agreements with us. The list includes:

The president of St. Francis Xavier University in Nova Scotia, Dr. Sean Reilley, and the chairman, Prof. Leo T. Gallant; a delegation of Indonesian academics; Dr. Uliana F. Gabara, dean and Carole M. Weinstein Chair of International Education at the University of Richmond; Ben Strauss, incoming president of the Delaware Bar Association; Jong H. Chang, president & managing partner B&MC Korea Inc.; Canadian Academic Delegation International Relations and Political Science University Students; a delegation of American academics; a delegation of The European Commission to Israel: Dr. Robert Krengel, minister-counselor - head of Scientific Section and Mr. Gianmatteo Arena - Attached Head of Operations Section; Prof. Michael R. Cannon, executive vice chancellor & general counsel, Washington University in St. Louis; and Prof. Yannis C. Yortsos, dean, Viterbi School of Engineering, University of Southern California.

In addition, local officials continue to pay us calls, acknowledging the progress we have made and the higher education revolution we are leading. In particular, it is noteworthy that the Chairman of the Planning and Budgeting Committee (VATAT) of the Council for Higher Education (MALAG), Prof. Shlomo Grossman, and the Director General of the Council for Higher Education, Dr. Steve Stav, joined us recently for a stimulating discussion on academic excellence at IDC Herzliya.

GLOBAL PARTNERSHIPS

In recent months, IDC Herzliya has signed several important bilateral agreements with leading international institutions of higher education. These include Koc University (Turkey), Sabanci University (Turkey), Duke University (USA), the Université Libre de Bruxelles (Belgium) and more.

COMPETITIVE RESEARCH FUNDING

IDC Herzliya continues to make great progress this year with grant submissions and newly funded projects. Competitive grants have been received from the Israel Science Foundation, Cisco, the Ministry of Defense, the Ministry of Tourism, the US-Israel Binational Science Foundation, the Ministry of Industry, the Jewish Agency and the European Commission.

Of significance I draw your attention to a pan-European initiative – COST (Cooperation in Science and Technology), sponsored by the European Science Foundation and the European Commission. Participation in COST activities allows academics to network with colleagues from across Europe (and beyond). This year no fewer than six IDC faculty and staff have joined ten COST projects in areas including biology, human rights, urban development, scholarly community in the humanities and innovation management.

FACULTY MEMBERS REPRESENT IDC AT INTERNATIONAL EVENTS

Many IDC Herzliya scholars were invited recently to present their research at prestigious international conferences, and to guest lecture at various worldwide institutions. To site just a few:

Prof. Aharon Barak, Radzyner School of Law
- On March 25th, Prof. Aharon Barak participated in an event to mark the retirement of Rabbi Shlomo Dovichsky of the Sha’arei Mishpat College.

Dr. Noam Lemeshtrich-Latar, dean of the Sammy Ofer School of Communications
- Dr. Lemeshtrich-Latar delivered a presentation about our school’s new journalism activities at a very important conference at Stanford University, on Innovative Journalism, on May 20th. The conference program is available at http://ij6.innovationjournalism.org.

Eric Zimmerman
ACADEMIC NEWS

Prof. Alex Mintz, dean, Lauder School of Government, Diplomacy & Strategy
- Prof. Mintz served as the chair of a roundtable on Behavioral Approaches to International Relations, at the annual meeting of the International Studies Association, New York, February 2009.
- Prof. Mintz served as discussant of a panel discussing his Poliheuristic Theory of Decision at the annual meeting of the International studies Association, February 2009.
- Mintz, Alex, Ten Ways to Deal with Iran; Presented at the conference on “What Should the Prime Minister do in the first 100 Days of his Term.” The Lauder School of Government, Diplomacy & Strategy, IDC Herzliya.
- Mintz, Alex, Political Marketing; Presented at the conference on Political Marketing of Electoral Campaigns at the Lauder School of Government, Diplomacy & Strategy.

Prof. Mario Mikulincer, dean, New School of Psychology

Dr. Gurit Birnbaum, New School Psychology

Daniel A. Levy, New School Psychology

Dr. Hillel Sommer, Radzyner School of Law
- Dr. Sommer visited the University of Ottawa (Canada) as part of the exchange program between the Faculty of Law there and the Radzyner School of Law at IDC. Sommer gave several presentations at the University of Ottawa, in the areas of Intellectual Property and Constitutional law.

Dr. Joel Slaw, New School of Psychology, adjunct
- Dr. Slaw was an invited speaker at a symposium on Sovereign Wealth Funds (SWFs) held on March 30 at Georgetown Law School in Washington D.C. He spoke on his upcoming article to be published in the Georgetown International Law Journal on aggregating holdings of multiple SWFs in the same company under various SEC disclosure rules and CFIUS vetting of transactions. Symposium participants included academics from both the United States and international law schools as well as representatives from the U.S. Treasury, IMF, World Bank and the Carlyle Group.

Dr. Yuval Karniel and Dr. Doron Freedman, Sammy Ofer School of Communications
- The two participated in the University of Nevada conference in Las Vegas on the subject of virtual worlds. At the conference they presented research work carried out by them and by Dr. Amit Lavi-Dinur on public debate on the virtual domain. The conference and research form part of cooperation between the School of Communications and the Communications Department of the University of Nevada in Las Vegas.

