IDC Herzliya Congratulates our 2015 Honorary Fellows:
Doris and Mori Arkin
Ori De-Levie
Shlomo Eliahu
Shimon Peres
Miriam and Bernard Yenkin

The Wind Annual Social Entrepreneurship Award:
Pierre Besnainou

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On the cover: The newly named Tiomkin School of Economics and Baruch Ivcher School of Psychology, both housed in IDC Herzliya’s newest building.

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Over the years, IDC Herzliya has established increasingly strong relationships around the world, including in Asia. Through its student exchange and study abroad programs, IDC maintains links with leading universities in the region, including Peking University HSBC Business School and Tsinghua University in China, Hong Kong University, Singapore Management University and Singapore’s Nanyang Technological University, and South Korea’s Yonsei University and Korea University.

IDC has sent delegations to and hosted delegations from China, and recently, a Vietnamese delegation led by Tran Anh Tuan, Vietnam’s deputy home affairs minister, visited Israel and signed a cooperation agreement on leadership training with IDC. Dr. Eric Zimmerman, director of Research and Global Engagement at IDC, then traveled to Hanoi to discuss the continuation of the program with the ministry.

“With China, we have established several cooperation routes in addition to student mobility,” says Zimmerman. “For example, we have hosted
several groups of executives from the Cheung Kong Graduate School of Business for week-long programs on campus, and with the Party School of the Communist Party we have run several round-table discussions on the Israel-China relationship.”

IDC’s Raphael Recanati International School is home to five full-degree students and some 30 shorter-term students from Asia. Sandy Li, a second-year Business student from Guangzhou, China, says, “When I was 12, I was very interested in agriculture. I read articles about the irrigation technology in Israel, and decided then that I wanted to come to Israel. In high school I decided to study business, but I still thought I would come to Israel and study business technology.” Li says that while many of her contemporaries study abroad, it is unusual that she chose Israel. “I find the Jewish culture very special and it’s interesting to experience a totally different culture,” she says. “I love the atmosphere here at IDC. The students and faculty are really nice and friendly. They remember your name and say hello to you.”

Pan says that even after just one semester, “I have acquired so much knowledge from experienced professors with great reputations. I also got to know all kinds of interesting Jewish traditions, celebrating holidays here with classmates. It was kind of amazing when I found out I could really become close friends with people despite different appearances, cultures and beliefs. We have received so much care and help from the marvelous staff and the great student union, which gives us a sense of belonging. Homesickness and culture shock appear from time to time, but none of those could offset the upside of the precious experience of studying here at IDC.”

Sugarsuren Enkhbayer, a third-year student at the Lauder School of Government, Diplomacy & Strategy, is originally from Mongolia. “My father, who is an entrepreneur, suggested the option of going to Israel, as his business partner was from Jerusalem,” Enkhbayer says. “It’s always hard to adapt to a new environment at first, but eventually it grows on you. I felt some stress around exam time, but I got by with a little help from my friends and peers.” Enkhbayer’s plans include applying for a job in his home country’s foreign affairs ministry, as well as obtaining a master’s degree.

Li, Pan and Enkhbayer all agree that they wholeheartedly recommend studying at IDC to others in their countries of origin. Says Enkhbayer, “I think Israel is a once in a lifetime experience, especially for those who want to have a better understanding of what goes on in the Middle East first hand.”

“I love the atmosphere here at IDC. The students and faculty are really nice and friendly. They remember your name and say hello to you.”

– Sandy Li, second-year Business student

IDC is one of the top universities in Israel, where I could learn in English and get to know people from all over the world. The high level of student satisfaction and the international environment are the two things that appealed to me the most.”

– Jasmin Pan, first-year Business student

“From left: Chinese students at the Arison School of Business Sandy Li and Jasmin Pan with Rena Neger, RRIS director, Mimi Laufer, director of International Marketing at IDC, and Jonathan Davis, vice president for External Relations and head of the RRIS.

Prof. Uriel Reichman meets with exchange students.

I love the atmosphere here at IDC. The students and faculty are really nice and friendly. They remember your name and say hello to you.”

– Sandy Li, second-year Business student

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According to its founding dean, Prof. Yair Tauman, the Adelson School of Entrepreneurship was established to harness IDC Herzliya’s robust entrepreneurial culture, innovative spirit and creative talent, and become one of the world’s leading centers for the study and practice of entrepreneurship. “Unlike other schools, IDC views entrepreneurship as an integral part of its academic DNA,” says Tauman. “We provide the knowledge, practical tools and hands-on experience to ensure that our students are well-equipped to lead successful entrepreneurial careers. The Adelson School seeks to strengthen Israel’s brand as the start-up nation and champion Israeli entrepreneurial activity.”

Inaugurated in 2013, the school is continuously innovating and creating new programs. It offers Business and Communications students major and minor tracks in Entrepreneurial Management, and this specialization is about to be extended to students of all faculties. The program exposes students to the entrepreneurial ecosystem, providing practical tools and courses in strategic thinking, legal and financing aspects of start-up ventures, business model innovation, and more.

Another program that is expanding is the CO-OP Start-up Experience Course, designed for students interested in gaining hands-on experience interning with Israeli start-ups. The CO-OP program offers students a unique opportunity to experience the roller coaster of entrepreneurship and learn the ins and outs of the start-up world first-hand, while still at school. Dor Dahan, who participated in the program as a third-year Business Administration student, interned at the start-up Fairfly.

“In my internship, I gained experience in a variety of fields, from market research and content to Quality Assurance,” he says. “I worked as a part of a great team, and experienced the life of a young funded company. For me, the greatest value of this experience was the opportunity to see how things really work in the business environment outside of school. Theory and
Zell alumni ventures employ 1,053 people in 48 active, registered companies. Eight companies have had exits, including the Gifts Project, sold to eBay, and PicScout, sold to GettyImages, and one, Somoto, had an IPO in the Tel Aviv Stock Exchange.

practice came together.” Following his internship, Dahan was hired as a full-time employee at Fairfly. Many other CO-OP students have also found jobs in the companies where they interned.

In 2016, the Adelson School is planning to launch a new post-graduate program called IDC Beyond, which will empower participants to develop and launch innovative ventures that apply emerging technologies, such as nanotechnology and artificial intelligence, to help solve major global challenges, including sustainability and globalization. The program will offer recent graduates of IDC Herzliya and other universities an opportunity to extend their academic studies and bolster their applied skills and real-world abilities.

In August 2015, ASE is launching two new semester-abroad programs: IDC Intern and Study Program: Entrepreneurship, and IDC’s Coding Bootcamp.

The first is a four-month program that combines intensive entrepreneurship studies, start-up work experience, and exposure to Israeli innovation. The program involves a part-time internship with an Israeli start-up suited to the participant’s interests, along with an intensive venture creation course, in which students work in teams to develop entrepreneurial ventures. A third component is coursework at the Adelson School. At the end of the program, students will have created a business plan, venture presentation, and perhaps a prototype.

The Coding Bootcamp is a five-month program that combines intensive computer programming studies with hands-on experience interning with Israeli companies. It aims to help individuals with no coding experience to become junior developers with advanced knowledge in a range of cutting edge technologies. The program consists of intensive coding training, a coding internship, and help with job placement in Israel. Both programs will include a variety of cultural and enrichment activities such as trips and holiday celebrations.

A summer program that will take place for the second time this year is the New Venture Creation Israel Immersion Curriculum. This program provides students with the tools, support, and knowledge to create and develop their own business ventures, as well as to communicate the endeavor effectively through written and verbal presentation. Throughout the course, students learn how to analyze the feasibility of potential business opportunities, develop viable business models, contend with the challenges of the team dynamics involved in creating a business, and communicate their venture in a five-minute investor pitch and an elevator pitch.

The Zell Entrepreneurship Program, now in its 14th year, provides outstanding students with a year of customized learning and practical experience in taking a business idea through implementation and launch. Students form teams and develop an idea from scratch with the guidance of program faculty and industry expert business mentors. The program is generously funded by Sam Zell of Chicago. Beginning this year, the Zell program is receiving increased pre-seed funding for the student ventures, allowing some teams to be eligible to receive between $25,000 and $50,000. The Zell program has served as a launch pad for numerous ventures. Currently, Zell alumni ventures employ 1,053 people in 48 active, registered companies. Eight companies have had exits, including the Gifts Project, sold to eBay, and PicScout, sold to GettyImages, while one, Somoto, had an IPO in the Tel Aviv Stock Exchange.

“Whether it’s the student-run entrepreneurship club reaching over 1,500 students, the dozens of IDC students interning at Israeli start-ups, or the success of the Zell program, IDC offers a gateway to an entrepreneurial career.”

– Liat Aaronson, executive director of the Adelson School of Entrepreneurship and the Zell Entrepreneurship Program

“From the student-run entrepreneurship club reaching over 1,500 students, the dozens of IDC students interning at Israeli start-ups, or the success of the Zell program, IDC offers a gateway to an entrepreneurial career. For over 10 years I’ve seen IDC’s entrepreneurial culture flourish on campus. And now, through the Adelson School of Entrepreneurship, we’re creating a central hub for entrepreneurship-related activities. By combining rigorous academic courses with hands-on activities beyond the classroom, the Adelson School symbolizes IDC’s approach to innovative learning.”

– Ariel Rodal-Spieler
Last year, an IDC Herzliya information night was held for prospective students in Antwerp, Belgium, drawing a relatively modest crowd. This year, the same event in Antwerp drew triple the amount of people, illustrating the mounting interest of young European Jews in coming to Israel, often to immigrate, and their choice of IDC as the institution to offer them a home.

"From the first day of my studies at IDC, I understood that it would be much more than a school for me – it would be my new family," says Alexandra Ibghi, a third-year Business student at the Raphael Recanati International School who moved to Israel from Paris.

"We pride ourselves here as being the biggest academic absorption center,” Europeans are a dynamic presence.

IDC Herzliya is the most international university in Israel, and prepares students for the globalized world, making it an ideal choice for students moving from abroad.”

– Pierre Besnainou, chairman of IDC Herzliya’s International Friends

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“We pride ourselves here as being the biggest academic absorption center in Israel,” says Jonathan Davis, vice president for External Relations and head of the RRIS. In part as a result of rising anti-Semitic sentiment and attacks in Europe, the international school has seen a surge in applicants from European countries.

"Over 32 percent of our students come from Europe," says Mimi Laufer, IDC’s director of International Marketing. "We have the largest concentration of European students of all the academic programs in Israel. And this past year, registration from Europe has grown by 15 percent. We have seen a 50 percent increase in French students, and a 100 percent rise in students from Italy.”

Annette Bamberger, director of Recruitment and Marketing in the U.K. and Francophone Europe, has also witnessed this upsurge in interest in moving to Israel to pursue a degree, particularly at IDC.
“A week after the attacks on the Charlie Hebdo offices and the kosher supermarket, an aliyah event in Paris that normally draws about 1,000 people drew 7,000,” she recounts. “We had huge numbers of people inquiring about our academic programs.”

From the first day of my studies at IDC, I understood that it would be much more than a school for me – it would be my new family.”
– Alexandra Ibghi, third-year Business student from Paris

On campus, European students are thriving. “The success of our European students and alumni has been tremendous,” says Prof. Mario Mikulincer, IDC provost. “The Argov Fellows Program in Leadership and Diplomacy has a large European representation, and the students leadership roles here. They are very involved in the Shabbat meals that we plan once a month, in Kabbalat Shabbat services, and in a Beit Midrash in French that some of the students initiated. Also, every Chanukah, we have a ‘chobek olam’ program – each night when we light candles, someone from a different country talks about their Chanukah experiences in their home country.” Every year, the RRIS holds its International Festival, where students host booths featuring foods and activities from their countries of origin.

Following the tragedies in France, IDC Herzliya held a memorial ceremony for those who perished, allowing an outlet for the grief that students were feeling. “We do our utmost to ensure that our international students feel at home here,” says Prof. Uriel Reichman, founder and president of IDC. “We are proud that they chose us and we want to support them as much as possible.”

Bamberger adds that “because IDC has students, staff, and faculty from all over the world, we are very sensitive to the absorption process in Israel and we are personally invested in making sure the students have a successful experience here.”

Pierre Besnainou, chairman of IDC Herzliya’s International Friends, has been deeply involved in facilitating European immigration to Israel. “My Zionist commitment relies on the idea that aliyah is both a personal decision and a collective responsibility. When a Jewish person wishes to make aliyah, helping that person fulfill that dream becomes all of our responsibility,” he says. “IDC Herzliya is the most international university in Israel, and prepares students for the globalized world, making it an ideal choice for students moving from abroad.”

Demgenski recalls that upon his release from the Israel Defense Forces, he began looking for options to continue his studies in Israel, and are very active on campus, taking part in everything we have to offer.”

Robert Demgenski, a third-year Government student and Argov Fellow originally from Germany, says that “IDC doesn’t only provide an excellent education, it also offers a plethora of opportunities to its students – social and cultural activities and trips across Israel allow students to bond, enjoy a break from studying, and discover the multiple facets of Israeli society.”

In addition to activities such as the debate club and internship programs, European students are particularly active in Herzliya’s Hillel House. Says Nilli Glick Asaf, director of Hillel at IDC, European students “have taken on active very sensitive to the absorption process in Israel and we are personally invested in making sure the students have a successful experience here.”

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Demgenski recalls that upon his release from the Israel Defense Forces, he began looking for options to continue his studies in Israel, and are very active on campus, taking part in everything we have to offer.”

“I always had this feeling that I should live in Israel,” she says. “When I moved and came to study at IDC, I knew I was finally home. I have never regretted my choice – every day in Israel and at IDC I feel like the luckiest person in the world.”

– Ariel Rodal-Spieler

The success of our European students and alumni has been tremendous.”
– Prof. Mario Mikulincer, IDC Herzliya provost

the decision to come to Israel four years ago.

The success of our European students and alumni has been tremendous.”
– Prof. Mario Mikulincer, IDC Herzliya provost
IDC Herzliya Preserves the Past and Inspires Future Leaders
As soon as I walk through the gates of IDC Herzliya, the lush greenery and colorful flowerbeds stand out, framing the modern buildings throughout the campus that was built out of a former military base.

"It is wonderful to work with Prof. Reichman and help him implement his vision."
– Avi Nissim, vice president for Logistics

Walking along the campus boulevards, which are adorned with modern sculptures and Roman antiquities, it is clear that in designing this campus, careful planning was necessary to achieve Reichman’s vision. Avi Nissim, vice president for Logistics, who recently worked with Reichman to expand the campus, explained how “the recently refurbished hangar building, which houses new lecture halls and classrooms, was previously used by the Israeli Air Force to service its vehicles. The industrial feel of the existing structure's facades was preserved and the vertical concrete elements developed a distinctive ambiance.”

A similar approach was used when the Ivcher Auditorium was renovated in 1994. Israeli architect Nira Reichman, wife of Prof. Reichman, transformed an old anti-aircraft simulator into a modern conference center and lecture hall, while keeping the simulator’s structural outline. On the other hand, IDC’s newest building, the Behavioral and Neuroscience-Economics Building, established as part of the School of Psychology in 2014, was designed to reflect the school’s commitment to green architecture.

During my tour, I was told by Stephanie Miller, head of Recruitment and Admissions at the Raphael Recanati International School, that “the students are our partners.” Almost a quarter of the students come from over 80 countries, and as I walked into the cafeteria, located on Wind Boulevard, it was clear what an international campus this is. “Unlike other universities, there is no faculty club at IDC Herzliya. Students are regularly seen eating their lunch together with their professors, because here at IDC, students are seen as partners,” said Miller.

Much thought clearly went into providing informal areas throughout the campus where students can relax. As I walked past the Radzyner Plaza, where official ceremonies are held throughout the year, many students were seen studying together in the sunlight under a beautiful jacaranda tree. Others were seen enjoying the fragrant orange and eucalyptus trees, which have become a central campus landmark. Lounges equipped with comfortable chairs and tables can be found throughout campus.

Students looking for a more formal and quiet area to study can go to the Marc Rich Library, near the entrance of the campus, which houses thousands of books, academic journals, and databases. There are also over 500 computers available for the students in dedicated spaces throughout the 10 schools. IDC’s unique interdisciplinary programs equip students with in-depth knowledge in their areas of study and the ability to work effectively across disciplines, and this is echoed by the structural design of the campus. For example, the Lauder School of Government, Diplomacy & Strategy and the Arison School of Business, two very different faculties, share one building. Similarly, the Tiomkin School of Economics shares its facilities with the Baruch Ivcher School of Psychology.

In the lobby of the Sammy Ofer School of Communications building, I looked up at the ceiling, where wall plaques illustrate the 20 years of IDC Herzliya’s achievements. There are also wonderful photos from IDC events over the years on the walls. This building is also the home to the Museum of Communications, where 150 communications devices and photographs from the early years of Israeli broadcasting and print are displayed, and where IDC’s student radio station broadcasts, preserving the school’s mission to serve as a forum for both theoretical and practical knowledge that will contribute to Israeli society.