Dr. Maoz Rosenthal, Lauder School of Government, Diplomacy & Strategy
- 10th Mediterranean Research Meeting, European University Institute, Montecatini Trento
- Analytic Aspects of Electoral Reforms, The Open University of Israel, Ra’anana
- “Heresthetics in Israeli Knesset Committees,” in: 10th Mediterranean Research Meeting, European University Institute, Montecatini Trento

Prof. Gadi Taubenfeld, dean, Efi Arazi School of Computer Science
- The 12th international conference on principles of distributed systems, Egypt: Group renaming

Dr. Alon Rosen, Efi Arazi School of Computer Science
- The 6th Theory of Cryptography Conference (TCC 2009), San Francisco, California, USA, March 2009.
- Workshop on Voting and Internet, Tel Aviv University School of Management, Israel, January 2009.
- Two lectures in 6th Theory of Cryptography Conference (TCC 2009), San Francisco, California, USA, March 2009.
new school of psychology

IDC Herzliya is proud and pleased to announce that the Council for Higher Education (MALAG) has given us full accreditation for the New School of Psychology to award undergraduate degrees. Also, Prof. Mario Mikulincer, dean, was recently appointed editor of the Journal of Social and Personal Relationships.

academic news

new school of psychology

these are exciting times at the school.

prof. alex mintz, dean, was named by the international society of political psychology in its meeting at stanford university as editor of the prestigious journal, political psychology. the editorial office of political psychology will move from the state university of new york to the lauder school at idc in february 2010. dr. eran halperin will serve as associate editor. it is the first time that a journal of the caliber of political psychology is moving out of the u.s. or canada. professor mintz's appointment was hailed by leading newspapers in israel as a great accomplishment for idc.

admission to the school's ba and ma programs is up considerably this year despite the fact that admissions criteria have been raised substantially. minimum gpa for the school's ma with thesis track (88) is the highest for any school of government/political science/international relations/public policy in israel.

the school has announced a unique initiative: a certificate program in israeli politics, history and society for foreign diplomats serving in israel. the program in israeli politics, history and society, headed by prof. alex mintz, provides foreign diplomats background and analysis of israeli history, politics, the legal system, israel's economy, the arab-israeli peace process, israel's counter terrorism policy and the role of israel in the global village. program participants: 21 diplomats from 19 countries worldwide, among them: ambassadors, counsels, attaches, first secretaries and other high-ranking diplomats.

during january a delegation of students attended a leadership program in washington dc, which included attendance at the inauguration of president obama.

lauder school of government, diplomacy & strategy

these are exciting times at the school.

three graduates of the bachelor's degree program in computer science were accepted into ph.d. programs at mit: adaya laadan – alumna of the first graduating class, pursuing a doctorate in computer science; mickey rubenstein – studied for his bachelor's and master's degrees at idc and was recently accepted to a doctoral program in computer science; natan linder – studied for his bachelor's degree as part of the first graduating class of the international track in computer science. he was recently accepted into the doctoral program of the media lab. natan's wife, emmy nahum (linder), completed her bachelor's and master's degrees with idc, and is now studying for an mba at mit's sloan school of business management.

amitai kalmar – an alumnus of the master's program is also studying for an mba at mit.

efi arazi school of computer science

efi arazi school of computer science

efi arazi school of computer science

EFI ARAZI SCHOOL OF COMPUTER SCIENCE

Three graduates of the bachelor's degree program in Computer Science were accepted into Ph.D. programs at MIT: Adaya Laadan – alumna of the first graduating class, pursuing a doctorate in Computer Science; Mickey Rubenstein – studied for his bachelor's and master's degrees at IDC and was recently accepted to a doctoral program in Computer Science; Natan Linder – studied for his bachelor's degree as part of the first graduating class of the International Track in Computer Science. He was recently accepted into the doctoral program of the Media Lab. Natan’s wife, Emmy Nahum (Linder), completed her bachelor's and master's degrees with IDC, and is now studying for an MBA at MIT's Sloan School of Business Management.

AMITAI KALMAR – an alumnus of the master's program is also studying for an MBA at MIT.

sammy ofer school of communications

much is happening at this innovative school:

Dean Noam Lemelshtich-Latar was elected, by secret ballot, to be the next chairman of the Israel Communication Association for the upcoming two years. This association includes all communications scholars at academic institutions in Israel. The election of a chairman from IDC is an expression of esteem for the School of Communications that we have established.

Dr. Keren Eyal was recently appointed to the editorial board of Communication Reports.

ADVENTURE IDC - The idea behind this project is to enable students in specialization programs to gain experience of actual professional life, during and as part of their first degree studies, at the Sammy Ofer School of Communications. Our vision is to create “the next generation” of professionals in Israel in the fields of marketing communications and to leverage our students' high quality abilities while making a contribution to the community.