And it is clear that this academic village is constantly developing. In fact, IDC recently announced three new projects: a 24-hour student city that will include a students’ union and three 13-story student dormitories, to be located east of the current campus; a conference center, to be located in the old parking lot, and a sports center, including tennis courts and a swimming pool, to be located north of the campus. According to Nissim, “It is wonderful to work with Prof. Reichman and help him implement his vision.”

– Sophie Vardi

"Unlike other universities, there is no faculty club at IDC Herzliya. Students are regularly seen eating their lunch together with their professors, because here at IDC, students are seen as partners."
– Stephanie Miller, head of Recruitment and Admissions at the Raphael Recanati International School
The idea of a joint building for the School of Business and the School of Government reflects Prof. Reichman’s vision of an interdisciplinary approach to education.

The Behavioral and Neuroscience-Economics Building: This is one of the newest buildings on campus, established as part of the School of Psychology in 2014, designed to reflect IDC Herzliya’s commitment to green architecture.

The Marc Rich Library, located near the entrance of the campus, houses thousands of books, academic journals, and databases.

Future student dorms with 750 rooms
A Walk Through IDC Herzliya’s Campus

Radzyner Square:
Official ceremonies throughout the year take place here. Its grassy lawns also offer students a relaxing environment to take a break from their studies. It is located in front of the Radzyner Administration building, which housed the original classrooms from when IDC Herzliya was established in 1994.

Ivcher Auditorium:
Formerly an anti-aircraft simulator, IDC Herzliya’s first conference center and lecture hall is found here.

The Museum of Communications:
Housed in the Arazi-Ofer Building, the Museum of Communications focuses on the media’s historic contribution to human culture.

Future Jusidman Convention Center

Office of VP for Finance, Head CPA

Office of VP for Academic Excellence

Future Jusidman Convention Center

IDC SPRING 2015 // 11
Princeton University President Prof. Christopher L. Eisgruber visited IDC Herzliya last December and met with its leadership, including Prof. Uriel Reichman, founder and president of IDC, Prof. Mario Mikulincer, IDC provost, Prof. Alex Mintz, head of the Institute for Policy and Strategy, and the deans of the various schools.

Eisgruber also met with Profs. Aharon Barak and Amnon Rubinstein of the Radzyner School of Law, and said that “as a constitutional scholar, I was thrilled that my visit to IDC included conversations with Justice Barak, who is famous for his humane and egalitarian interpretation of Israel’s basic laws (as a former Supreme Court judge and president), and with Prof. Amnon Rubinstein, who played a critical role in creating those laws (as a former Knesset member and minister).”

A reception was held at Mintz’s house for Eisgruber, who was accompanied by his wife, Lori, and son, Danny. Among those in attendance were Reichman, former Israeli Prime Minister Ehud Barak, Supreme Court Justice Yoram Danziger, Israeli Academy of Sciences and Humanities chairwoman Prof. Ruth Arnon, director of the Political-Military Affairs Bureau at Israel’s Defense Ministry Maj. Gen. (res.) Amos Gilead, and editor-in-chief of Haaretz newspaper Aluf Benn.

This fall, Princeton students will study courses on the Middle East together with international students at the Lauder School of Government, Diplomacy & Strategy.

“This is a significant step. The cooperation is not only student-based, but will include research collaboration as well.”

— Prof. Alex Mintz, head of the Institute for Policy and Strategy at IDC Herzliya
From left: Dr. Noam Lemeshtrich Latar, founding dean of the Sammy Ofer School of Communications, Profs. Uriel Reichman, Christopher L. Eisgruber, Alex Mintz, Mario Mikulincer, provost of IDC Herzliya, Amnon Rubinstein and Aharon Barak, both of the Radzyner School of Law, during Eisgruber’s visit.

Mintz, who initiated the agreement together with Prof. Nancy Kanach, a senior associate dean of Princeton University, observed that Eisgruber’s visit to IDC and the partnership between the two universities attests to the development of IDC as a leading center of academic excellence. “This is a significant step,” he said. “The cooperation is not only student-based, but will include research collaboration as well.”

IDC Herzliya was specifically selected by Princeton University for the unique Task Force program. Princeton has such partnerships with only a few other universities, including Oxford University in the U.K. and Sciences Po in Paris.

“Prof. Eisgruber is very supportive of expanding ties with IDC,” says Mintz. “It is encouraging to see someone of his stature not only speaking out against academic boycotts, but working to expand ties with an Israeli institution.”

The Lauder School is engaged in joint activities with a number of other schools, including the Price School of Public Policy at the University of Southern California, the Lyndon B. Johnson School of Public Affairs at the University of Texas at Austin, the Maxwell School of Citizenship and Public Affairs at Syracuse University, and the China Foreign Affairs University in Beijing.

At the end of the visit, Eisgruber said, “I am delighted by the partnership between Princeton and IDC Herzliya, and it was a special privilege for me to visit IDC during my trip to Israel. IDC has rapidly established itself as an internationally recognized institution with an outstanding program of teaching and research. Princeton and IDC share commitments to scholarly excellence and to public service, and I look forward to facilitating connections between IDC and interested students and faculty at Princeton.”

– Ariel Rodal-Spieler

“IDC has rapidly established itself as an internationally recognized institution with an outstanding program of teaching and research.”

– Prof. Christopher L. Eisgruber, president of Princeton University
As an institution that does not receive any financial support from the government or from public funds, IDC Herzliya is reliant on the support of its donors, whose generous contributions are its only means of providing scholarships for needy students, launching research projects, and opening new schools. Numerous friends and supporters from Israel and around the world have rallied around IDC, demonstrating their belief in its vision, and its list of international friends continues to grow.

“We are delighted that so many new friends from around the globe are joining us in realizing the dream of building and developing Israel’s first non-profit, international, and interdisciplinary university,” says Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School. “Our international friends play a vital role in the continued success of IDC.”

In addition to its Israel-based supporters and the American Friends of IDC Herzliya, the university has informal International Friends Clubs in the U.K., U.S., South Africa, Switzerland and Germany, and recent activities have increased the number of friends in Canada, Mexico, France, Romania and Italy. Adv. Michal Cotler-Wunsh, director of International External Relations, led events this year in Montreal, Toronto and Mexico City to expose more people to the uniqueness of IDC.
“Our supporters connect to what IDC says and does,” says Cotler-Wunsh. “Viewed as partners, the students are empowered here; they can approach any of their lecturers virtually any time. Having challenged the ivory tower approach to higher education, the atmosphere at IDC is unusual in academia, and our friends appreciate that.”

Supporters also share IDC’s Zionist ideology. “The very clear Zionist vision of the founder of IDC, Prof. Uriel Reichman, is what sets us apart. We set out to do for the country, rather than take from it,” says Davis. “Our international school is growing all the time, with more and more young people who feel a connection with Israel pursuing a degree here. Often the parents of our students come to visit and audit classes, become enamored with IDC’s extraordinary academic model and Zionist outlook, and decide that they want to become involved in helping us grow.”

All IDC supporters are volunteers, who host events and help raise awareness because they connect with IDC’s values on a personal level. “What binds our group of friends together is that they feel that they are part of a project, helping to build a place that’s still forming its own identity,” says Cotler-Wunsh. “We all share the common goals of training Israel’s future leaders and creating a paradigm shift in understanding education. We want to empower our supporters to feel that they are our partners, and even more than that, that we are all part of the same family. That is what IDC is all about.”

Pierre Besnainou, chairman of IDC Herzliya’s International Friends, says: “It is a great honor for me to try to help IDC become more renowned worldwide. In particular, I try to recruit supporters from around the globe who can help us create scholarships for bright students who don’t have the financial means to study at IDC. My objective is to have IDC’s excellence accessible to any gifted student, including underprivileged ones. It is thanks to help from our friends that IDC has the ability to welcome students from many different backgrounds.”

“My objective is to have IDC’s excellence accessible to any gifted student, including underprivileged ones.”

– Pierre Besnainou, chairman of IDC Herzliya’s International Friends

“From left: Mexico’s Lina Musali de Kably and Vivian and Marcos Metta with Jonathan Davis, IDC’s vice president for External Relations and head of the Raphael Recanati International School.

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Prof. Uriel Reichman with Freddy Argi of Switzerland.

Perla and Carlos Jinich of Mexico.

Among IDC’s international friends are Freddy and Aimee Argi, who have hosted two gatherings of Swiss friends of IDC in Geneva; Sir David Garrard, who hosted Israel at Heart students in London; Cary and Ronda Green, who hosted an exposure event to IDC in Toronto, and Carlos and Perla Jinich and Marcos and Vivian Metta, who hosted Davis and Cotler-Wunsh in Mexico City and created several opportunities to expose the community there to IDC. Additionally, the Hebraica University, with which the Jinichs are involved, hosted a talk by Dr. Tal Ben-Shahar, head of IDC’s Maytiv Center.

With new initiatives taking place in countries where IDC has not had a presence previously, its network of friends and supporters is expanding. The vision is for new International Friends Clubs to be established, with supporters hosting events and spreading the word about the unique academic entrepreneurial venture that is IDC.

– Ariel Rodal-Spieler

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Teaching Happiness: Bringing Positive Psychology into the Classroom

Dr. Tal Ben-Shahar, founder of the Maytiv Center at IDC Herzliya, is incorporating the science of happiness into education systems around the world.

Dr. Tal Ben-Shahar, renowned lecturer and best-selling author, recounts the way in which Dr. Martin Seligman, the founder of the field of Positive Psychology, would begin his lectures to groups of parents: “He would ask two questions. The first was, ‘What do you want most for your children?’ to which the parents would respond, ‘Happiness, a fulfilling life, resilience,’ and so on. The second question he would ask was, ‘What do your children learn in school?’ to which the answer was, ‘Math, science, spelling,’ and the like. There was almost no overlap between the two lists. The second list is important, of course, but why do schools tend to neglect the first list?”

Ben-Shahar explains that the Maytiv Center, established in 2010 at the Baruch Ivcher School of Psychology, seeks to fill this void by instilling the ideas of Positive Psychology as an integral part of school culture. “Our vision is to teach Positive Psychology as a pillar, like math or science,” he says. Positive Psychology focuses on how to improve quality of life and optimal individual functioning. Whereas traditional psychology typically focuses on people’s social-emotional difficulties (what’s “wrong”), Positive Psychology concentrates instead on what is going “right,” promoting self-realization, happiness, fulfillment and a sense of meaning.

“One of the central ideas of Positive Psychology is to concentrate on what works in your life,” says Ben-Shahar. “By focusing on love, strength, and happiness, you’re teaching yourself to be resilient and better able to deal with crises.” Other tenets are practicing gratitude, physical exercise, and mindfulness. Journaling has also been proved to increase happiness levels, says Ben-Shahar. “Writing about either difficult or positive experiences creates a sense of coherence and helps make sense of your experiences.” However, he says, it is unreasonable, and guilt-inducing, to expect to feel happy all the time.

“You have to give yourself permission to be human,” he says.

I love the entrepreneurial spirit and can-do attitude of IDC students. Their energy levels are high, and they are not afraid to fail.”

According to Ben-Shahar, the number one predictor of happiness is quality time spent with people we care about and who care about us. In a global survey, the element shared by the five countries that were rated the happiest was a strong support network of family and friends.

“I am worried that these relationships are taking a back seat today because of long working hours and the overuse of technology,” says Ben-Shahar. “Levels of depression and anxiety are higher today than in the past, when people spent more quality time with their loved ones.”

Ben-Shahar, who taught the most popular course at Harvard University before joining IDC Herzliya, consults and lectures around the world. He is the author of four books on Positive Psychology, all international bestsellers. “Happier: Learn the Secrets to Daily Joy and Lasting Fulfillment” (2007) has been translated into more than 25 languages.

Ben-Shahar has been at IDC Herzliya for seven years. “I chose IDC because it’s a place with a vision,” he says. “There is a high level of scholarship, but it is also agile and flexible, and things get done without the bureaucracy of other institutions of higher learning. I love the entrepreneurial spirit and can-do attitude of IDC students. Their energy levels are high, and they are not afraid to fail.”

The Maytiv Center develops and conducts intervention programs in schools and kindergartens according to the core principles of Positive Psychology. To reach young children, fun, experiential methods are applied, such as art and stories. The program has been implemented in 50 schools in Israel to date, as well in schools in Mexico, Costa Rica, and the United States. Maytiv trains the teachers, who in turn train the students, with the goal of bringing about positive change in their personal lives, classrooms and communities. Training seminars take place over 10 to 15 sessions for a total of 30 hours.

Maytiv has conducted wide-ranging assessments of the center’s program in schools for research purposes. The findings demonstrated a clear connection between participation in the intervention program and lower levels of emotional distress. A causal relationship was also found between participation in the program and a rise in positive emotions, optimism, improved self-image, improved sense of capability, a decrease in the level of violence in the schools, and improvements in academic achievement.

“The results we’ve seen have been amazing,” says Ben-Shahar. And that is something to be happy about. ★

– Ariel Rodal-Spieler
In what is to be an annual event, outstanding IDC students and teaching assistants now have the opportunity to compete to demonstrate their knowledge of the challenges affecting Israel and the Middle East and to suggest solutions. The initiative was launched thanks to the generosity of IDC Herzliya’s longtime supporters and friends Neville and Emma Shulman, and is to be called the Neville and Emma Shulman Literary IDC Challenges Cup.

Neville Shulman, CBE, said that “by our supporting the endeavors of the IDC Herzliya students within the framework of this new competition, we hope they will continue to strive to make a positive impact on Israel, the Jewish people and other nations of the Middle East. We believe in the creative work of IDC Herzliya and consider that their students will become some of the emerging future leaders of Israel.”

Prof. Uriel Reichman, founder and president of IDC Herzliya, remarked that by opening this competition to both students and alumni, a unique opportunity has been created for the continuity of intellectual challenge and academic excellence. “IDC Herzliya is deeply grateful for this esteemed award, which will serve as a means of promoting its individuality and high level of academia and applied research,” Reichman said.

The topics researched by the participants ranged from security issues to water challenges to women’s roles in combating Middle East terrorism. “Shortlisting the submissions was a huge challenge in itself, due to the high standard of all this year’s entries,” said Dr. Amichai Magen, academic director of the project and faculty member of the Lauder School of Government, Diplomacy & Strategy. “All competitors were required to submit a seven- to 10-page article demonstrating their research skills by providing a clear problem and proposing workable solutions.”

Magen’s team, under the auspices of Prof. Boaz Ganor, dean of the Lauder School, selected five finalists. The final three submissions were reviewed by a special committee comprising Reichman, Ganor, the Shulmans, and Prof. Mario Mikulincer, IDC provost. All the submissions were assessed for originality, creativity, and “out of the box” ideas.

“This is a wonderful opportunity for students and alumni to demonstrate the interdisciplinary nature of IDC Herzliya. Students from all IDC schools could participate in the competition and their proposals dealt with all the education fields that are offered here,” said Ganor.

The winning paper was “The Islamic State in the Palestinian Society: A Collapse of Perception and a Challenge at the Heart of Israel,” by student Moran Stav, who received a prize of $7,500 and a silver cup inscribed with her name. The Cup will be awarded each year to future winners. The three runners-up were Devorah Margolin, IDC alumna and teaching assistant, Shine Shaham, third-year Psychology student, and Shahar Robinstein, second-year Government student. They each received a prize of $500 and a special certificate.

Shaping the Future of the Middle East: The Neville and Emma Shulman Literary IDC Challenges Cup

A prestigious and innovative competition has been launched at IDC Herzliya to enable students and teaching assistants to try their hands at solving the issues of the Middle East.
It’s not everyone who can bring two former prime ministers, a bestselling columnist and a cancer treatment pioneer together to headline one event. But Judy and Avi Tiomkin succeeded in doing just that for the naming of the Tiomkin School of Economics this year, assembling 200 notable guests, including some of Israel’s most prominent business leaders.

IDC’s School of Economics inducted its first class in 2010, and now, following a generous donation from the Tiomkins, has been named in their honor.

“We grew up on the idea that government is the problem and the private sector is the solution,” Avi Tiomkin, an adviser to international hedge funds, told the guests. “I come from a capitalistic ideology, but the truth is that today the opposite is true: The private sector is the problem and government is the solution. I hope that this school helps raise a generation that helps decision makers make the right decisions, at a time when the decisions are becoming harder, especially when it comes to social welfare.”

Prof. Uriel Reichman, IDC’s founder and president, welcomed the guests and thanked the donors, saying: “I believe that Avi Tiomkin, who has been a friend of IDC since the day it was founded, believed in us because we wanted to challenge the status quo in academia. I am very thankful to Judy and Avi.”