Mr. Ira Rainer, former Los Angeles County District Attorney, is currently teaching a course in the Argov Program.
Academic Course: The Foreign Currency Market and Derivatives

For all those who thought professionalism, understanding and sophistication, along with excitement and uncertainty, are the exclusive domain of the stock market, in the past year the foreign currency market showed how much it can produce surprises. Today, the lion's share of the investment portfolios of institutional investors in Israel comprises government and concern bonds, and their derivatives. In the coming years local portfolios will be joined by assets from the world's markets, where clever investors will be able to attain high returns, naturally while taking risks in the process. In-depth understanding and sophistication, married with intelligent use of analytical instruments and risk fencing, will become imperative.

With a view to developing a thorough understanding of the nature of pricing and the risk factors in this type of investment, for the fourth year in succession Prof. Yaakov Bodoch presented an advanced and comprehensive course for investment and risk management managers from the field of bonds and its derivatives engaged in banking, insurance and the private sector.

The first half of the course looked at regular bonds and the basic areas of the curve of interest rates and bond interest rate risks. In the second half he developed a model, and presented examples of bond derivatives, methods of pricing and risk management.
Alan Leifer is a member of IREP's Board of Directors. Most recently Mr. Leifer served as Senior Fellow at Harvard University's Kennedy School of Government, where his work focused on developing regulatory approaches to breaking America's "addiction to oil." At Harvard he worked with Dr. John Holdren, currently serving as President Obama's Science and Technology advisor.

Dr. Mark Bernstein, managing director of the Energy Institute at USC and member of IREP's Board of Directors, visited IDC to hold a strategy and planning session with the IREP team. One of the key areas for collaboration identified during the visit was the Energy-Water linkage. IREP is pleased to announce the Somekh Family Foundation and Mr. Jack Halpern as Founding Donors of the Institute. The Somekh Family Foundation is the philanthropic vehicle for Dr. Sass and Eta Somekh. Dr Sass Somekh is a luminary in the semiconductor equipment industry. He is a member of the Silicon Valley Hall of Fame and is co-inventor of the Precision 5000 which is on permanent display at the Smithsonian Institute. He is also co-founder of Musea Ventures, a family venture fund investing in alternative energy. Eta Somekh is active in the Israeli-American and Jewish communities of the San Francisco Bay Area where she sits on the board of the San Francisco Jewish Museum and the Jewish News Weekly of Northern California, as well as the national board of AIPAC.

Jack Halpern is a partner in Atlantic Realty, a primarily residential developer in New Jersey, New York, and Israel, where he lived from 1993-1996. Mr. Halpern founded the Energy Independence Task Force at the American Jewish Congress. The Task Force led the effort to pass the US-Israel Energy Cooperation Act, which became law as part of the Energy Independence and Security Act of 2007. Mr. Halpern is now the president of Energy Alternatives for the 21st Century.

An MOU with the University of Southern California Energy Institute was signed in December 2008. It enables collaboration in the area of renewable energy and energy efficiency. The joint research will focus on renewable energy policy and economics, enabling technologies and assessments of technology options.

Presentations / Talks in conferences (both academic and professional):
• http://www.cufi.org- Christians United for Israel, 2009 CUFI Summit
• Executives from Israeli, French, and German alternative energy companies met in Paris recently to discuss cooperation opportunities; Dr. Berzin attended this meeting.
• Dr. Berzin met with Massachusetts Governor Deval Patrick during the Massachusetts Second Annual Clean Energy Week. Dr. Berzin also spoke at the Fourth Conference on Clean Energy, part of Clean Energy Week, on an international panel concerning the evolution of clean energy technologies, companies and markets in different regions of the world.

The Social Entrepreneurial Forum Herzliya, developed in 2008 by Dr. Yair Amichai-Hamburger, acts as a liaison between students who want to make social change and networks of innovators from different fields around Israel. The monthly Forum seeks to spark the creativity integral in every human being through inspirational encounters. Once the spark is ignited, the forum aids students in the materialization of their unique visions through traditional and progressive means. The great success of their opening event, with guest lecturer Bradley Cohen of "All for the Kids," was followed with several other lectures featuring distinguished social innovators such as Alon Tal of the Arava Institute, Gidon Bromberg of POEME, and Merav Ben Ari of Derech Ha Etgar. The Forum has also implemented field trips to visit IDC alumni to see the effects they have had on their surroundings by turning their visions for a better society into a reality. The Forum has also been working in close partnership with the IEC-Business Entrepreneurship Center at IDC, exploring cross-sector opportunities for learning and synergy between social-environmental and business entrepreneurs. Collaboration between both sectors will open a door to students who wouldn't otherwise consider involvement in careers for social change. Business innovators can learn how to combine ethically-driven principles to their company models, while social innovators can learn how to use business strategies in achieving long term sustainable organizational infrastructure. Future plans include a "Pitch Competition" and a "Cross-Sector Innovation Fair" at IDC, in cooperation with IEC, a double semester fellowship program on social entrepreneurship for students with promising ideas, a micro-grant distribution program through the IDC Better World Fund, and an Israel Innovator's conference to be hosted by IDC.

Dr. Yair Amichai-Hamburger is a research project team investigating how young people conduct their friendships over the Internet. This visit will be the culmination of a two year investigation funded by the Social Sciences and Humanities Research Council of Canada. This important study will help to understand how children and adolescents communicate with others on-line and how the on-line friendships of shy young teens differ from those of their more outgoing counterparts. This will improve understanding of how best to assist shy and socially withdrawn early adolescents who experience difficulties in relating to others. The results of this study will also add greatly to the growing body of research into the effects of Internet interactions on young people.