The keynote panelists at the event were Tony Blair, the U.K.’s former prime minister, and Ehud Barak, Israel’s former prime minister and defense minister. They were interviewed onstage by Ari Shavit, a Haaretz columnist and author of the bestselling book, “My Promised Land: The Triumph and Tragedy of Israel.”

“What I have to say to Israel’s leaders is not to look at peace as a gift you are giving the
Palestinians, but as your own self-interest,” Blair, the Quartet’s envoy to the Middle East, told the audience. “I think that Israel’s next prime minister, as soon as he is elected, must do basic things that the Palestinians need, like connecting them to water and electricity.”

Barak said, “We cannot continue to rule over another people. The Palestinians have national aspirations that we cannot ignore. The only way forward is to be ready to accept in principle the Arab League initiative as a basis for negotiations.” On the U.S. deal with Iran, Barak said, “The agreement will be terrible, because the Americans are switching positions from the idea that Iran should not have nuclear weapons to the idea that it should, under U.S. oversight. The real reason the Iranian government wants nuclear weapons is not its hatred for Israel but the aspiration to be a regional power. Their real nightmare is to enter a conflict with the U.S. that could bring down the ayatollah regime.”

Following the keynote panel, Prof. Arie Beldegrun, an expert on prostrate and kidney cancers and the founder of Kite Pharma, which develops cancer T-Cell immunotherapy, spoke on the topic, “When and How Can We Defeat Cancer?”

Guests at the event enjoyed cocktails and a dinner catered by renowned chef Ran Shmueli. Reichman and Prof. Zvi Eckstein, dean of the Tiomkin School of Economics, mingled with guests including Herzliya mayor Moshe Fadlon and former mayor Eli Landau; business leaders Ofra Strauss, Etti and Gabi Rotter and Boaz Schwartz; former politician Dalia Rabin-Pelossof; director-general of the Tel Aviv Sourasky Medical Center Prof. Gabriel Barbash, and the Tiomkins’ daughter, Natalie, and her husband, Tzvika Barenboim.

“We grew up on the idea that government is the problem and the private sector is the solution ... but the truth is that today the opposite is true.”

– Avi Tiomkin

– Simona Weinglass
One of IDC Herzliya’s proudest accomplishments is the Study Skills Center, which operates under the umbrella of the Dean of Student Affairs. The center was established in 2005 by Rachel Thomas, with support from David Shohat, to help students with learning disabilities and ADHD in their academic studies. Recently, it was relaunched as the new and improved Lea and Naftali Ben-Yehuda Accessibility and Study Skills Center, with the help of the Foundation Division of the National Insurance Institute (Bituach Leumi).

Through its “Meizam Hamahapecha” fund, the National Insurance Institute has sought to improve accessibility to higher education for those with disabilities, helping them complete their studies and increase their chances of finding appropriate employment after graduation. This assistance, together with the generous continued help of the Ben-Yehudas, Hava and Shimon Topor, and Vered Lidor, has now allowed the center to expand and open its doors to IDC students with a wider variety of disabilities. In addition to helping those with ADHD and learning disabilities such as dyslexia, dysgraphia and dyscalculia, the center now provides assistance to the visually impaired, the hard of hearing, students with motor impairments, chronic diseases, mental health problems, and other conditions that can impede their studies.

Several improvements have been made to the center. It has been renovated to create what Thomas calls a “physical and metaphorical home that nurtures the students and provides a basket of services under one roof.” Both personal and one-on-one study areas have been built, along with an acoustically optimized workshop room and a multimedia center. Computers and technological equipment have been provided, bolstering the center’s supply of assistive technologies, which provide aid for students with disabilities in
The new center has expanded the services it provides to students, continuing to give those with disabilities the necessary tools and strategies for dealing with their challenges. Dr. Adi Gidron now holds one-on-one study strategy sessions with students, and workshops are held on topics including coping strategies, academic writing, and preparation for the employment world. For the first time, the center is running a mindfulness workshop in collaboration with the Sagol Center for Applied Neuroscience, supported by the academic research of Dr. Nava Levit–Binnun of the Baruch Ivcher School of Psychology. Mindfulness is a mental exercise that develops the cognitive skills of concentration, clarity of thinking and the ability to deal with stress and frustration. This practice has proven to be extremely effective in improving the cognitive processes which serve as the basis of optimal learning. “We want to give our students more skills, based on research, to help them,” says Thomas. The center’s unique tutoring program, in which students who were themselves assisted in overcoming learning disabilities “pay it forward” by tutoring others and helping them develop independent academic skills, is continuing to yield success. “Students meet people who are like them, who have had the same experiences, and are inspired when they see that they succeeded despite their challenges,” says Thomas.

The things that one can visibly notice are my improved reading techniques and organization of time. Less obvious perhaps are the feeling of support that I have and my increased sense of capability.”

– A second-year Law and Business student

The positive feedback from students is overwhelming. “I’m not sure I can articulate the precise impact of the center on my functioning during my studies,” says one second-year student in Law and Business. “The things that can get to where we aim to reach.”

“What characterizes IDC is that we have adapted this place for the students. We have such dedicated people at the center who give the emotional encouragement and support that enables all our students to take off and succeed, and then contribute to society,” Reichman said at the event.

Omri Rovner, a first-year student at the Sammy Ofer School of Communications, spoke about his personal experience at the center. Rovner suffers from dystonia, a disease that causes muscle locks and involuntary movements, and also affects his vision and cognitive abilities. He lauded the staff and tutors at the center for the assistance they provided him, saying, “It is important for me to note that the disabled are no different from anyone else. We can do anything, we just need minor adjustments made so that we can get to where we aim to reach.”

The motto “Nothing About Us Without Us” has been used by Disabled Peoples Organizations throughout the years to encourage the active involvement of persons with disabilities in the planning of strategies and policies that affect their lives. This motto can also be applied to encourage the entire IDC family to actively help pave the way towards the inclusion and consideration of all students on its campus. ★

– Ariel Rodal-Spieler
Last September, the IDC Herzliya family lost a dear friend when Vardina (Dina) Wind passed away at the age of 76 after a courageous battle with cancer. Dina and her husband, Prof. Jerry Wind, a professor at University of Pennsylvania’s Wharton School of Business and chairman of IDC Herzliya’s Academic Committee, were among those who helped Prof. Uriel Reichman, founder and president of IDC, establish it over two decades ago. Dina Wind was the founding secretary of the American Friends of IDC Herzliya, and over the years, the Winds hosted many fundraising events for the university.

An acclaimed sculptor, Dina Wind supported many initiatives in education and the arts. Her works are on permanent display in numerous galleries and museums, and on IDC’s campus. She was also a businesswoman, managing the daily operations of Wind Associates, Inc. A devoted wife, mother, and grandmother, she is survived by her husband, two sons, a son-in-law, and a granddaughter.

In March, IDC proudly hosted the first annual IDC Herzliya Dina Wind Power of Art Symposium in her memory, followed by a dinner event celebrating her life. The goal of the symposium is to introduce IDC students, faculty, alumni, staff and friends to the idea that art can enhance life and be a force for social transformation, and encourage them to apply lessons from art to their everyday lives. A panel titled “How Art Can Influence Our Lives” included James Snyder, director of the Israel Museum, Michal Rovner, a leading Israeli artist, and Ruti Direktor, curator of Contemporary Art at the Tel Aviv Museum of Art. The panel was moderated by Roni Gilat-Baharaff, a specialist in 20th century art and managing director of Christie’s (Israel) Ltd.

A Celebration of Art and Life

IDC Herzliya Remembers Dina Wind, z”l

“A few people have the rare gift of radiating light, love and energy to everyone around them – Dina was one of those people.”
– Dr. Noam Lemelshtrich Latar, founding dean of IDC’s Sammy Ofer School of Communications
“Art is a means of communication, and as such it can raise awareness,” said Rovner. “The artist tries to give the viewer a different perspective from which to look.” Following the panel, a cocktail reception was held, after which guests were led on a walking tour around the IDC campus to see Dina Wind’s sculptures. Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School at IDC Herzliya, served as the emcee for the second part of the evening, a dinner honoring her legacy. “I don’t recall any major event at IDC when Dina wasn’t seated in the front row with a sparkle in her eye,” said Davis. “She will be missed, but her memory lives with us in so many ways.”

John and Lee Wind, Jerry and Dina’s sons, presented a visual tribute of their mother’s life. John Wind, a leading jewelry designer and artist, said he had a strong creative connection to Power of Art lecture series at the Philadelphia Museum of Art; the Dina Wind Fellowship at the Fleisher Art Memorial in Philadelphia for artists who impact their community; the Relâche Ensemble Annual Dina Wind Concert; the Dina Wind Lecture Series at the Philadelphia Sculptors group; the Dina Wind Innovation Lab at the Arts and Business Council of Greater Philadelphia, and the Dina Wind Sculpture Conservation Fund and sculpture garden at the Woodmere Art Museum.

Reichman spoke about the two initiatives established in Dina Wind’s memory at IDC: the Power of Art Symposium and the Dina Wind Scholarship, which will allow American students to study at one of the university’s 10 interdisciplinary schools.

“Dina and Jerry had a deep love and connection to IDC and Israel,” he said. “Throughout the 20 year history of IDC, there was not one year in which Jerry and Dina did not come for a visit. During their last visit, about a year ago, Dina was already ill. She did not complain, but I felt that she made the effort to come as a kind of farewell from this country, from family and from this place in which she has invested so much. Even while she was facing the end, Dina was still discussing the good things she wanted to do, the contributions she wanted to make.”

Together with the Wind family, Reichman presented the first Dina Wind Scholarship to student Heather Chadwick, who presented the Wind family with a painting she created in thanks.

“Lady,” one of Dina Wind’s sculptures, at the entrance to the IDC campus.

Mom. My jewelry was inspired by her sculptures, and in response, she began creating wall reliefs and calling them brooches for buildings!” A number of family members and friends shared their memories and personal anecdotes. Dubi Pekelman compared Dina Wind to her art, describing her as being “made of tough material, yet gentle and elegant at the same time.” Dr. Noam Lemelshtrich Latar, a close friend of the Winds and founding dean of IDC’s Sammy Ofer School of Communications, said: “Few people have the rare gift of radiating light, love and energy to everyone around them – Dina was one of those people.”

Jerry Wind spoke about his wife, calling her “the most amazing woman, whom I was lucky enough to have as my wife, best friend to our children, and grandmother to Gavrielle.” He presented 10 initiatives that have been created in her memory, including the Dina Wind Sculpture Conservation Fund and sculpture garden at the Woodmere Art Museum.

Vered Shilony, a cousin of the Winds and a well-known musician, introduced a musical tribute to Dina Wind titled “Unbreakable,” by the electronic duo Tokujoros. Following dinner, guests were invited to sign a tribute book that had also been on display at the Dina Wind Celebration of Life memorial event held a few months earlier at the Philadelphia Museum of Art.

IDC Herzliya mourns the loss of its longtime friend and supporter, Dina Wind, z”l. In the words of Reichman, “As long as IDC Herzliya exists, so too will Dina Wind’s memory.”

– Ariel Rodal-Spieler
As the new Israeli government began to take shape, so too did IDC Herzliya’s first shadow government, led by the Lauder School of Government, Diplomacy & Strategy and run by IDC students. In the initiative, selected students were divided into groups of five to 10, with each group portraying a different government ministry. Each ministry is mentored by an academic advisor, a professional mentor, and a teaching assistant.

Prof. Uriel Reichman, founder and president of IDC Herzliya, laid the groundwork for the project by writing the Zionist and philosophical vision for the shadow government. “Participation in the shadow government will be beneficial for the students and professional advisors alike,” he said. “It will allow the students to take action and suggest what is really needed for the future of the country. I hope the voice of the leaders of the future will be substantial, moral and clear.”

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The project’s academic mentors are IDC faculty and adjunct faculty members with practical experience in the relevant areas. The professional mentors comprise former Israeli ministers, including Dan Meridor, who is advising on defense affairs, Danny Ayalon, who is counseling on foreign affairs, Prof. Amnon Rubinstein, mentor to the Education Ministry, Ophir Pines-Paz, advising on infrastructure, Dr. Ephraim Sneh, advising the Health Ministry, and Dalia Itzik, advising on environmental affairs. Other former ministers and Knesset members involved in the project include Zeev Bielski, Orit Zuaretz, Ran Cohen, Meir Sheetrit, and Dr. Ronen Hoffman. Participating students will also hear lectures by public relations specialists and political advisers.

“What’s unique about this project is that it’s interdisciplinary,” says Stevie Weinberg, coordinator of the project. “Almost all of the IDC schools are involved. For example, the School of Sustainability will lead the ministries of Environment and Agriculture, the School of Psychology will take responsibility for Education and Health, the School of Communications will...
be responsible for the Communications Ministry, the School of Economics will set up the Finance Ministry, and the School of Law will guide the Ministry of Justice. This endeavor strengthens the vital link between the schools.”

Students will monitor the activities of the ministries that they represent and will have various tasks to complete, including publishing a review of the operations of their ministry. The students will also be tasked with writing a position paper proposing new legislation or a reform in the ministry.

“We really want the students to learn about what’s actually going on in the government ministry they are shadowing, and there will be lines of communication between the student ministry and the actual ministry,” says Weinberg. “We plan to present the directors of the government ministries with the students’ position papers.” Two meetings of the entire shadow government are also scheduled. One will be a general assembly, and the other, led by the Finance Ministry, will be a budget meeting during which each shadow ministry will fight for the allocations needed for the reforms they are proposing. At the end of the meeting, the budget must be passed.

The shadow government comprises second-, third- and fourth-year students as well as graduate students. They were chosen following a rigorous selection process, based on their grades, personal interviews, their contributions to the community and campus, proven leadership skills, military or national service, their motivation and determination, and their future aspirations for involvement in government and the public sphere.

“Our main goal is to prepare the next generation of leaders,” says Prof. Boaz Ganor, dean of the Lauder School. “The shadow government is a way to bridge academics and practice. The project allow students to monitor the government’s activities, become familiar with the processes, dilemmas, and challenges that face government officials, initiate and promote ministerial reforms, and experience the governmental decision making process and the inherent tensions between political, budgetary, and other considerations.”

— Ariel Rodal-Spieler

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— Stevie Weinberg, coordinator of the Shadow Government project

Lauder School of Government, Diplomacy & Strategy
Ilan Ganot joined the second class of IDC Herzliya as a student at the Radzyner School of Law following his army service, during which he commanded a 200-person company. At the time, there was no guarantee he would ever receive a diploma, as the university had not yet received permission to grant degrees. His gamble paid off, and he graduated with a diploma and then worked as a lawyer for several years, before going on to gain an MBA at the London Business School and entering the world of finance.

Ganot has now taken on the most important challenge of his life, pioneering a new company, and a new strategy, to tackle disease. His company is called Solid Ventures and his strategy is called “condition focus.”

The seeds were sown several years ago, when Ganot’s young son, Eytani, was diagnosed with Duchenne muscular dystrophy, a fatal genetic disease that is classified as rare, although some 20,000 babies are born each year with it. There is no known cure. A hedge fund banker for JP Morgan in London at the time, Ganot left his job and relocated with his family to Boston, Massachusetts, to focus on finding one. “After Eytani was diagnosed, I never mentally went back to work,” he says. “It became a question of, what am I going to do about it? I began a lengthy process of digging into the disease and trying to understand what a person in my position could actually do.”

Ganot recruited two partners: Gilad Hayeem, a former investment fund CEO with comprehensive entrepreneurial and managerial experience, and Andrey Zarur, a venture capitalist focusing on pharmaceutical and biotech development.

While there are precedents for parents who devote their time, money and effort to battling a child’s disease, Solid Ventures is unlike any other parent-driven effort. For one thing, the company has a business model based on providing its investors with a financial return. For another, it is taking a multi-pronged approach, using Ganot’s “condition focus,” which sees it working on many fronts at once, rather than focusing on the development of a single drug or therapy.

“When I first began my investigation, one thing struck me as peculiar in health care,” says Ganot. “People don’t try to look for solutions to problems; they try to apply solutions to problems. So usually drug development means that someone comes up with a molecule, and then searches for a disease where it can be applied. In our case, we’re starting out with a problem and need to find a solution for it. We are about solving a specific condition, and are therefore availing ourselves of every available resource.”

“I don’t have time to waste. Kids are dying every day, and our solution will never be early enough. The only question is how late we will be.”

– Ilan Ganot, founder of Solid Ventures and Radzyner School of Law graduate

To kick off the company, Solid Ventures has raised $37 million, its list of investors including JP Morgan and the biotech fund Perceptive Advisors. The company has also created a network that includes everyone who has a stake in the disease: doctors, experts, family members, charities and the patients themselves. According to Ganot, “That expertise and focus could well be what has been missing, and what makes ours the right approach to fixing this. And if this model works with DMD, it can work with many other illnesses as well.”

As of today, the company has identified four programs that have the potential to alleviate the disease, and it is working passionately toward realizing them. It has partnered with Pfizer to develop two drugs, and is repurposing an exoskeleton suit initially developed for military use to help children suffering from the disease to improve function and protect their muscles from further degeneration.

A major effort is being made in gene therapy, with Solid GT – a subsidiary of the company – working in collaboration with other development groups.

“I don’t have time to waste,” says Ganot. “Kids are dying every day, and our solution will never be early enough. The only question is how late we will be. I believe we have the right approach. Now, we’re into this head on, and with some luck, we will put a dent in DMD – and by doing that, we will help many others as well. At the end of the day, it’s all about the love. So we’ve got a real challenge, and we’ve got to win.”

– Joy Pincus
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Unique in the landscape of Israeli politics, the Certificate Program for Diplomats aims to provide newly arrived diplomats with all the tools necessary to hit the ground running.

This year, IDC Herzliya will once again welcome newly arrived diplomats for an intensive introduction to Israel with the Program for Diplomats – Understanding Israel: Politics, Society, Economy and Security.

This unique academic program was created by Prof. Alex Mintz, director of the Institute for Policy and Strategy and chair of the Herzliya Conference series and of the program, in cooperation with Amb. Yitzhak Eldan, former Israeli ambassador to Denmark and former chief of state protocol at the Foreign Affairs Ministry, who came up with the idea, and Amb. Henri Etoundi Essomba, the ambassador of Cameroon and dean of the Diplomatic Corps in Israel, who has warmly endorsed the program.

Open to all recently arrived high-ranking diplomats, the program aims to assist them in facing the challenges of understanding a new country, and, in particular, Israel. "For new diplomats arriving to any country, there is an initial period of learning," says Eldan. "They must learn about the society, political system, laws, and so on, to efficiently serve their homelands. This is a process that can take a great deal of time, and so we decided to initiate a program tailor-made for diplomats that would shorten that period of learning and give them the tools that would enable them to quickly understand the most crucial topics regarding Israel."

As an academic program that grants a certificate upon its completion, participants are assured that they receive unbiased information that can help them in their analyses and decision-making.

“This is a crucial point,” says Mintz. “As an example, one of the participants in the program was the ambassador of Egypt. He told us in the first meeting that his father had been a military general, and that he had chosen to come to Israel to advance peace. And so it is vital that this man, and all of his colleagues, know that they are being provided with an objective assessment...”
and analysis of Israel, without the involvement or intervention of any governmental agency.”

Many of the participants have come to Israel with their views of the country shaped largely from watching and reading about Israel in the news, and the curriculum allows them to hear about and see the country from alternative views. As part of the course, they are taken on a whirlwind tour of Israel’s borders, and witness how small and vulnerable the country is.

“Their whole perspective changes,” says Mintz.

In the five years since the program’s launch, some 80 diplomats from more than 40 countries have completed it, including ambassadors from Albania, Belgium, Cameroon, Canada, Colombia, Croatia, the Czech Republic, Egypt, El Salvador, Ghana, Kenya, the Philippines and Peru, as well as other diplomats, military attachés and air attachés from the United States and elsewhere. Topics covered in the program include: the Arab-Israeli peace process; the Israeli legal system; national security decision-making; Israeli counter-terrorism; the past, present, and possible future of the Israeli economy; minorities in Israel; understanding the Israeli media, and archaeology in Israel.

The academic director of the course is Dr. Amichai Magen of the Lauder School of Government, Diplomacy & Strategy, and its coordinator is Hila Ziv of the Institute for Policy and Strategy. Speakers include distinguished IDC faculty such as Prof. Aharon Barak, former Supreme Court president; Prof. Amnon Rubinstein, former education minister; Prof. Uzi Arad, former National Security Council head and former national security adviser to the prime minister; Prof. Rafi Melnick, former IDC provost; Mintz, and others.

According to Mintz, the program does more than provide a learning experience; it enables diplomats from various countries to bond with one another, as well as with Israel and IDC. Some of the ambassadors become so involved with IDC that they return as lecturers or – as with diplomats from the Czech Republic and Portugal – as students in IDC Herzliya’s M.A. program.

Since the program’s launch, approximately 80 diplomats from over 40 countries have completed the program.

Eldan says he is very satisfied with the course’s success.

“It has been embraced by the diplomatic corps as a very useful program,” he says. “They especially appreciate the fact that it is conducted at an academic level, and at IDC in particular, which is very famous among diplomats for its activities, and which many ambassadors find to be a warm home for them while they are stationed in Israel.”

– Joy Pincus
Keren Or (Ray of Light) Scholarship Program: Changing Lives and Fulfilling Dreams
Everyone deserves a chance, and at IDC Herzliya, scores of promising young students are receiving one, with the help and support of the Keren Or ("Ray of Light") Scholarship Program.

Established 14 years ago by IDC alumnus Ori De Levie, the Keren Or program is unique in the landscape of higher education in Israel. Launched at the Efi Arazi School of Computer Science and since adopted by the Arison School of Business, the program actively recruits candidates from Israel’s periphery who are unaware of their potential or that help is available for them.

While most academic programs in Israel have a steep list of admissions requirements, including minimum grades and scores, the Keren Or program administers its own set of criteria to determine entry. Candidates are first invited for an intensive five-day workshop in which they are taught basic mathematical principles that require no previous knowledge. Their performance during the workshop is assessed, and those who pass proceed to personal interviews, after which they may be invited to enroll in an intensive summer preparatory course. Successful completion of that leads to enrollment in the fall.

What also makes the program unique is that students receive far more than monetary assistance. They have an extra year to complete their degrees, and they receive mentorship and guidance along the way from the program’s coordinator, who helps them to deal with any difficulties, whether academic or personal.

The results of the Keren Or program speak for themselves. The average grade point average of Keren Or students is close to that of the entire student body, and some of the program’s participants have earned places on the deans’ lists for academic excellence. After graduation, they find doors swinging open, winning competitive positions at leading high-tech companies and fulfilling dreams many of them scarcely dared to have.

One star alumna from the class of 2014 is Stav Moskovich. Besides finishing her degree with flying colors, she was a member of the exclusive Zell Leadership Program, and this year’s speaker at the annual Gala event for donors.

“Stav is a prime example of someone who took everything we had to offer and succeeded immensely,” says Dr. Shay Mozes, the program’s director. “I’m extremely happy for her and excited to see her graduate and go out and lead her life.”

Another success story is Shlomi Gvili, who, estranged from his family, served as a lone soldier in the Egoz Reconnaissance Unit of the Israel Defense Forces. Following his discharge, the future looked bleak, until he was accepted into the Keren Or program, where he was an exemplary student. After graduation, Gvili began volunteering with Keren Or as a mentor and program coordinator. And today, despite his demanding job as a product manager for Varonis, a successful high-tech company, Gvili continues to give back. Acting as a “big brother” to the students, he advises on everything from course selection to getting over a broken heart, while for alumni he helps to arrange job interviews and provides career counseling.

“I’m so glad I can still give back to the program,” says Gvili. “It really changed my life. I would not be where I am today, were it not for IDC and Keren Or.”

Another Keren Or graduate, Moshe Goldyan, also remembers the help he received. Raised by a single mother, Goldyan worked from an early age to help support his family, and these values of contributing more than his share became deeply instilled. From serving in a combat unit, where he was singled out for his courage and performance, to volunteering in a hospital cancer unit for children, he has always given back to the community. Today, while working as a software developer for Alcatel Lucent, a telecommunications company acquired by Nokia, he continues to give back to Keren Or with a generous annual donation.

“The Keren Or scholarship changed my future,” says Goldyan. “Most importantly, when I left IDC, I had great tools for life – and I think that is the benchmark of a good academic program.”

IDC Herzliya was founded on the principles of providing opportunity and rewarding merit, and the Keren Or program is an example of how these principles can be actualized.”

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

The Keren Or scholarship changed my future. Most importantly, when I left IDC, I had great tools for life – and I think that is the benchmark of a good academic program.”

– Moshe Goldyan, graduate of the Keren Or Scholarship Program

De Levie, the program’s founder, this year becomes an Honorary Fellow at IDC. “Ori’s contribution in establishing Keren Or has changed the lives of so many young people who would never have had the chance to realize their full potential,” says Prof. Uriel Reichman, founder and president of IDC. “IDC Herzliya was founded on the principles of providing opportunity and rewarding merit, and the Keren Or program is an example of how these principles can be actualized.”

– Joy Pincus
Many people dream about being star athletes, scoring a winning goal or crossing the finish line to wild applause, and winning a medal for their country.

For at least 60 IDC Herzliya students, those dreams are quite real. Ten percent of IDC’s 6,000 students participate in organized sports, and 350 of them are professionally trained, with 60 of them competing at the international level, says Ilan Kowalsky, the director of IDC’s athletic program.

“We have teams for everything you can think of, from bowling, to shooting, surfing, sailing, cycling and fencing,” he says. The IDC basketball team has won the Israeli national collegiate championships 16 years in a row, “possibly a world record!”, says Jonathan Davis, IDC’s vice president for External Relations.

There are even some Olympic-level athletes wandering around campus.

Kowalsky was a basketball coach who worked in the U.S. training high school students up to NBA stars, before returning to Israel some 15 years ago. He admired the way U.S. colleges cultivated student athletes and approached Prof. Uriel Reichman, IDC founder and president, about implementing a similar approach in Israel. Reichman was supportive right away, says Kowalsky, and the program quickly proved successful.

The program for outstanding athletes allows professional and competitive sportspeople to earn degrees while staying in top form.
"We let them do their degrees over five to seven years instead of over three," says Kowalsky. "Athletes have to train in the mornings and evenings. I build a study program based around each athlete's schedule."

A professional sportsperson's career typically lasts until their early 30s, and they cannot afford to devote themselves full-time to studies in their peak years, says Kowalsky. At the same time, once they leave competitive sports, without any degree they may find it difficult to embark on a different career.

"If you want to advance in life, you have to combine your sports with academic studies. Because once your sports career is over, you have nothing but memories."

– Ilan Kowalsky,
director of IDC's athletics program

"If you want to advance in life, you have to combine your sports with academic studies. Because once your sports career is over, you have nothing but memories."

– Ilan Kowalsky

Omer Vered, 25, is halfway through his Business Administration degree at IDC. As a full-time professional soccer player with Hapoel Haifa, he has not really thought about what he wants to do in the future. "I intend to focus on soccer until age 33-34," he says. "I make good money. But I like to study and it's important to think about the day after. I want to prepare myself, as long as it doesn't interrupt my soccer career."

Several former sportspersons have been carving out new niches for themselves. Yoel Razvozov, Israel's former judo champion, is now a Knesset member with the Yesh Atid party. Eitan Orbach, widely considered to be Israel's best swimmer of all time, now heads a start-up, while Ariel Zevi, who won the bronze medal in judo at the 2004 Olympics, has started a consulting group to help companies integrate business and sports.

Kowalsky says these former sportsmen have strong qualities, such as "initiative, persistence, focus, and a sense of mission," and celebrity status, so that "when they go to a meeting, everyone wants to be close to them."

"If you want to advance in life, you have to combine your sports with academic studies. Because once your sports career is over, you have nothing but memories."

– Ilan Kowalsky,
director of IDC's athletics program

But this is not enough. "Their IDC degree gives them a ticket to find their place in the business world," he says.

Liad Suez-Karni, 34, who plays professional basketball for Bnot Herzliya, is enrolled in a master's degree program in Organizational Psychology at the Baruch Ivcher School of Psychology. She previously played for Villanova and was the captain of Israel's national women's basketball team.

"When I heard about the program, I talked to Ilan," she says. "He told me the school would help me. If I need to miss more classes than the 20 percent maximum because of games, they'll be more lenient. Or they let me make up the classes."

Kowalsky is willing to make grade allowances for those who were focused on sports throughout high school. He also arranges for students to take tests on alternative dates and even submits their papers if they are at a competition abroad. "But I won't accept just anyone," he says. "I have to be convinced that the athlete will be able to handle it. Once you're accepted, there is no failure. I read all your tests. If you're doing poorly, you will sit in my office until you've completed your homework."

Kowalsky says the program has an added benefit for athletes: "Before coming to IDC, many of them were immersed in their own cliques of other athletes. Here, they are exposed to other worlds, other types of people. Many find boyfriends and girlfriends. It opens up new horizons."

– Simona Weinglass

Some of the top athletes enrolled at IDC include:

Danielle Frenkel
High jumper and the first Israeli to clear 1.90 meters

Iddo Harpa
Currently ranked 19th in the world in fencing

Alon Rachima
Israel's judo champion and a silver medalist at the recent European championships

Ma'ayan Greenberg
Israel's female judo champion

Shahar Tzuberi
Israel's top windsurfer and an Olympic bronze medalist.
A Picture is Worth a Thousand Words

Some special moments with friends and supporters, on and off campus.

800 Zionist Youth Leaders from the Jewish Agency’s Hachshara Program Gather at IDC Herzliya

From left: Prof. Uriel Reichman, founder and president of IDC Herzliya, Jonathan Davis, IDC’s vice president for External Relations and head of the RRIS, Rani Trainin, deputy chairman of the Jewish Agency for Israel, Gael Grunewald, vice chairman of the Jewish National Fund, and Silvio Hoskowitz, general secretary of the International Council of Youth Movements.

Prof. Uriel Reichman sings “Hinei ma tov u’manaim” with young Zionist leaders.

Communications student Danny Ayanou (right) with Adrienne Finberg Judges of the local Jewish community.

Communications student Shlomit Zinba (left) with South African Israel supporter Luba Mayekiso.

Participants of Israel at Heart, IDC’s Leadership Program for Students from the Ethiopian-Israeli Community, go on a Mission to South Africa to Refute Charges at Israeli Apartheid Week on Campuses

Debate Champions

Representatives of IDC’s debate team, supported by Yossi Landsman, present Prof. Uriel Reichman with the Israeli Nationals trophy. From left: Uri Zakai, IDC’s debate society coach, Law and Government students and champion debaters Gonen Garzon and Or Baruch, Prof. Uriel Reichman and Jonathan Davis.

Maj. Yochay Manoff (right), a Global MBA student at the Arison School of Business, led a rescue team from Israel’s National Rescue Unit to Nepal following April’s devastating earthquake.

IDC Student Aids Victims of Earthquake in Nepal
Student Leaders from South Africa’s National Union of Students Visit IDC

Vice president for External Relations and head of the RRIS Jonathan Davis (center, seated), spoke to student leaders about the importance of a strong bond between the peoples of Israel and South Africa.

IDC Supporter Stewart Resnick Visits from LA

From left: Dr. Yossi Maaravi of the IDC School of Entrepreneurship, Prof. Nava Haruvi of the Netanya College, Jason Britton, director of Strategy at Roll Global, Stewart Resnick, Prof. Uri Shamir, academic director of the IDC Water Program, Joe MacIlvaine, Manager of Paramount Farming, Prof. Uriel Reichman, IDC founder and president, and Liat Aaronson, executive director of the Adelson School of Entrepreneurship.

Stewart Resnick and Prof. Uriel Reichman with the sculpture “Thoroughbred” by Dina Wind, in the Baruch Ivcher School of Psychology.

IDC Graduates Break World Group Record in Swim Between Cyprus and Israel

IDC graduates from the Arison School of Business Ori Sela and Luc Chetboun (far right) and their fellow swimmers.

Raising a toast to a new world record. From left: Jonathan Davis, Ori Sela, Luc Chetboun, and Prof. Uriel Reichman.
Selamawit Tadese Chosen as the Israel Student Authority’s National Exceptional Student Volunteer for her Work with Hillel IDC’s Zachor V’Kabed (Remember and Honor) Program, in Which Students Volunteer with Holocaust Survivors.

Fourth International Lauder Conference on Diplomacy and Global Affairs in Bucharest

Tova Ben Nun-Cherbis, president of the Ronald S. Lauder Foundation in Romania (far left) with high school students at the conference in Bucharest, organized in partnership with IDC’s Raphael Recanati International School and the Lauder School of Government, Diplomacy & Strategy.
Annual luncheon for friends, parents and supporters of IDC Herzliya.

Prof. Uriel Reichman, president and founder of IDC Herzliya, addresses guests.

Jonathan Davis, vice president for External Relations and head of the RRIS leads guests on a tour of the IDC campus.

From left: Artur Süsskind of Germany, Rick Orzy of Canada, Prof. Uriel Reichman, Prof. Mario Mikulincer, provost of IDC Herzliya, and Jonathan Davis.

Emma and Neville Shulman with Prof. Uriel Reichman.

Oudi Recanati, chairman of the Board of Directors of IDC Herzliya, raises a holiday toast.