The Zell Entrepreneurship Program 2009 Zell Program Ventures - This year's students have been working in six teams to develop their business ideas into feasible ventures. Students have been researching their prospective markets and seeking to learn about their competitors with the assistance of industry expert mentors from the business community. In addition, this year students were invited to Carmel Ventures by Shlomo Dovrat, the chairman of the program advisory board, who arranged for an analyst of the fund to meet with each team to help them define their market segment. Students also had the opportunity to hear Sam Zell speak at the Globes Business Conference in December.

The ventures this year include:
• Hairdew - A company that develops and markets innovative hair products. The venture's first product is a hair perfume that contains a cigarette smell neutralizer.
• **Seed** - The website/widget helps people make better consumer choices by showing them what their friends liked alongside public recommendations.

• **LockTell** - The venture involves a technology for remote inspection and monitoring of industrial & aerospace fasteners.

• **ART** - The venture aims to provide simple and effective solutions that will prevent the inconvenience and embarrassment of visible body perspiration.

• **FunkKit** - is a producer of Skin4Shoe - a designed sticker that allows consumers to personalize their sneakers.

• **RenderGate** - is developing a software service which will allow online gamers to enjoy the best experience games have to offer, without constantly needing to update their hardware. (RenderGate secured $500,000 from the Chief Scientist last month for research and development of its venture idea as part of the incubator program.)

The Study Skills Center was established in order to assist students with Learning Disabilities and Attention Deficit Disorder in their academic studies. Since its establishment the Center has been operating solely with the help of donations, and it does not receive any assistance from institutional entities. About 10% of the students in higher education have different learning disabilities such as: dyslexia, dysgraphia, dyscalculia and attention deficit disorder.

**What are Learning disabilities?** Learning disabilities result in a wide range of difficulties in regards to academic skills such as reading, writing, processing information and mathematical computations, difficulties in time management and self management and emotional difficulties that accompany the student. They invest many resources in order to successfully cope with academic requirements. On average these students invest double the hours than students without learning disabilities in order to succeed. The slower learning and processing, attention deficit disorder and lack of efficient study skills, make it much more difficult for these students. Each time it is amazing to see the great strength and aspiration towards success that these students exhibit in coping with their studies. Learning disabilities and attention deficit disorder create a large gap between the student's high capabilities and actual performance.

**The Study Skills Center has 3 main goals:**

- First, to bestow upon the academic student the most significant strategies, while focusing on the main tasks required in the different disciplines.

- Second, to develop the student's independent academic studying skills.

- Finally, to raise the student's awareness of his or her own style of studying, his strong points and his weak points, to help him cope and select the most suitable method.

**The Center’s Current Activities** - The Center has begun to operate in a limited capacity, with an increasing response from students. Today the Center employs another teacher, Ms. **Liron Shitrit**, who assists 20 additional students. Activities mainly include individual meetings with students, during which the student studies and practices the specific study skills suited to the individual's difficulties, abilities and field of study. In addition, the Center holds lectures on relevant up-to-date topics and runs a tutoring project in which students tutor students. This year, 20 students with learning disabilities participated in this important project.

**SCHOLARSHIP NEWS**

**The Impact Fund** provides $4K in annual scholarships - based on socio-economic need - to former members of the Israel Defense Force (Tzahal). In return, the recipients commit themselves to performing community work.
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The IDC alumni organization, having launched a campaign designed to raise NIS 1 million for economically disadvantaged students by the end of 2009, is already halfway to their goal! As is customary at prestigious institutions of higher education around the world, such as Yale, Harvard, Stanford and others, the IDC alumni organization has launched the first philanthropic campaign of its kind in Israel, under the name of "A Place in the Heart." The alumni organization is reaching out to some 8,000 IDC alumni to gather the funds, which will be used to provide scholarships for socioeconomically disadvantaged students.

The campaign’s launch was attended by hundreds of IDC alumni, including: Daniel Recanati, Ron Proper, Alex Borovitz, Ilan Lapidot, Shai Kahana and many others. The evening started out with the alumni convening in the lobby of the Ofer-Arazi Building, where they were able to meet former classmates, as well as to establish and consolidate business ties. This was followed by the screening of a short film in which students who had received scholarships from IDC related their stories and expressed their appreciation to the donors who made this dramatic change in their lives possible.

“A Place in the Heart” was founded out of a sense of responsibility and social commitment towards students in hardship, commensurate with the values that are nurtured by IDC among its students during their years of study at the institution. The scholarships will be awarded to students from within the various frameworks incorporated at IDC, including the Keren Or program, a special program for students from the Ethiopian community, and others.
FUNDRAISE FOR SCHOLARSHIPS

IDC founder and president, Prof. Uriel Reichman, having a word with Gilad Tapyas

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Just two years ago, the Argov Fellows Program in Leadership and Diplomacy was merely a concept. The goal was to select 20 of IDC’s most exceptional government students and prepare them for the challenges of representing Israel and the Jewish people in the international arena. Through a year-long, intensive interdisciplinary program, the Fellows would acquire the knowledge, skills and tools necessary to explain and to work towards meeting the many challenges that Israel faces in today’s complex global environment.