The staff of the Raphael Recanati International School.
How does the law address privacy in the age of Facebook and Twitter? Intellectual property in the age of torrents and 3D printing? Parenthood in the age of egg freezing and assisted reproduction?

To answer questions such as these, and to help current and future policymakers understand the issues, the Zvi Meitar Institute for Legal Implications of Emerging Technologies was established as part of the Radzyner Law School at the end of 2014, and held its inaugural conference on the ethical, legal and social implications of exoskeletons this year. The conference was attended by benefactors Zvi and Ofra Meitar, along with their daughter Dafna and her husband, Amir Nechmad, as well as a standing-room only crowd.

The first speaker was futurist Prof. David Passig, of Bar-Ilan University, who outlined the history of innovation.

Next, Dr. Amit Goffer presented his world-renowned ReWalk exoskeleton, which enables paraplegics to walk. ReWalk was one of the innovative Israeli technologies presented to U.S. President Barack Obama during his 2013 visit to Israel. “I was extremely pleased and honored to take part in the Zvi Meitar Institute’s inaugural event focusing on innovative applications to help the paraplegic regain some semblance of the right of normal ambulation,” said Barbara Pfeffer Billauer, research professor of scientific statecraft at the Institute of World Politics in Washington.

I was astounded by ReWalk’s essential life-changing technology that improves the lives of individuals with spinal cord injuries.”
– Barbara Pfeffer Billauer, research professor of scientific statecraft at the Institute of World Politics
The event focused on the ReWalk exoskeleton technology, complete with an explanation and a demonstration,” she said. “I was astounded by this essential life-changing technology that improves the lives of individuals with spinal cord injuries.”

The Zvi Meitar Institute, which is directed by Dr. Dov Greenbaum, has also held other events, including a closed-door roundtable at which experts in reproductive technologies discussed how to approach the growing trends of non-therapeutic egg freezing, elective pre-implantation diagnostic technologies and germ-line editing through three parent embryos.

“I appreciated the opportunity to meet the group invited by Dr. Dov Greenbaum to discuss the program and goals of the institute,” said Prof. Shimon Glick, of the Health Science Faculty at Ben-Gurion University. “Society is galloping at an increasing pace into new vistas in science and technology, while the societal and ethical implications of the new technologies have not yet been fully examined and confronted.”

Speaking about the inaugural event, Zvi Meitar said that “interesting ideas such as the exoskeleton were presented and discussed and caused great interest and expectations. Everyone realizes that the scope of emerging new technology is very wide and no doubt should have a considerable influence on our way of life.”

“The young scholars and the more experienced experts working together under the aegis of the institute have an opportunity to make unique contributions to societal dialogue in these important areas, and I wish the center every success in this challenging arena.”

The institute holds events for high school students and retirees, and is aiming to become involved with government offices. The institute also publishes research papers, many co-authored by IDC students themselves, on current academic issues, and invites lecturers to discuss these issues with students at IDC Herzliya.

“Society is galloping at an increasing pace into new vistas in science and technology, while the societal and ethical implications of the new technologies have not yet been fully examined and confronted.”

– Prof. Shimon Glick, of the Health Science Faculty at Ben-Gurion University.
New and longstanding friends of IDC Herzliya attended a spring evening event recognizing the joys of giving, held at the Raanana home of Judy and Neil Kaye, whose son, Benji, is a first-year Business student at IDC Herzliya.

Guests learned about IDC and heard acclaimed Positive Psychology expert Dr. Tal Ben-Shahar describe how to find lasting happiness through giving, expressing gratitude and valuing the importance of education. The event echoed similar events held by IDC friends and supporters in the United States, creating a true testament to Jewish peoplehood.

Prof. Uriel Reichman, founder and president of IDC Herzliya, began the evening by reflecting upon IDC’s many achievements since its founding in 1994. He said that IDC prides itself on viewing its students as partners, educating them to become the next generation of leaders, and teaching the values of “freedom and responsibility.” Reichman spoke about the scholarship programs established with the generosity of IDC Herzliya’s friends and supporters, which enable deserving individuals to study at Israel’s only private university. He also said that “IDC Herzliya is proud to provide its students, a quarter of whom come from abroad, with specialized programs to enhance their well-being throughout their studies under the auspices of the Maytiv Center in the School of Psychology.”

Michal Cotler-Wunsh, director of International External Relations at IDC Herzliya, introduced Ben-Shahar, an eminent teacher and lecturer who taught two of the largest classes in Harvard University’s history. As an IDC faculty member, using his research in Positive Psychology, Ben-Shahar has been instrumental in helping students become more resilient and focus on their strengths to further their academic success. Ben-Shahar is regularly consulted by executives around the world and is a best-selling author whose books have been translated.
It is no coincidence that in Hebrew, the word to give, “natan,” is a palindrome, also meaning to receive, as when one gives to others, one receives long-lasting happiness.”

– Dr. Tal Ben-Shahar

IDC Herzliya is proud to provide its students, a quarter of whom come from abroad, with specialized programs to enhance their well-being throughout their studies under the auspices of the Maytiv Center in the School of Psychology.”

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

into 25 languages. He was recently part of an IDC delegation to Mexico, where, Cotler-Wunsh said, “you could hear a pin drop when Dr. Ben-Shahar spoke to the 1,100 people in attendance.”

In his talk, Ben-Shahar said, “It is no coincidence that in Hebrew, the word to give, “natan,” is a palindrome, also meaning to receive, as when one gives to others, one receives long-lasting happiness.”

Two final-year students, **Stav Stern** and **Simcha Masala**, spoke about their gratitude for the generosity of the Keren Or Scholarship Program and the Israel at Heart Ethiopian Scholarship Program. **Jonathan Davis**, vice president of External Relations and head of the Raphael Recanati International School, said, “Students such as Stav and Simcha are a testament to the diversity found at IDC Herzliya, and they inspire other potential students from all backgrounds to take up the opportunity to study at IDC Herzliya.”

Host Neil Kaye emphasized the importance of supporting educational institutions, saying, “IDC Herzliya is a truly inspirational institution that educates its students in Jewish and Zionist values of social responsibility, as well as academic excellence.”

– Sophie Vardi
At the Savyon home of Henry and Miri Kraft, friends gathered for a lecture on Israel’s economic situation, along with a dinner of traditional Israeli fare including pita bread, falafel, and shawarma.

Following a musical performance by students in the IDC Herzliya band, hostess Miri Kraft and Gili Dinstein, IDC’s director of External Relations in Israel, welcomed old and new friends of IDC in Israel to the event.

Prof. Uriel Reichman, founder and president of IDC Herzliya, informed guests of a new development at IDC that had occurred that day – the establishment of a new program on Public Diplomacy. “We have found ourselves in a situation whereby we [Israelis] need to explain why we have the legitimacy to exist, especially in Europe and on North American college campuses,” Reichman said. “As a Zionist university with a deep commitment to the future of the State of Israel, we have created a program that will send our students abroad to help train others in hasbara [advocacy], and create original materials that will help make the case for Israel.”

The keynote speakers of the evening were Israel’s “power couple” of economic policy, Dr. Nadine Baudot-Trajtenberg and Prof. Manuel Trajtenberg, who met while doing their Ph.D.’s at Harvard University. Baudot-Trajtenberg is the deputy governor of the Bank of Israel and a faculty member of the Tiomkin School of Economics at IDC, and previously served as associate dean at both the Tiomkin School and the Arison School of Business. Manuel Trajtenberg, recently elected as an MK for the Zionist Union party, chaired the Planning and Budgeting Committee of the Council for Higher Education in Israel, and famously led the committee following the 2011 protests to examine Israel’s socio-economic problems and recommend measures to overcome the crisis.

Baudot-Trajtenberg said the Tiomkin School places a special emphasis on economic policy. “Students learn not only tools, but what to do with them afterwards,” she said. “Israel is a larger economy than it used to be – we are more exposed now to the risks and opportunities that occur in the world.” She pointed to a number of challenges facing the Israeli economy, such as a relative lack of growth in production and exports, low productivity, and high housing prices.

“The rise in the cost of housing in Israel is more problematic from a social perspective than from a financial stability point of view,” she said. “Whereas it used to be the case that only 20 percent of families with young children rented homes instead of buying, that number has now risen to 45 percent.”

Henry and Miri Kraft welcome friends and supporters of IDC to their home for a talk on the challenges facing Israel’s new finance minister.
As she passed the microphone on to her husband, Baudot-Trajtenberg joked that he “wouldn’t be able to claim that it would be like at home where only I get to speak,” garnering laughs from the audience.

Speaking ahead of the formation of the new Israeli government, Manuel Trajtenberg prefaced his words by stating that “the challenges for the next finance minister are not easy.” The main issues he pointed to were the demands of coalition partners, in particular the ultra-Orthodox, who have been out of the government for two years; socio-economic issues such as housing, early childhood education, and the health system; pressures on the defense budget, and the relatively low rate of economic growth in the past few years.

“Even though our macro-economic situation has been good since around 2001, especially in light of the global financial crisis, 3 percent growth is not enough given Israel’s special circumstances,” said Trajtenberg. He raised the need for a national plan to increase growth, which requires nurturing a high-quality work force and bringing innovation to all sectors of the economy.

“We need inclusive growth and shared prosperity; we cannot allow inequality in Israel to grow,” he said. “It causes great damage to the economy and to society. I am optimistic that we can turn it around and head in the right direction.”

— Ariel Rodal-Spieler
In March, two busloads of friends, alumni and supporters of IDC traveled from Herzliya to southern Israel for a guided visit. There, they were able to gain the kind of insight and understanding that can only be afforded by a physical visit, said Gili Dinstein, IDC’s director of External Relations in Israel.

“By hearing, feeling, seeing and touching, we were able to truly appreciate the challenges facing the communities who live next to the Gaza Strip,” she said.

The day began with a tour of an Israeli Navy base in Ashdod. The group met with senior commanders, including the Navy’s deputy commander-in-chief and the base commander, an IDC alumnus, who delivered briefings on the Navy’s mission and strategic objectives. The trip continued with a visit to the lookout at Shaar Hanegev Regional Council and a visit to the Black Arrow Paratroopers Memorial Site. There the group met with Haim Yellin, head of the Eshkol Regional Council, who spoke about the challenges faced by those living near the border, who for years have lived under continuous rocket and mortar fire.

At the lookout named for Asaf Siboni, z”l, who perished in the 1997 helicopter disaster, visitors met with IDC alumnus in Law and Government Nadav Masad, a company commander in the paratroopers’ commando unit. They also heard from Araleh Rothstein, principal of the Shaar Hanegev school, who spoke about the border communities’ struggles to maintain quality education under the constant threat of attack. Rothstein shared the children’s fears and difficulties, and their longing for normal lives.
Finally, Tomer Golan, an IDC graduate in Law and Business and a native of Kibbutz Ruhama in the Negev, shared the initiative he established in the town of Netivot, a software development company that has made a point of employing ultra-Orthodox women.

Orna Machnes, a friend of IDC who participated in the tour, said, “The trip surpassed our expectations, leaving us both impressed and emotional. It gave us real perspective on how different life is outside of central Israel and how IDC students are playing key roles in developing the Negev.”

– Orna Machnes, friend of IDC Herzliya

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Boaz Schwartz, chairman of the Israel Friends of IDC Herzliya, said it was both an “educational tour and an emotional day, getting to know some of the inspiring people who live near the Gaza border.”

– Ariel Rodal-Spieler
American Friends

Argov Fellows visit Boston and New York

The Argov students made their annual visit to the United States in February and were greeted by American Friends of IDC Herzliya and their supporters. Despite the record snowfall in Boston, the Fellows made it to the home of Bob Grinberg and Debbie Lewis in the suburb of Chestnut Hill, where they were hosted by Gideon Argov and Alexandra Fuchs, and Dale and Marilyn Okonow. A standing room only crowd came to hear the Fellows speak of their personal stories and future plans. Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School, addressed the crowd on the success of the Argov program.

After being snowed in by a winter blizzard, the Argov Fellows arrived in the northern New York suburb of Chappaqua in Westchester County and were hosted at the home of Harriet and Leonard Schleifer. Yoav Cohen, the Israeli shaliach in Westchester and a former Argov graduate, welcomed the students and introduced them to the many Westchester community members in attendance, some of whom are new friends to IDC Herzliya. Jonathan Davis gave a brief overview of IDC Herzliya and invited community members to learn more about IDC and visit the campus on their next trip to Israel.

Boston

The Argov Fellows at the home of Bob Grinberg and Debbie Lewis.

From left: Barry Shrage, Gideon Argov and Alisa Rubin-Peled.

Jonathan Davis and Bob Grinberg.

Argov Fellows Amelie Nassar, Eliana Glogauer, Guy Heretz and Liana Voloch, with Alisa Rubin-Peled and Galit Reichlin.

Westchester

From left: Yoav Cohen, Westchester shaliach and Argov alumnus, with Jonathan Davis and Harvey Kaminski.

Harriet and Leonard Schleifer.
IDC alumni event in Washington, DC

IDC alumni gathered at the Front Page in DuPont Circle for a cocktail event hosted by the IDC Washington DC Alumni Association ahead of AIPAC’s 2015 Policy Conference. While many of the attendees were from the capital’s metropolitan area, many others came in for the conference from Texas, California and Pennsylvania, providing an opportunity for participants to catch up with old friends and make new ones.
Office of the Provost – Academic News, Research Updates and Global Engagement

Research Strides

IDC Herzliya faculty members continue to make great strides in research output. During 2014, more than 60 research articles were published in top-tier journals, the highest number in IDC’s history. Also, IDC continues to succeed in bringing to campus many competitive grants based on scientific excellence criteria.

This year, IDC has established a competitive internal grant program to facilitate interdisciplinary work on major issues. Three proposals have been selected for funding in the initial round:

Social Interaction in Aging Immigrants
Dr. Boaz Ben David, Psychology (principal investigator)
Dr. Tsahi Hayat, Communications
Dr. Ora Nakash, Psychology
Prof. Yair Amichai-Hamburger, Communications
Dr. Tali Regev, Economics
Prof. Tamar Saguy, Psychology

Reducing Unethical Behavior: From Theory to Practice
Dr. Shahar Ayal, Psychology (principal investigator)
Dr. Guy Hochman, Psychology
Dr. Guy Hoffman, Communications
Dr. Yossi Maaravi, Entrepreneurship
Dr. Michal Reifan Tagar, Psychology
Prof. Ron Shachar, Business

Improving Financial Decision Making
Dr. Moran Ofir, Law (principal investigator)
Dr. Shahar Ayal, Psychology
Prof. Orit Tykocinski, Psychology
Dr. Shimon Kogan, Business
Dr. Tali Regev, Economics

Competitive Research Grants
This year, IDC Herzliya researchers have won new research and project grants from competitive excellence-based foundations, in Israel and abroad, and IDC’s annual portfolio of external funding now surpasses NIS 35 million. This includes grants from the European Commission, the Israel Science Foundation, and the German-Israeli Foundation for Scientific Research and Development.

During the major submission season of the chief Israeli funding agencies, IDC submitted some 50 applications. Together with currently funded projects, more than half of IDC’s tenure-track faculty members are actively involved in the major funds. This is a tremendous asset to the continuing evolution of IDC as a major research-intensive institution.
Dr. Boaz Ben-David Wins Communication Working Group Video Award

The Marie Curie Alumni Association of the European Union has awarded Dr. Boaz Ben-David, a lecturer and researcher at the Baruch Ivcher School of Psychology, a special jury prize in the 2014 Communication Working Group video competition. The prize was granted to Ben-David for his compilation of scientific videos, which were produced as extra material for his course, "Introduction to Cognitive Psychology."

In granting the prize, the jury told Ben-David: "Members were particularly impressed by the engaging way in which you present a topic that you are passionate about."

IDC Herzliya is the only Israeli academic institution to participate in the competition. Among the competing institutions were the University of Cologne, Germany, the University of Saint Petersburg, Russia, and the European branch of the U.S.'s Smithsonian Institution.

The Marie Curie Alumni Association is a non-profit organization established to provide a platform for the sharing of knowledge among European researchers.
Recent Faculty Appointments and Promotions

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<tr>
<th>Name</th>
<th>Department</th>
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<tr>
<td>Prof. Arik Shamir</td>
<td>Computer Science</td>
<td>Full professor</td>
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<tr>
<td>Dr. Lior Zemer</td>
<td>Law</td>
<td>Senior lecturer</td>
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<tr>
<td>Prof. Asaf Jacob</td>
<td>Law</td>
<td>Associate professor</td>
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<tr>
<td>Dr. Roi Shapira</td>
<td>Law</td>
<td>Lecturer (first appointment)</td>
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<tr>
<td>Prof. Boaz Ganor</td>
<td>Government</td>
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<tr>
<td>Dr. Keren Eyal</td>
<td>Communications</td>
<td>Senior lecturer</td>
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<tr>
<td>Dr. Tal Azran</td>
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<td>Prof. Guy Doron</td>
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<td>Prof. Tamar Saguy</td>
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<td>Dr. Guy Hochmann</td>
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<td>Dr. Daphna Kopelman-Rubin</td>
<td>Psychology</td>
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Going Global

IDC Herzliya continues to forge ahead on the international front, with new student exchange agreements signed with Renmin University of China and the China Foreign Affairs University. New agreements in China, Europe and the U.S. are also expected shortly.