LEARNING MORE ABOUT ISRAEL – ON THE GO!
This past winter, the Argov Fellows program introduced study tours in Israel guided by Mr. Uri Goldflam, in order to familiarize students with the challenges facing Israeli society. The first study tour explored the variations of Jewish identity in Israel and grappled with the issue of Israel as a Jewish and democratic state. In the second tour, the fellows spent a day examining the policy challenges Israel faces as an immigrant society. Future tours are eagerly awaited!

ARGOV FELLOWS GIVE BACK
An underlying theme of the Argov Program is the responsibility to give back to the community as much as possible. Before Purim this year, the Argov Fellows made a visit to Beit Issie Shapiro in order to pack mishloach manot (Purim holiday gift baskets). Beit Issie is an important organization that aims to build a better future for children with special needs and developmental disabilities. A group of Argov students, alumni and Dr. Alisa Rubin Peled, the program’s director, have also begun to participate in long distance runs, with the goal of raising money for charity. After completing the Ra’anana 10km Run in March, they plan to participate in the Tel Aviv Marathon 5km and 10km in April.

FIRST ARGOV ALUMNI RETREAT
This spring, around 40 former and current Argov Fellows attended the first alumni retreat in Jerusalem. The event opened with a panel on “Israel 2050” with Dr. Dan Ben-David from Tel Avi University speaking about human capital, and Dr. Isaac Berzin from IDC’s IREP, addressing the issue of alternative energy. Following dinner, the group went out for a night out in Jerusalem’s downtown. The following day, Prof. Yechezkel Dror, emeritus, from Hebrew University of Jerusalem, gave a thought-provoking talk on “The Future of Israel between Rise and Decline.” The group then met to discuss the formation of an Argov Alumni Network. The participants conveyed a high degree of commitment to maintaining their ties to the program and each other.
A lecture at the first Argov Alumni Retreat by Prof. Yehezkel Dror, emeritus, from Hebrew University of Jerusalem

Argov seminar meeting with Ambassador to Jordan, Jacob Rozen

Volunteering at Beit Issie Shapiro, an important organization that aims to build a better future for children with special needs and developmental disabilities

Team Argov participating in the Ra'anana 10km Run
Hillel Special Update

THE HILLEL HOUSE AT IDC HAS BEEN REMARKABLY ACTIVE THIS YEAR UNDER ITS VERY IMPRESSIVE LEADERSHIP. HERE ARE SOME OF THE HIGHLIGHTS:

SHABBAT DINNERS ON CAMPUS
Sponsored by Mark Gerson, a member of American Friends of IDC, Hillel House arranged Shabbat dinners on campus for the third successive year. The Shabbat meals aim to achieve four objectives: To provide a warm, family atmosphere on Shabbat evenings for students who are a long way from home; to generate a student community based around Jewish values and the Jewish calendar; to bring together Israeli students with their counterparts from abroad so they can introduce each other to their Shabbat evening customs; and to renew the Jewish Shabbat festivities for all students. The number of participants in Shabbat meals has continually increased since the program’s inception, with 60 students in the first year, 100 in the second and 150 this year. Before the meals start, a Kabbalat Shabbat ceremony and prayer service is held for interested students, with dozens in attendance. Following the meal, students are encouraged to stay on for the Oneg Shabbat activities, which include community singing, stories and Torah discourses.

YOGA AND JUDAISM
This is the third year of Hillel’s yoga workshops, held twice a week with around thirty students attending per week. In addition to offering traditional yoga activities, the organization aims to enrich and expand the Jewish approach in all areas pertaining to body and soul. Participants are therefore exposed to a wide range of philosophical concepts taken from the writings of Rabbi Nachman of Breslev in his book The Anatomy of the Soul, and from the book Inner Chambers by Rabbi Eliezer Azkari.

HANUKKAH ARTS AND CRAFTS
Two students, Daniella Hoffman and Althea Zeloof, initiated a hanukkiya making and decorating activity at the Arison Building. Students had a chance to get creative and enjoy time together to celebrate the holiday, and as well, received a lesson in kabalistic approaches to the holiday of Hanukkah. Around 45 students from the RRIS came, made hanukkiyot, ate doughnuts and learned about the holiday.

TU BESHVAT
This year, Tu BeShvat took place during the examination period, challenging Hillel to arrange relevant activities accordingly. It was clear that it would be difficult to organize large scale activities, or to arrange events that would require students to take a break from their examination preparations, so instead of bringing the students to the Tu BeShvat activities, organizers decided to bring the holiday to them. Around 200 flower and tea plants were purchased, with a short note from the Hillel center about the holiday and its spirit attached to each. With the Hillel stall set up at the center of campus, organizers sold the plants to students for a token price. The response was enthusiastic, especially by students who had been unaware that it was Tu BeShvat and were grateful for the opportunity to experience and celebrate it.