Student Testimonials: Exchange Students Talk About their Experiences

Hannah Peschel, Germany:

My exchange semester at IDC was a remarkable and unique experience. From the very beginning, I received huge support from the faculty of the Raphael Recanati International School. Already in Germany, I received all the necessary information that I needed to start my semester abroad. And how could it have started better than with an orientation trip to the desert and the Dead Sea? It was an excellent opportunity to get to know all of the interesting fellow students in my program and to get a first impression of this beautiful country that I studied in.

The classes at IDC were surprisingly small and every teacher was able to create a personal atmosphere. The classes were very creative and out of the box, such as a Counter-Terrorism class that took us to see a play in the theater. All of my expectations were fulfilled and due to the excellent lessons I was able to decide on a specialization for my future career.

I had a really good time enjoying IDC's wide range of extracurricular activities, such as Hillel Shabbat dinners or the "Buddy Program." For me, it was a great chance to learn more about Israeli culture and to meet friendly people. I can truly say that I never felt homesick in any way but rather the other way around; I would have loved to extend my stay!

Studying abroad in Israel was an incredibly important and unique semester for me. Stepping out of my comfort zone for a master's degree was not only a benefit for my academic career but moreover, it gave me the chance to further develop my personality. As Oliver Wendall Holmes said, "A mind that is stretched by new experience can never go back to its old dimensions." I can certainly say this with regards to my stay in Israel and at IDC.

Jaime Kauffman, Israel:

Most students have a great time when going on an exchange program. Of course, my experience at the Marshall School of Business at the University of Southern California was not the exception to the rule. USC is a school that, besides its prestige, gives you the opportunity to interact with people from all over the world in different ways: sports, classes, social clubs, cultural events, tailgates, frat parties, and so on. It is known that USC is one of the best schools in the world for networking.

Probably the most shocking thing that I saw at USC was that when the school’s football team (the Trojans) play, about 90,000 people go to the Coliseum in order to support the school team. Just as a reference point, the biggest stadium in Israel has a capacity of about 42,000. This showed me that students, ex-students, parents, and people in general are very involved with the university, which creates a great and unique environment on campus.

Moreover, Los Angeles is a city that offers everything that you are looking for: great people, excellent weather, beautiful beaches, cool social events, amazing clubs and many other things. In brief, I would recommend everybody to apply to USC since it is a school where you will always find something interesting to do and people who will do it with you.
India Research Seminar

IDC Herzliya, together with the Jindal School of International Affairs and the Indian Council of World Affairs, organized a seminar titled “India-Israel Track II Dialogue.”

The day-long seminar featured Indian and Israeli academics and diplomats in three panel discussions on the Israeli-Palestinian conflict, Israel’s strategic position in western Asia, and India-Israel bilateral relations. Addressing the inaugural session, Amb. Rajiv Bhatia, director-general of the Indian Council for World Affairs, said, “We need objectivity and reduction in negativity. There is hope of light at the end of the tunnel for India and Israel to understand each other better and move forward.” Prof. C. Raj Kumar, vice chancellor of O.P. Jindal Global University, said, “There is continuing tension in understanding Israel as a nation not only in this country but all over the world. This dialogue gives an opportunity for free discussions on a number of issues which otherwise would be difficult to discuss at the government-to-government level.”


Beyond the seminar, bridges were built between the communities. “I find that participating in conferences like these offers an opportunity to shift the conversation from the conflict and highlight innovation achievements in Israel that can hopefully become bridges to dialogue,” Aaronson said.

Academic Executive Program for Vietnam Government Officials

Together with Vietnam’s Home Affairs Ministry, IDC Herzliya has run two workshops for Vietnamese government officials from the provinces and central government. In March, Dr. Eric Zimmerman, director of Research & Global Engagement at IDC, traveled to Hanoi and Ho Chi Minh City to discuss the program’s sustainability with the ministry, and also to meet with potential partners at leading universities. There is great interest in collaboration among academic colleagues and the ministry has signaled its strong interest in continuing the program and in strengthening its contribution to its success.

Modules included in the two-week course were: public administration reforms, e-government, Israel as a start-up nation, communications and new digital media, cyber security, and decision-making in government.

Dr. Gil-Ad Ariely of the Lauder School of Government, Diplomacy & Strategy was academic director for the two cohorts.
More than 100 members of the Zell Entrepreneurship Program community gathered in Tel Aviv for the 14th annual Zell alumni event.

The event, hosted by the Zell Alumni Network, brought together current and previous Zell participants, mentors and faculty for an evening of networking, inspiration, food and wine.

Generously sponsored by the program’s donor, Sam Zell, with contributing donations from Dr. Ayal Shenhav of the Shenhav & Co. law firm, Zell alumnus Ofer Ben-Noon and Tom Bar Av from Argus Cyber Security (a Zell-founded company), the turnout reflected the strength and engagement of the Zell alumni network, which now has over 250 active members.

The evening included inspiring talks by Ben-Non, Zell executive director Liat Aaronson, and former Zell Alumni Network chairman Boaz Kantor, who passed the torch to new chairman Ron Gura. The evening ended with a surprise show by Israeli mentalist Lior Suchard, who dazzled the crowd with his mind-reading and telepathic performance.

“The event was a great success,” Aaronson said later. “I’m happy to see so many current participants and alumni, from all walks of life, gathering to catch up, learn from each other, network and simply dance and enjoy a good evening together. The donation by one of our Zell alumni for the event shows what the Zell Alumni Network is all about: giving back and empowering one another.”
Zell Meets Zell

Ten students from the Zell Scholars Program at the Kellogg School of Management at Northwestern University visited the Zell Entrepreneurship Program at IDC.

The students, all MBA candidates, spent a week in Israel meeting with Zell students and alumni and exploring the country’s start-up ecosystem. The week began with joint classes taught by Liat Aaronson, Zell executive director, and Kellogg Zell Scholar David Schontal, and culminated with both groups meeting for drinks and tapas at a Tel Aviv bar.

The next day included a “start-up crawl” through Tel Aviv where the two groups visited Zell alumni at Wibbitz, IronSource, Roomer and Aleph, and attended a Zell alumni event at Mindspace, a co-working space in Tel Aviv.

The Kellogg group attended a special lecture by Shlomo Dovrat of Carmel Ventures and a joint lecture by Ziv Aviram, president and CEO of Israeli start-up Mobileye. In their free time, the Kellogg group exchanged ideas with the IDC group while working on their own ventures and preparing for the Zell panel presentation. The two groups presented their ventures in two-minute lightning pitches to a crowd of Zell mentors, industry experts and investors.

“We are so happy to host the Kellogg Zellots here in Israel,” said Aaronson. “Together, the two groups brainstormed ideas, presented their ventures, learned from one another and explored the city’s nightlife. In the summer, IDC Zellots will visit the Kellogg Zellots in Chicago where we hope to continue and strengthen this partnership.”

The Zell programs are generously funded by Sam Zell, chairman of the Chicago-based Equity Group Investments LLC.

CO-OP Start-up Fair

The Adelson School of Entrepreneurship hosted the first CO-OP Start-up Fair at the IDC Herzliya cafeteria.

Ten start-ups attended the fair with the purpose of recruiting IDC students to participate in an 11-week work experience program, known as the CO-OP Start-Up Experience course. Three of the companies attending – Wibbitz (text to video), Overwolf (overlay app for games) and Engie (automobile app) – were founded during the Zell program. Others include Evolero (event planning), 365Scores (sports app), IKnowFirst (stock forecasting), HAC (Herzliya Accelerator Center), Personalics (smart advertising), HappySale (social selling community) and WIVO (social traffic wisdom).

The course, now in its second year, offers second- and third-year students from all faculties a first-hand look at the Israeli start-up ecosystem. Students have the opportunity to gain practical experience working with Israeli companies and experience the roller coaster of entrepreneurship, while still at school. Internships are offered in marketing, business development, quality assurance, design and more. Companies include young funded technology start-ups, accelerators and venture capital firms.

The course will now be offered during the summer semester. “We are excited to offer IDC students this unique opportunity to gain real-world practical experience during their academic studies. For anyone interested in an entrepreneurial career, or curious about the tech industry in Israel, this course is for you,” says Yossi Maaravi, head of the specialization in Entrepreneurial Management and academic instructor of the CO-OP course.
Improving the Quality of Life of Senior Citizens

One of the most common complaints voiced by elderly people in noisy environments is that they cannot hear themselves, or others, speak. This discomfort, which many adults share in varying degrees, can cause frustration and can severely limit the range of activities in which an elderly person takes part, leading to a less active and satisfying life. In February, IDC Herzliya hosted an international and interdisciplinary meeting aimed at finding better ways to improve communication in older age, “Hearing, Remembering, and Living Well: Paying Attention to Challenges that Older Adults Face in Noisy Environments.” The conference was hosted by the Communication, Aging and Neuropsychology Laboratory, headed by Dr. Boaz Ben-David, together with the Cognitive Neuroscience Laboratory, headed by Dr. Daniel Levy, both at the Baruch Ivcher School of Psychology. The conference was the culmination of a European Research Area in Aging 2 project grant, headed by IDC, which includes world-renowned researchers from Canada, England and Finland. Levy and Ben-David, who organized the conference, say the long-term aim is to develop the most effective strategies for alleviating the environmental communication difficulties faced by the elderly. The conference was attended by leading speech-language pathologists from the private and public sectors, as well as faculty members from Communication Disorders, Psychology, and Gerontology departments from universities across Israel. They participated in a vibrant interdisciplinary discussion on the future of this line of research. Ben-David and Levy announced that they will continue to spearhead IDC’s efforts to improve the quality of life of senior citizens through cognitive, communication and brain research.

Recent Activities

In the first semester of this school year, the IDC Career Development Center held 483 consultations, advertised 3,604 jobs, and organized 15 recruiting events, featuring company presentations, panels and workshops. Some 1,020 alumni and students participated in these activities.

The center is currently implementing a new information system that will enable it to be more accurate, efficient and faster in its work. At the same time, it has proudly launched a new website for its database of job offers. The new site will be mobile-responsive and will automatically send CVs to the employers. A new Facebook group, “IDC Career Center,” was started in October, and already has 5,100 members, both alumni and students.

In January, the Law Internship Fair was held for third-year students, with 54 potential employers. Once again, the list of law firms and public bodies was impressive and attractive for the students. Among the employers were S. Horowitz, Yigal Arnon, Naschitz Brandes, Herzog, Fox & Neeman, Goldfarb Seligman, the Israel Securities Authority, the Antitrust Authority, the Public Defense Office, and the State Attorney’s Office. The employers sent 200 representatives to the fair, at least half of them IDC alumni. Students who in their face to face meetings impressed the employers were invited for interviews. The March “internship race” saw hundreds of students interviewed and a simulation event in collaboration with the Student Union. For the second semester, additional events are planned with the consulting firms McKinsey, BCG, and TASC, as well as with bodies including the Atidim Cadets for Municipal Service and police cadets, the United Nations, JPMorgan, Unilever, and the Baumann Ber Rivnay advertising agency. In addition, workshops are being held about LinkedIn and preparation for the job search.

The Annual Job Fair took place this year on April 28th, with 103 employers participating.

This year’s Law Internship Fair, which brought 54 leading law firms to recruit IDC students.

This year’s Annual Job Fair, which had over 100 companies and over 3000 students and alumni participating. From left: Career Development Center counselors Hagit Bergman and Tamar Neuhaus, center director Karin Kaufman, counselor Rachel Kadee, vice president of Student Affairs Dr. Ayelet Ben Ezer, IDC president and founder Prof. Uriel Reichman, and counselors Yael Haroosh, Keren Lavie Avraham, and Michal Miller.
The services are tailored to the specific needs of the selected entrepreneurs. They receive a wide range of legal services from outstanding third- and fourth-year law students who have completed extensive training by the clinic’s manager, attorney Assaf Ben-David, and external lecturers. The services are tailored to the specific needs of each start-up. The clinic is also accompanied by two of Israel’s leading law firms: Yigal Arnon & Co., and Gross, Kleinhendler, Hodak, Halevy, Greenberg & Co.

Since it was launched, the clinic has contacted over 80 accelerators, incubators, and similar organizations in the hopes of creating cooperation and marketing itself, and has received numerous client referrals from them.

Students have participated in 31 lectures covering legal and business aspects; have worked 370 hours drafting 15 documents (with 15 more currently in the pipeline) for the current eight clinic clients (of whom four have female founders, two are from the Arab sector, four are new immigrants and one is religious, fulfilling the clinic’s goal of helping specific communities). Students have had two tours, one to the offices of Yigal Arnon & Co., where they heard professional lectures, and the second to the Wix offices in Tel Aviv to see this very successful Israeli company that started as a small start-up and is now publicly traded on NASDAQ. The clinic has seen a direct correlation between students’ participation and their acceptance to top-tier law firms for internships.

The Gladstone-Nir Legal Clinic for Start-Ups, established at the beginning of the academic year, is notching up some impressive successes. Part of the Radzyner School of Law, it is the first clinic of its kind in Israel, offering free legal services to entrepreneurs from under-represented communities in the Israeli high-tech industry, including Arabs and ultra-Orthodox Jews, new immigrants, residents of peripheral areas, and people from poor socio-economic backgrounds. The selected entrepreneurs receive a wide range of legal services from outstanding third- and fourth-year law students who have completed extensive training by the clinic’s manager, attorney Assaf Ben-David, and external lecturers. The services are tailored to the specific needs of each start-up. The clinic is also accompanied by two of Israel’s leading law firms: Yigal Arnon & Co., and Gross, Kleinhendler, Hodak, Halevy, Greenberg & Co.

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Making its Mark

The clinic students and clinic manager, attorney Assaf Ben-David (front row, far right), on the roof of the Wix offices in Tel Aviv.

For the coming semester, the institute is developing international collaborations with similar groups abroad, the student research assistants are hard at work drafting new academic papers, and lecturers have been invited to provide seminars on pressing issues. Outreach efforts are being expanded to include film-based events for local retirees in conjunction with a number of city councils, and additional symposiums on autonomous vehicles and 3D printing are being developed.

As the new Israeli government settles in, the institute will look for new opportunities to interact with governmental and non-governmental organizations in helping to develop policies associated with new and emerging technologies.

New and Emerging Technologies: Examining the Issues

Since its establishment at the end of 2014, the Zvi Meitar Institute for Legal Implications of Emerging Technologies has been busy endeavoring to become Israel’s leading voice on ethical, legal, and social issues associated with new and emerging technologies.

At its inaugural event, a standing room only crowd listened intently as futurist Prof. David Passig, lecturer and consultant specializing in technological, social, and educational futures, a faculty member of the Bar Ilan University and Head of the Multimedia and Virtual Reality Laboratories, described the history of innovation. Dr. Amit Goffer, founder and CEO of ReWalk, presented his world-renowned Exoskeleton that enables paraplegics to walk, and a panel of experts explained the medical and legal aspects associated with these technologies.

Other programs included a closed-door session at which experts from all fields associated with assisted reproductive technologies debated how best to confront the growing trends of non-therapeutic egg freezing, elective pre-implantation diagnostic technologies, and germ-line editing through three parent embryos.

In addition to interacting directly with experts in many areas of emerging technologies, the institute’s active outreach arm has held three events with local high schools at which student research assistants engaged hundreds of students on the issue of the effect that popular films have on science policy and technological development.

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Happenings at the Arison School of Business

Strategy and Business Development

Each year, the Strategy and Business Development track of the MBA program at the Arison School of Business conducts consulting, planning and analysis projects for leading companies in Israel and worldwide.

In each project, a team of 10 outstanding students, under the guidance of professional consultants and lecturers, implement ideas ranging from penetrating new markets, to revealing opportunities involving innovative technologies, to planning acquisitions and international cooperation. For a tenth of the cost of getting a similar project conducted by a commercial consulting company, a business receives the services of a team of 10 outstanding students from the best business schools in the world (Wharton, NYU, HEC, ES, and others).

As part of the Global Consulting Practicum program in the Consulting and Business Development track, the Arison School hosts Wharton MBA students and faculty for a full week of preparation towards the first stage of the project, the consulting proposal and meeting with the client.

The week begins with a unique experience that allows all the students to get to know each other.

Extra Curriculum @Arison School

A key goal of the Arison School of Business is to combine academic knowledge with the practical world. To this end, the Extra Curriculum program provides unique and varied lectures designed to introduce students to current topics and issues in academia, business, marketing and management. The goal of the lecture series is to provide a vibrant meeting point for students, alumni, faculty, researchers, business people and decision makers in Israel, in order to influence the administrative and public discourse.

As part of this program, the Experience@Arison “Changing the Rules of the Game” event was held, in which students were invited to an evening of interactive study. They listened to lectures on strategy and entrepreneurship, and then were asked to apply what they had learned to the game “Settlers of Catan,” a multi-dimensional business game that combines elements of scarcity and abundance, planning and luck, and requires the right balance of strategic vs. entrepreneurial thinking.

Experience@Arison “Changing the Rules of The Game” evening: Students pit strategy against entrepreneurship in the “Settlers of Catan” game.

BA Honors Program

The Honors Program is designed to train future business leaders in the business world. The program includes unique content, access to existing content (such as participation in the MBA Management Seminar that hosts leading business people and decision makers in Israel), and close supervision by the academic staff and business mentors. The students visit companies from different industries and meet with CEOs.

In March, the students were invited to open trading at the Tel Aviv Stock Exchange. After the ceremony, they were taken on a tour of the premises and heard lectures on the challenges of the Tel Aviv Stock Exchange and data security missions.

Opening trading at the Tel Aviv Stock Exchange: TASE management with Dr. Yaron Timmar, associate dean of the Arison School, Dr. Doron Israeli, assistant professor of Accounting at the Arison School, and the Honors Program Students.

The Arison School of Business is Pleased to Announce the 3rd Annual Summer Events

Change has always been a central element in management, yet there is growing evidence that recently, changes are becoming even more frequent and more fundamental. Managers and businesses operate in a turbulent, unstable and uncertain environment that may call for flexible and innovative managing.

The Arison School is considered as the leader in one of the hottest areas of Business Administration – “management, agility and innovation” – and has an international center of research and practical activities in order to stimulate research in the field. The third Annual Summer Events will take place in the summer of 2015, and will include a series of international research events featuring researchers and experts from leading universities such as Berkeley, UCSB, University of Southampton, Duke, and Tilburg University, as well as a select group of business leaders.

The activities:
1. Meaning and Purpose conference: June 22-23
2. Ph.D. Summer School: June 21 -30
3. Strategic Agility Conference: June 29
Friday Lecture Series

A series of lectures on “The Circle of Life” took place at IDC Herzliya in collaboration with the municipal “Herzliya Chair.” This series, which is advertised in every household in the city, comprises a total of eight lectures by senior faculty (including Prof. Uriel Reichman, founder and president of IDC, and Prof. Amnon Rubinstein, of the Radzyner Law School), with one lecture a month on Friday mornings on campus. The Nevzlin Center for Jewish Peoplehood provides three of the eight lecturers. During the first semester, the center’s Prof. Yair Zakovitch spoke on “The Song of Songs; the Riddle of Riddles,” and Prof. Yoav Gelber lectured on “The Yom Kippur War of 1973 – An Intelligence, Political, Military, or Socio-Cultural Mishap?” Around 220 people attended each lecture. The center will provide an additional lecture during the second semester.

A Communications-Peoplehood Symposium

In January, the center held a symposium in cooperation with the Sammy Ofer School of Communications.

The topic was “Immigrating to Berlin?” and the purpose was to open a discussion about the meaning of being Israeli in Israel and around the world, in honor of the launch of Ben-Dror Yemini’s book, “Industry of Lies.” The meeting focused on the discussion in the media and in academia concerning “Israeliness” and “Zionism” and the relationship between the two.

The panel discussed the delegitimization of Israel and its influence on Jewish and Israeli identity and Israeli responses, both individual and collective. Around 180 people attended.

The panel participants:
- Dr. Noam Lemeishtrich Latar, founding dean, Sammy Ofer School of Communications.
- Dr. Yuval Karniel, editor of “The Public Sphere,” Sammy Ofer School of Communications.
- Prof. Yoav Gelber, head of the Nevzlin Center for Jewish Peoplehood.
- Ben-Dror Yemini, author of “Industry of Lies,” researcher and journalist, Yedioth Ahronoth.
- Prof. Moshe Zimmermann, professor emeritus, the Koebner Center for German History, Hebrew University of Jerusalem.
- Matan Hodorov, senior economic correspondent, Channel 10 News.

Study Trip to Yad Vashem

As part of IDC lecturer Lior Alperovitch’s course on “The Holocaust and Collective Memory in Israel,” 50 students were taken on a study trip to the Yad Vashem Holocaust memorial and museum.

Yad Vashem is the central site for Holocaust commemoration and education in Israel, and the tour provided the students with an emotional and thought-provoking experience, explaining aspects of the Third Reich’s governing mechanism, the life of Jews in occupied Europe, and life in the ghettos and in the concentration and extermination camps.
Launching of the Rubin Center for Research in International Affairs (formerly the Global Research in International Affairs Center)

The Rubin Center for Research in International Affairs was officially launched at the Lauder School of Government, Diplomacy & Strategy in March. The center, formerly the Global Research in International Affairs Center, was founded by the late Prof. Barry Rubin in 2000. Rubin was a prolific scholar who authored and edited close to 100 books and monographs. The center was inaugurated in its new name to mark the one-year anniversary of his death.

In his writing, Rubin predicted many key events in the region. His book, “Tragedy of the Middle East,” foresaw the Arab Spring a decade ahead. Prof. Uriel Reichman, IDC founder and president, spoke at the event and referred to Rubin as a “preacher, prophet, and poet.” Prof. Boaz Ganor, dean of the Lauder School, described Rubin as an “outstanding academic,” but above all a “mensch.” Judith Colp Rubin, the late professor’s widow and honorary president of the Rubin Center, recalled her husband’s love for Israel and passion for his work.

The opening remarks were followed by a symposium, “Regime Collapse and Sectarian War: Where is the Middle East Headed?” It was chaired by Dr. Jonathan Spyer, the center’s new director. Dore Gold, former Israeli ambassador to the U.N., spoke of the Iranian nuclear threat. Prof. Martin Kramer, president of Shalem College, discussed U.S. foreign policy, while former Italian MP Fiamma Nirenstein addressed Europe’s role. Prof. Efraim Inbar, director of Bar-Ilan University’s Begin-Sadat Center, presented Israel’s position. Rubin Fellow Ayman Jawad Al-Tamimi focused on Shi’ite militias in Iraq and Syria, and ICT’s Dr. Ely Karmon discussed Hezbollah. Prof. Amatzia Baram, director of the Center for Iraq Studies at the University of Haifa, discussed Islamic State and Sunni jihadists in Iraq. A transcript will appear in the center’s “Middle East Review of International Affairs.”

ICT Executive Program on Counter-Terrorism

U.S. Army Chief of Staff Gen. Raymond Odierno listed the ICT Executive Program on Counter-Terrorism as one of the few international seminars available to U.S. Army officers, warrant officers and senior noncommissioned officers of the Regular Army and Army Reserve. According to Odierno, “The seminars are designed to prepare soldiers and civilians for future leadership roles with Army, joint, interagency and multinational task forces and teams.”

The program, run at the Lauder School of Government, Diplomacy & Strategy, combines academic study, simulation models, workshops, and onsite briefings. The courses provide concentrated, in-depth exposure to the phenomenon of modern terrorism and its characteristics, operating methods, scope and dissemination. In addition, participants obtain an understanding of the challenge terrorism presents to decision-makers, security establishments, first-responders and the business sector, based on the experience Israel has accumulated in the field.

Dr. Daphné Richemond-Barak’s United Nations Visit

In October, Dr. Daphné Richemond-Barak, head of the International Law Desk at ICT and faculty member of the Lauder School, spoke at U.N. headquarters in New York on the operational and legal challenges of underground warfare. She also made a presentation to the U.N. Human Rights Council in Geneva in February. During both speeches, she emphasized the threat posed by tunnels to civilians on both sides of a conflict. She showed that elements of tunnel warfare can be found in almost all contemporary conflicts. The re-emergence of tunnel warfare, particularly in conflicts where conventional forces fight non-state actors, can be explained by the tunnels’ unique ability to neutralize the benefits of surveillance, satellite imagery and conventional weaponry, and minimize the relative advantage that comes with sophisticated, modern armor and training. Contending with tunnels requires considerable operational expertise, and states that have done so have found it extraordinarily challenging. Doing so while keeping to the rule of law and minimizing the harm to civilians presents an even greater challenge, something Richemond-Barak’s forthcoming book (under contract with Oxford University Press) seeks to explore.
Events on Economic Policy

- The Aaron Institute of Economic Policy and the Tiomkin School of Economics held a symposium on the second Sheshinsky Committee, which was appointed to determine the best governmental policy for the exploitation and distribution of natural resources in Israel.

- As it does every summer, the Economics Workshop at IDC brought together researchers from Israel, the U.S. and Europe for a three-day meeting on the themes of applied micro- and macro-economics.

- Faculty members and undergraduate students went on an in-depth tour of Intel’s facility in Kiryat Gat, which epitomizes the merging of technological advances and economic practicability. After the tour, the group met the city’s mayor and discussed topics such as the internal dynamics and economic aspects of running a local municipality.

- The Aaron Institute for Economic Policy held a round-table discussion on poverty and employment, focusing on labor market policies that can decrease poverty and inequality through increased employment, wages and income, including welfare-to-work programs, day care subsidies and work bonuses (“negative income tax”).

- The Tiomkin School of Economics was inaugurated with a generous donation from Judy and Avi Tiomkin. The school held a celebratory ceremony attended by Tony Blair, the Quartet’s envoy to the Middle East and the U.K.’s former prime minister, and Ehud Barak, Israel’s former prime minister and defense minister, both of whom discussed the topic “Economics of Peace.” The evening was led by Prof. Arie Beldegrun, chairman and founder of Kite Pharma, who gave a lecture titled “Conquering Cancer: When? How?”

- The Tiomkin School of Economics and the Arison School of Business held an Interdisciplinary Forum for Financial Economics. Alan Howard, co-founder of the Brevan Howard Fund, spoke on “Navigation Through Global Monetary and Financial Conditions.” The lecture was followed by a panel of experts, headed by Boaz Schwartz, managing director of Deutsche Bank, Israel, with the participation of Avi Tiomkin, adviser to global macro hedge funds, and David Woo, head of global rates and currencies research at Merrill Lynch.

White House Summit on Countering Violent Extremism

In February, Prof. Boaz Ganor, dean and the Ronald Lauder Chair for Counter-Terrorism at the Lauder School of Government, Diplomacy & Strategy, as well as the Founder and Executive Director of the International Institute for Counter-Terrorism, participated in the White House Summit on Countering Violent Extremism at the invitation of U.S. Secretary of State John Kerry. Ganor was also invited to attend special events on “Ending Extremism” at the U.S. Institute for Peace and on “Rehabilitation and Reintegration of Foreign Terrorist Fighters” at the Washington Institute for Near East Policy.

During the White House Summit, Ganor had the honor of meeting with Kerry and with United Nations Secretary General Ban Ki-moon. He gave them a copy of his book, “The Counter-Terrorism Puzzle – A Guide for Decision-Makers.”

Ganor also had the opportunity to meet Egyptian Foreign Affairs Minister Sameh Shoukry; Dr. Jehangir Khan, director of the U.N.’s Counter-Terrorism Implementation Task Force; Jean-Paul Laborde, executive director of the U.N.’s Counter-Terrorism Executive Directorate; prominent Syrian religious scholar Sheikh Mohamed Yakoubi; David Gersten, the U.S. Department of Homeland Security’s coordinator for Countering Violent Extremism; Hassan Ole Naada, the deputy secretary general of the Supreme Council of Kenyan Muslims; and Jared Cohen, director of Google Ideas and adviser to Google’s executive chairman.
The DIGIT Conference Series: Where the Future of Journalism is Shaped

Hundreds of journalists, developers, designers and researchers took part in the annual DIGIT Conference at the Sammy Ofer School of Communications.

Held for its fourth consecutive year, this year’s conference was held in partnership with Google, and focused on the content of and technological challenges faced by the digital media in Israel. The conference included professional workshops to the traditional media in which he works, but goes further, working within digital platforms, meeting new audiences, shaping the journalist’s story, and creating a refreshing and sharp dialogue with online users, while engaging them in which senior industry executives share their experiences, and panel discussions focusing on the most burning issues in today’s digital media.

The DIGIT prize for journalists and online media outlets in Israel was awarded this year as well. Dozens of candidates applied for the prize. The members of the prize committee, Dr. Noam Lemelshtrich Latar, founding dean of the Sammy Ofer School of Communications, Paul Solomon, vice president of communications at Google Israel, Amit Segal, Channel 2’s political correspondent, and Dr. Noam Lemelshtrich Latar, founded dean of the Sammy Ofer School of Communications, noted that “the array of candidates, variety of backgrounds, and the creative journalistic depth shows how significant the digital platform is for journalists and media outlets working in Israel.”

The NIS 15,000 prize was awarded to Amit Segal, political correspondent from Channel 2 News. “Amit Segal is an inspirational example of an influential journalist who does not limit himself in the journalistic experience,” the prize committee wrote in its statement awarding the prize.

Dr. Lemelshtrich Latar gave the keynote speech of the conference, and spoke on the role of the human journalist in an age where robots are increasingly moving into newsrooms of major media outlets.

The conference also marked the 15th anniversary of the establishment of the Ynet news site, and featured a panel on which Katz interviewed Eran Tippenbron, Ynet’s editor-in-chief, and Yon Feder, Ynet’s former editor-in-chief.

“Ynet completely changed the way Israelis consume news,” Feder said during the panel. “Beforehand, news on the Internet was considered to be illegitimate. Ynet, more than any other source, certainly in Israel, changed that perception of online news. Today, I believe the Internet is undoubtedly the leading news realm, and this a revolution that Ynet led.”

Tippenbron spoke about the decision to keep Ynet’s content free. "I think that free information is the foundation block of the democracy of Internet content,” he said. “It’s wonderful that almost everything is free. It’s not bad that we exist from advertising; it’s even really good, and I hope it’s sustainable. If we would charge money for accessing Ynet, it would change our ability to reach everyone.”

Master classes were also held at the conference, focusing on marketing content on news websites, Twitter as a journalistic tool, shaping a digital persona on social networks, the IDF’s social media strategy during Operation Protective Edge, libel and legal responsibilities on social networks, and designing mobile news websites.

Panel discussions were held on how activist-journalists can combine professionalism with the desire to change reality, and on the police force’s ability to conduct effective investigations in the age of online journalism infused with tweets, WhatsApp messages, and information leaks.
The Asper Institute for New Media Diplomacy
Named for: The Asper Foundation
Director, Anouk Lorie

The Asper Institute Spreads the Word on Israeli Medical Innovations

The Asper Institute for New Media Diplomacy, chaired by Dr. Noam Lemelshtrich Latar, dean of the Sammy Ofer School of Communications, and directed by international journalist Anouk Lorie, focuses on the study and application of new media technologies for use in journalism and diplomacy. The institute runs a variety of projects, among them IDC International Radio and NoCamels.com, the world’s leading news website on Israeli innovations.

With the help of IDC student reporters and interns from Ivy League universities in the U.S., NoCamels reaches millions of readers worldwide, including many from Arab and Muslim countries.

Recently, a NoCamels article on SCiO, a tiny handheld scanner that shows the molecular composition of any matter, garnered nearly 300,000 views and 20,000 Facebook “likes.” This Israeli device, which could change the way we interact with the world, can tell whether an apple is fresh, what is in the pills a doctor prescribes, how many calories are in a meal, and whether a plant needs more water.

Another recent popular NoCamels story featured a new Israeli vaccine for cancer, which was shown to trigger a response in 90 percent of cancer types. Vaxil BioTherapeutics, based in Ness Ziona, has developed ImMucin, a prophylactic cancer vaccine, which is not designed to treat the disease, but to prevent it from returning.

But the most popular story on NoCamels over the past year was about a new wound-closure stitching method developed by Israeli scientists. An invaluable medical tool already being applied in Israeli hospitals, TopClosure works by first stretching out the skin around the wound to avoid the need for skin grafts, and to ensure aesthetic healing. The device can be “zipped” open after emergencies, so the wound can be further evaluated and treated.

TopClosure, a new Israeli wound-closure stitching method.

A new Israeli vaccine for cancer.