IF YOUR ACTIONS INSPIRE OTHERS TO DREAM MORE, LEARN MORE, DO MORE AND BECOME MORE, YOU ARE A LEADER.
YEAR OPENING EVENT – MOVIE ON THE GRASS
To mark the start of the school year and the opening of the IDC Hillel’s first semester activities, Hillel House sponsored a fun and attractive large-scale event designed to draw attention to their activities on campus. They chose to show the Israeli movie Noodles on a giant screen, in the garden at the center of campus, with food and drink stalls, sofas, cushions and rugs on the grass to complete the evening’s ambiance. Before the movie, attendees saw a presentation about the activities planned for the semester, and a representative from the Save a Child’s Heart organization talked about her organization’s activities and about cooperation they have with Hillel at IDC.

STUDENT WEEKLY TORAH PORTION
During the first semester, a number of students asked Hillel House to provide a home for a group who wanted to study the weekly Torah portion each week. Led and taught by IDC student Yoni Setbon, the group convenes at the Hillel center each week and looks at the weekly portion in a contemporary and relevant light. Members learn how to read the Pentateuch and study the basic tenets of the Jewish people and how these subjects come into play in contemporary life. The group provides the participants with important basic knowledge and tools that enable them to continue discussion and studies.

MONDAY NIGHT MYSTICISM
Each week students convene for in-depth lessons on mysticism and Judaism, in an intimate and inspiring atmosphere that encourages discourse on the subject matter. The sessions are administered by Eli Deutsch, who lives in the Old City of Jerusalem and who has taught at a number of yeshivot (Talmudical colleges) as well as in the Young Judea program. The subjects addressed by the sessions include: Jewish perception of the soul; free choice; perception of infinity; happiness and depression; the power of names; and the cycle of the Jewish calendar. Around 20 students, Israeli and foreign, secular and observant, attend the sessions each week and experience the Jewish method of group study.

MERHAVIM
This weekly study program, coordinated by IDC student Althea Zeloof and designed for Orthodox students interested in more in-depth studies, is run in conjunction with the Nefesh Yehudi (Jewish Spirit) organization. Participating students discuss a range of issues, including: Man and woman; the essence of Shabbat – labor and work; the individual and freedom of choice; the hidden meaning of the Jewish alphabet; Judaism in a modern world; and love and relationships.

THE IDC HILLEL DELEGATION TO THE GENERAL ASSEMBLY
As part of Hillel Israel’s extensive participation in the convention of the United Jewish Communities General Assembly held this year in Jerusalem, the IDC Hillel center organized a delegation of 30 students to the convention, both Israeli and non-Israeli. For some this constituted an initial exposure to the world of North American Jewry and for others this offered an opportunity to express the world from which they came.

This special experience gave students insight on a Jewish world to which there is little exposure in Israel, creating, particularly for the Israelis in the delegation, a connection with the global Jewish world and the different Jewish streams they hardly ever encounter.

ACADEMIC COURSE – STREAMS IN CONTEMPORARY JUDAISM
Possibly the jewel in the crown at Hillel this year, in terms of studies, was the academic course run by the center. The program is unique, breaking new ground for both the IDC Hillel center and Hillel in Israel. The course, which provides two credits and was entirely devised, in terms of structure and content, by the IDC Hillel, was approved by the Council for Higher Education as an elective academic course. This course focused on the historical, ideological and philosophical issues that generated the state of Judaism in the modern world. After a brief historical review, which addressed the emancipation revolution that Jews and Judaism have undergone, the course looked at the main principles of each stream in post-emancipation Judaism, such as ultra-orthodoxy, neo-orthodoxy, conservatism, reformism and reconstructionism. It also touched on the place of secular Judaism on the map. During the course, students analyzed main issues of each stream in a comparative manner, while examining traditional texts from the Scriptures, the Talmud, the Halacha and Jewish philosophy. Various guest lecturers presented their Halachic Jewish approaches, for students to receive a basis for debate between the various Jewish movements in the last centuries, while viewing them from a critical and comparative standpoint. ★

MORE, DO MORE AND BECOME MORE, YOU ARE A LEADER
-- John Quincy Adams
Monday, April 20, 2009: the fateful day when 15 young students from IDC arrived in Geneva to join the ranks of the European Union of Jewish Students. Among them were five close friends from the Raphael Recanati International School (RRIS) – Daniel Buchen from Sydney, Julien Temim from Paris, Adam Moss from Los Angeles, Josh Milstein from San Diego and Galia Goldchain from Mexico City.

“TODAY IS A DAY OF VICTORY – WE HAVE TAKEN A STAND,” Daniel Buchen
As young, diverse and motivated government students we brought with us hope and optimism, yet the atrocities of the 2001 Durban conference still resonated in the backs of our minds – we did not know what to expect. Even before entering the United Nations compound we witnessed first-hand the chilling reality of anti-Semitism. There was an Iranian heckler outside the registration tent attacking Zionists and the State of Israel – calling the recent operation in Gaza a second Holocaust. There were then three mask-clad Muslim women inside the registration tent equating Zionism with Nazism and racism. Their blue laminated manila folders showed the Star of David equalling a swastika.

Together we witnessed the attempted hijacking of an allegedly anti-racist conference for human rights, by anti-Semitic, nongovernmental organizations. We witnessed the condemnation from notorious Rabbi Yisroel Dovid Weiss, head of the Neutura Karta. We witnessed the disgraceful, hate-inciting rhetoric of Ahmadinejad. Yet, amongst the hate, discrimination and intolerance, we also witnessed the power of peaceful demonstration, of civil disobedience and of unity, for it was these fundamental elements of spiritedness that brought racism to its knees.

It is now Thursday morning and I am sitting in the lobby of the Geneva Youth Hostel with a running nose, an aching throat and a feeling of physical and emotional fatigue. But there is something special about today. There is something in the air.

Today is a day of victory – we have taken a stand, we have made history and the agenda has been set. No longer can we allow the world to continue along its path of apathy and inaction. Today we can all hop on the buses and planes to our respective countries with our heads held higher than the very tops of the Swiss mountain ranges we will be leaving. Today we can be proud. We have taken back the streets from the intolerant and the bigoted - we have made a difference. A difference for Jews, a difference for Muslims, a difference for women, for homosexuals, for all races, for all creeds and for all mankind. Today, however, is not the end of our journey; on the contrary, it is just the beginning.

The international Jewish community along with other nongovernmental organizations have shown an unprecedented ability to put the petty bureaucracy aside and cooperate to achieve a greater goal: the fight for human rights and freedom from oppression, and against racism, intolerance and discrimination.

The conference came at a significant time, not only for the Jewish people, but also for the entire world. In the wake of Holocaust Remembrance Day, there are many lessons to be learned.

We are nearing the end of the first decade of the 21st century and no longer can the world stand idly by while there are unspeakable acts of genocide occurring in Darfur. No longer can the world allow the cries of persecuted Tibetans to fall on deaf ears. No longer can the Mugabe dictatorship continue its daily atrocities unobstructed. No longer can women and homosexuals in Iran and other Arab countries be subjected to cruel and inhumane treatment without the world raising their hands in the air, proclaiming “Enough!” Today a battle has been won, but tomorrow the war against racism continues.

Tomorrow is the future and in order to provide a safe and secure world for our next generation we must remain at the frontlines of these fundamental human rights issues. Apathy and inaction, no longer. ★

**IDC HERZLIYA MAKES THE CASE FOR ISRAEL AT DURBAN II**

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**WE HAVE MADE HISTORY AND THE AGENDA HAS BEEN SET.”**

- Daniel Buchen

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HONORING THE FALLEN
On a stormy winter day, some 100 freshmen from the Lauder School of Government, Diplomacy & Strategy attended a volunteer activity in Beit Horon. The students were accompanied by the school dean, Prof. Alex Mintz, and the academic advisor, Dr. Ronen Hoffman. The students and faculty members planted trees at a memorial site for those who fell during the Second Lebanon War, and lit Hanukkah candles with the bereft families.

TOURING THE KNESSET
This past spring, some 100 freshmen from the Lauder School of Government, Diplomacy & Strategy were privileged to tour the Israeli Knesset. During the visit, the students visited the State Hall of the Knesset and received an explanation of the unique and symbolic works of art, including Chagall's tapestries. The students also visited the plenum during a discussion of the State Comptroller’s report that dealt with the issue of local authority reports. A brief meeting took place in the Knesset Discussion room with two MKs who are alumni of IDC: MK Yoel Hasson, chairman of the Kadima faction, and MK Orli Levy from the Israel Our Home party.

IDC BREAKS NEW GROUND WITH JUNIOR ENTERPRISE
IDC is now poised to become the first university in the Middle East to sponsor a Junior Enterprise. Animated by the spirit of entrepreneurship, Johann Dahan, a Business Administration student at IDC, founded a partnership with the Junior Enterprise International Council to form a Junior Enterprise at IDC. A Junior Enterprise is set up like any well-organized company, with a president, general secretary, accountant, communication manager, project manager, quality manager, etc., but is composed solely of students. Its three main goals are: 1) To allow “Learning by Doing,” in that members get to practice their skills before going out into the job market; 2) To allow “Exchange, in that members get to share experiences and knowledge; and 3) To be Economically Feasible, and earn money for the services the company provides. According to Dahan, ‘Junior Enterprise’ is a great win-win project for IDC, with students adding real-world business experiences to the theoretical skills learned at IDC.”

SAVE A CHILD’S HEART
The Save a Child’s Heart organization brings children with heart diseases from developing countries for treatment at hospitals in Israel. The organization also operates facilities where the children can live during their stay in Israel. The program at IDC divided twelve student volunteers into two groups, which visited the organization's center on a biweekly basis. In addition to this volunteer work, students attended sessions to look at additional ways of advancing the organization, and these spawned a donation and sales event that boosted fundraising efforts.

IDC STUDENTS REPRESENT ISRAEL AT MODEL UN
Nine students from IDC, led by Danielle Brown, formed a Model UN group under the supervision of Shani Ross, and competed in the Harvard-sponsored World Model UN competition in The Hague. It was the first time Israel has been represented. Model UN is an activity for college students in which participants engage in a simulation of the practices, actions and debates of the real United Nations. Students participate in all branches of the UN, including the General Assembly (GA), the Economic and Social Council (ECOSOC) and the Specialized Agencies (SA). Delegates are assigned country positions (the IDC group was assigned Morocco) in their various committees, and debate and discuss their country’s position in a realistic simulation of the UN. Over a series of sessions, delegates are given the opportunity to debate, advocate and ultimately collaborate regarding a certain topic in an effort to arrive at a solution that can actually be implemented. Out of the thousands of university students from around the world who participated, one of IDC’s students received a Diplomacy Award for his outstanding work.

The IDC Model UN team Danielle Brown, Michelle Davidov, Adi Shillo, Gabrielle Charnas, Michael Humphrey, Nuphar Schwartz, Bar Ashrov, Nimrod Baruch & Uri Feldberg
SPORTING WINS AT IDC

Seventy IDC athletes took part in the ASA (Academic Sport Association) championships in Eilat, in March. The opening evening of the games featured the IDC dance group that, under the direction of Aya Mor, performed to an audience of 1,500 students. IDC teams achieved first place in the following events: Men's Squash, Men's Tennis, Men's Windsurfing, Women's Windsurfing and Women's Open Sea Swimming. IDC came in second in the Women's Aquathlon and third in Women's Squash, Women's Volleyball and Chess. The Men's Cycling team came in fourth. IDC students, both men and women, also took part in five-a-side soccer and cross-country running. The ASA championships will continue through April and May in many other fields, such as swimming, rifle shooting, water polo, athletics and various ball games.
LEGAL EXPERT WOWS IDC

Former District Attorney of Los Angeles, Ira Reiner made IDC his destination of choice in which to spend the past semester. He has been lecturing the Argov Fellows on “US Political and Legal Systems.”

For former district attorney, Ira Reiner, IDC serves as a means towards his goal: “I'm at IDC because I wanted a reason to come to Israel.”

On immediate observation, it is clear that Mr. Reiner is not a man to slink into the shadows, and his impressive years of service, as a leader within the world of law and politics in the United States, serve only to strengthen this observation.

Representing over 10 million voters, Reiner has spent time serving as the elected district attorney, city attorney, and city controller for Los Angeles. During his time as a district attorney, approximately 1,000 attorneys and 200 investigators (within the largest local prosecutorial office in the world) fell under his direction; while earlier, during his time as city attorney for the City of Los Angeles, Reiner headed the largest municipal law office in the United States. Fully aware of public duty, when going back into private practice, Reiner also served as chief counsel and executive director for the Independent Belmont Investigative Commission and as a member of the Mayor’s Commission on Homeland Security and Disaster Preparedness.

Today Reiner serves as a partner in the law firm of Riley & Reiner; a practice that emphasizes general civil litigation, white collar crime, appellate court advocacy and governmental and legislative affairs on the local, state and federal level. He is also admitted to practice before the Supreme Court of the United States and has acted as the senior legal affairs commentator on media channels such as CBS Evening News, NBC’s Nightly News, Dateline and Today; as well as ABC’s World News Tonight, Nightline, 20/20 and Good Morning America. Larry King and Fox News are just another two of a number of additional channels that have boasted Reiner as their guest. The New York Times and Los Angeles Times are also no strangers to Reiner’s legal mind, as they have printed a number of his op-ed pieces over the years.

Three years ago, Reiner experienced IDC for the first time while attending the Counter-Terrorism Conference - an international event held by IDC’s Institute for Counter-Terrorism (ICT) every year on September 11th.

“That was the first time I saw the campus,” says Reiner, who was charmed by what he found. More than that, Reiner sees IDC as an institution that fully expresses the vision of IDC founder and president, Prof. Uriel Reichman: “He wanted to create an institute of higher learning and he did it. It’s really interesting when someone has an idea and they build around it to make it a reality.”

When Reiner first met Prof. Reichman, he expressed interest in teaching at the university. From there, Prof. Reichman and Stewart Resnick, a close friend of Reiner’s and a board member of the American Friends of IDC, began to set the plan in motion. At the start of the second semester, Reiner walked onto campus and began to lecture to IDC’s Argov Fellows on “US Political and Legal Systems,” to help prepare them for the challenges of representing Israel and the Jewish people in the international arena. Twenty of IDC’s most exceptional government students, the Argov Fellows experience a year-long, intensive interdisciplinary program that provides the knowledge, skills and tools necessary to explain and to work towards meeting the many challenges that Israel faces in today’s complex global environment. Joking about his title of ‘expert’, Reiner explains that as generally “an expert is someone from out of town,” having traveled to Israel all the way from Los Angeles, the title could be safely bestowed upon him.

What Reiner continually finds pleasantly surprising is that at IDC, if someone comes up with a good idea, they are given all the support to follow through and turn that idea into something real. “There’s a different atmosphere at IDC to those bigger institutions in Israel and in the US,” he notes. “There’s a lot to be said about very large institutions of higher learning but usually the bureaucracy ensures that any new idea or attempt to alter the way things have always been is like changing the direction of a battleship.”

Of his students, Reiner has nothing but compliments: “They’re the Argov Fellows – the best of the best. Jokingly, he says that the philosopher says, ‘I think therefore I am.’ The Israeli, however, says, ‘I think therefore you’re wrong,’ which is what Reiner essentially finds most stimulating. “They accept nothing on authority and challenge everything,” he adds, saying that this makes the classroom experience exciting and dynamic for the students as well as the instructor, and prevents the instructor from simply falling in love with his own voice. ★
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