SCiO, a tiny Israeli device that shows the molecular composition of any matter.
Jewish and Arab Music Day at IDC Radio

Six hours of music and conversation gave the concept of co-existence a new tune in a special day of broadcasting by IDC Radio. Dedicated to the cultural, historical and musicological influences of the Jewish and Arab worlds on each other and on music in Israel, the day was inspired by the journalistic and musical work of the late Daniel Pearl, himself a gifted violinist, who strove to bring cultures closer to one another by combining journalism with music. It was made possible through the encouragement and support of two life-long classical music fans, Dr. Noam Lemelshtrich Latar, dean of the Sammy Ofer School of Communications, and Prof. Amnon Rubinstein, recipient of the 2006 Israel Prize in Law and former IDC president.

The day was produced and presented by Elad Uzan, the classical music critic for the daily Yedioth Ahronoth and the person in charge of IDC Radio’s classical music department. The broadcast began with a program featuring singer Achinoam Nini and guitarist Gil Dor, together with the Polyphony String Quartet, a group of young Jewish and Arab musicians. Uzan spoke with the musicians about their craft, about the delicate dynamics between them, and about how they settle political disagreements. Nini and Dor performed some of her famous songs, such as “Beautiful That Way.”

Haviva Pedaya, professor of Judaism and Culture at Ben-Gurion University, as well as a poet and an expert on Kabbalah, spoke with Uzan about the connection between music and mysticism in musical traditions such as the Armenian-Turkish, Persian, and Indian ones.

Other programs broadcast during the day hosted pianist Dr. Orit Wolf and soprano Enas Massalha, both of whom have both Eastern and Western traditions in their backgrounds, manifested in several joint projects; Shira Ohayon and Tom Cohen of the Mediterranean Andalusian Orchestra of Ashkelon, who spoke about different aspects of Arab, Andalusian, Egyptian and Persian music; and the Shesh-Besh Ensemble, made up of Jewish musicians of the Israeli Philharmonic Orchestra and Arab musicians who together perform classical Arab and Western music using Arabic instruments. The day infused the concept of co-existence through music with practical meaning, deriving inspiration from the past while looking to the future.

Receiving the Future

Sammy Ofer School of Communications and Interdisciplinary Center Radio hold annual FM+ Radio Conference

The Sammy Ofer School of Communications and IDC Radio held the fourth annual “FM+: Receiving the Future” Conference, at which participants discussed innovations, challenges and opportunities in the fields of radio and audio. Among the conference participants were: Annika Nyberg Frankenhaeuser, European Broadcasting Union media director; Robert Kruilwich, journalist, Emmy award winner and host of the “Radiolab” program, one of the world’s most popular and award-winning podcasts; Shimon Elkabetz, director of Kol Israel (Voice of Israel); Prof. Avi Degani, president of the Geocartography Knowledge Group, and other personalities from the worlds of radio, media and academia.

This year, the participants dealt with hybrid radio, creating involvement in social media, the car of the future, podcasts, current events, regulation, creativity, and task-oriented research by Geocartography, which has revealed listening data and listener preferences. As part of the presentation of the findings, Degani said, “The main source of information for current events varies among groups. In Israel, as opposed to Europe, radio is ranked second after television on the credibility index. Newspapers have recently fought in a very ugly way, and we ought to be ashamed that following the elections we do not trust the press. This will cost the newspapers financially later on.”
The M Club

The M Club is IDC Herzliya’s first student club for marketing, digital media and public relations. It was founded by Avichai Tzarfati and Shai Eyal, first-year students at the Sammy Ofer School of Communications, with full support from the academic faculty. The club was started as part of a rebranding the school’s marketing and politics specialty. It serves as an incubator for students from all IDC schools who are interested in marketing and public relations, and who hope to work in these fields.

The club offers weekly lectures by senior industry figures who share their talents and experiences and help students acquire innovative and practical tools. The club also arranges tours of leading companies, including meetings with the marketing and public relations departments.

Since the founding of the club, more than 200 students from all IDC schools have registered.

Among other events, the club has hosted lectures by leading Israeli publicist Rani Rahav and the marketing directors and officers of companies including Coca Cola, Cellcom, Open, and Castro, as well as IDC faculty members.

A weekly newsletter is sent to registered club members, reviewing the latest trends in the world of marketing, with an emphasis on technology and digital media. The newsletter, and the club’s Facebook page, serve as additional tools in the practical tool box that the club aims to create for its members.

Starting from the next academic year, in addition to lectures and educational tours, work teams will be set up to simulate the functioning of marketing and creative services teams for clients just starting out.

Dr. Noam Lemelshtrich Latar, founding dean of the Sammy Ofer School, delivered the opening remarks at the conference, saying, “Radio is an intimate medium with a captive audience. Some people have already eulogized radio, but in my opinion, the opposite is true. We have reached the Golden Age of radio, due to the abundance of existing platforms and to greater accessibility.”

Ayelet Triest, general manager of IDC Radio, said: “We find ourselves in an era of greater independence – direct communications between people, politicians and other professionals. These communications undermine the status of mediators, regulation, and establishment media, which all find themselves in a period of uncertainty. This is a period that enables creativity and independent distribution, as well as ways to reach audiences, which didn’t exist in the past. Without a doubt this requires a rethinking of the path. Technology can act for or against us, but the academia of our future is trying to understand the potential for each direction and offer possibilities for handling the field of content.”

The conference opened with a lecture titled “Hybrid Radio – A European Vision for Radio” by Nyberg Frankenhaeuser, who said: “Today in Europe there are 400 million weekly listeners – 83 percent of the public. The numbers are stable, but we are losing the young audience. This is one of the reasons why the EBU has started projects that will support radio. Another reason for this support is the belief that radio cannot go on using analog in a digital world. Although FM will be on the scene for many more years and there will be a very long transition period, the EBU believes that radio has to go digital.” She added that FM is ultimately expected to disappear, and that Norway has already decided to stop using it in 2017.

During a meeting on innovations in vehicles, moderator Danny Frumchenko, chief editor of the Auto magazine and website, said, “Automobile companies are about to lose a lot of money when the autonomous (driverless) car enters the market, because you will be able to use an application to order a car that will take you to any street. There will be no reason for you to keep a private vehicle. The future of the automobile, as I see it, is like that of the horse, which people once said was impossible to live without, and today is only used for leisure activities.”

At the conclusion of the conference, a prize was awarded to the winner of the annual Pitch Podcast Competition for original audio content, held by the Sammy Ofer School and the Daniel Pearl Institute for International Journalism at IDC Herzliya. The competition was devoted to subjects held dear by Pearl, the Jewish-American journalist who was murdered while working for the Wall Street Journal in Pakistan. During the conference, contestants presented their ideas for a program or podcast that promotes mutual respect and intercultural understanding through dialogue, a free press, and music. The judges awarded the prize to Maya Kossover and the “Israeli Story” team.
Well-Being in Digital Media

The institute has hosted several major events, including a visit by Asra Nomani, one of the last people to see Pearl alive. Nomani, a Muslim-American journalist and author, was a close friend of Pearl’s, and shared her professional and personal memories of him.

Nomani spent 10 years investigating the details of Pearl’s murder through a project she co-founded at Georgetown University. In her speech, she said that since the murder, journalists have become targets, facing numerous challenges and risks in their efforts to provide authentic reports to the public.

Getachew Engida, deputy-director general of UNESCO, and Prof. Yair Amichai-Hamburger at the conference on Well-Being in Digital Media.

he said. “But we are also seeing new digital divides and new forms of exclusion that raise hard ethical questions about balance, rhythm and harmony, indeed about well-being. So we must give all people, particularly young women and men, the tools and opportunities to ensure that they are not controlled by technology but rather harness its full power for their own fulfillment. I think the outcomes of the forum can help to shape more effective strategies and frameworks for enlisting information and communication technologies to implement the global sustainable development agenda.”

UNESCO deputy director-general Getachew Engida spoke at IDC. “We are living through times of incredible changes, with new opportunities for addressing development challenges,”

The institute has also hosted events including Daniel Pearl’s Music Days, which focus on the power of music to strengthen people’s tolerance and humanity; a guest lecture by Paula Slier, Russia Today’s Middle East bureau chief and award-winning foreign correspondent; and a workshop for the international media branch of the IDF Spokesperson’s Unit on public diplomacy in the digital age.

An additional event that will be taking place is a special opening panel in the name of Daniel Pearl at the Jerusalem Press Club Conference on Freedom of the Press.

The institute aims to advance the quality of journalism in the Middle East and to promote informed, balanced and insightful reporting in honor of the Wall Street Journal reporter who was murdered by Islamic extremists in Pakistan in 2002.

The Daniel Pearl International Journalism Institute
Chair, Dr. Noam Lemelshtrich Latar

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Sara Fine Maketec: Technological Innovation and Creative Thinking for Children

The Sara Fine Maketec, which opened to the public this year in the Beit Ariela public library in Tel Aviv, is an entry-level Makerspace in a public library where children engage in technological experimentation and create digital experiences. The space was founded by the Sara Fine Center for New Media Literacy in the Sammy Ofer School of Communications, and enables children aged nine to 14 to visit and be mentored by high-school students in making projects using a variety of technologies, such as a 3D printed bracelet or keychain, a musical instrument using electronic components, or a greeting card made of paper and conductive material.

The uniqueness of the Maketec project lies in its approach to creative learning. While similar spaces offer professional instructors and fixed classes, the Maketec is based on teenage mentors and works in a drop-in manner, meaning neighborhood children can come in at any time and create whatever they wish.

The Media Innovation Lab of the Sammy Ofer School conducts academic research at Maketec to explore questions at the forefront of technology and educational scholarship. The first study is an examination of the community formed at Maketec. The research team is looking at the effects of the teen mentors and the space’s unstructured nature, observing and interviewing the mentors and the young visitors to better understand their motivations and interests. Interviews with the mentors so far have revealed they have a deep commitment to help the young visitors, and that they enjoy working and creating at Maketec. Interviews with the visiting children revealed that they feel the Maketec learning experience is excitingly different from learning at school, and they wished to return and bring friends with them.

The research team’s next study will focus on project-based learning at Maketec. IDC students created sets of “instructional project cards” that are published digitally on tablet devices, and provide Maketec visitors with project ideas and instructions. The goal is to facilitate meaningful learning, and the challenge is to strike the proper balance between instruction, self-motivated construction, and helpful assistance.

Advanced Reality Lab
Director, Dr. Doron Friedman

Hacking your Brain

The Advanced Reality Lab in the Sammy Ofer School of Communications continues to work on advanced technologies that will change lives. Specifically, the lab is working on brain-computer interface technologies that allow direct control of devices and applications by thought alone. This field of research is expected to have a tremendous impact on society and all aspects of daily life. The lab, headed by Dr. Doron Friedman, has collaborated with Hamutal Meridor of the Israel Brain Technologies nonprofit organization, and participated in the second Israeli Brainihack event.

In February, some 200 participants took part in a preliminary event at IDC, featuring talks from academic and industry representatives, and setting up project teams. The hackathon took place in March, in the Autodesk offices in Tel Aviv. Fourteen teams worked on various projects involving mind-control applications, representatives from international companies worked with mixed teams of high-tech “hacker” students (and even some professors), and Friedman served on the referee panel.

The first prize went to EmoChat, an application that automatically translates a person’s emotional state, extracted from the brain, into visual information such as emoticons, during live mediated communication. A team led by IDC student Gal Weinstock won the special OpenBCI award, by producing a brain-controlled physical game based on 3D printing and electronic hacking (all done over the weekend).
Students Create Innovative Content, Inspired by the 2015 Israeli Elections

The Content Hub is a place for developing original and innovative formats for television and digital media.

The students in its documentary track have recently completed developing and producing “Children of the Knesset,” which follows the lives of four sons and daughters of Knesset members during the 2015 Israeli election. The film, created by Dor Vitlin and Yarden Segev, follows the four throughout the lead-up to the elections, on Election Day, and in the period immediately after the election. Although they do not know one another, the four protagonists end up undergoing similar experiences, feeling successes and disappointments, pressure, vilification in the media that leads them to feel a need to speak up in defense of their parents, coping with criticism from others, and more.

“Children of the Knesset” is one of seven projects being developed this year as part of the Content Hub’s practical work in various genres: documentary and transmedia, drama series for the Internet and smartphones, and prime-time entertainment. The students use their projects to develop and research the connection between technology and content.

Another project under development that was inspired by the social situation in Israel in 2015 is “The Online Legislator,” a digital video platform for a civilian-social issue lobby, using social media and crowdsourcing. This unique creation, by Gidi Livne and Sarit Harpaz, serves as an alternative to conventional lobbying, and enables citizens to propose new laws, suggest the revocation of laws that are no longer relevant, and propose amendments to existing legislation.

An additional project is being developed by Reut Stollar, Bar Peleg and Coral Abramowitz. The “Flashback” digital documentary platform aims to become the first Internet support group and digital toolbox for individuals, generally demobilized soldiers, who have experienced a trauma but never received treatment, and who realize that they have issues that are holding them back in life. “Flashback” seeks to provide these individuals with legitimacy and tools for handling the issue.

As well as Israelis, the Content Hub has dozens of students from 30 countries around the world studying in an international track. This year they devoted their final project to working with the nonprofit Israel Trauma Coalition, an umbrella group of 40 nonprofit organizations that work in the field of civilian and national trauma. A group of students, supported and mentored by senior figures in the industry, is working on a creative digital viral campaign to raise awareness about the activities of the coalition, and is providing tools for individuals to cope with civilian trauma situations.

The Content Hub holds an annual seminar in which the students write in-depth seminar papers under the tutelage of Drs. Amit Lavie Dinur and Yuval Karniel. Each year, the group chooses to focus on a different issue. One seminar, which dealt with the representation of foreigners in Israel, led to the format of the thriller-drama series “Djembe,” created by Ben Bondi and Maayan Gottshalk. The series follows the story of a Sudanese asylum seeker who, after reaching Israel, climbs the social ladder and becomes a successful lawyer, until a tragic event from his past threatens to endanger him and all he has achieved.

All the formats developed in the Content Hub are presented to international format companies and to start-up funds and companies interested in the development of digital content products for television and smartphones. The goal is to provide a springboard for projects that have a chance of succeeding in the media world and in the international market.

The “Get Involved” project, developed by Adi Rabinowitz and Noemie Biegeleisen, has reached the stage of dealing with potential buyers.

The project was generated to solve civic issues that are not being answered today. The website gathers filmed stories and clips about social injustices in various fields, such as the environ-
Reaching for the Stars

IDC’s School of Sustainability and the Fisher Institute mark the 10th Ilan Ramon International Space Conference

IDC Herzliya’s School of Sustainability, founded by Israel Corp., ICL & ORL, in cooperation with the Fisher Institute for Air and Space Strategic Studies, held an event in the framework of the 10th Ilan Ramon International Space Conference. The topic of the evening was “Planet Earth from Space: A Matter of Sustainability.” Lectures presented during the evening covered topics such as Israeli astronaut Ilan Ramon’s tragic space flight, the year 2014 in space, and the final flight of NASA’s space shuttle program.

“Ilan Ramon was a national hero who set a new record for the country as small as Israel. In space there are no limits and so we must be creative.”

Following his lecture, NASA astronaut Rex Welheim (second from left) spends time with students of the School of Sustainability.

From left: IDC provost Prof. Mario Mikulincer, NASA astronaut Rex Welheim and dean of the School of Sustainability Prof. Yoav Yair.

Prof. Yoav Yair, dean of the School of Sustainability, opened the evening.

“Twelve years ago, I stood in NASA’s control room in Maryland and watched with great excitement as Ilan Ramon’s space shuttle flew above Earth and took spectacular photographs; the image of your country from space is a breathtaking sight,” Yair said.

“These days we mark the 12th anniversary of the Columbia shuttle disaster. On board the shuttle, Ilan Ramon conducted for us elements of MEIDEX (Mediterranean Israeli Dust Experiment), an experiment designed to learn about the effects of dust on Earth’s climate. When we suggested sending an Israeli astronaut to space for the purpose of this experiment, many in Israel were surprised. If I listed even a small number of the experiment’s achievements, they would understand just how important an experiment it was. It was an ambitious endeavor, to the say the least, and it required Israeli out-of-the-box thinking. We hope some day to bring the camera Ramon used in space, which survived the crash, to display in Herzliya at the Fisher Institute. If it hadn’t been for the seven astronauts who unfortunately did not survive the mission, we would have never succeeded in our research.”

Brig. Gen. (res.) Asaf Agmon, managing director of the Fisher Institute, told how “after the Columbia disaster we decided to establish an international conference, bringing astronauts, scientists and people from the space industry to Israel to share with us their knowledge and vision. We also wanted to share the experience and knowledge with the younger generation. Our advantage as a young nation is the human factor. To transform the human factor into a significant advantage we need to encourage people to study science and technology, which is where our future lies. When dealing with challenges, thinking outside the box is of tremendous importance in a country as small as Israel. In space there are no limits and so we must be creative.”

Tal Inbar, head of the Space Research Center at the Fisher Institute, told the audience that “in matters related to space, 2014 was an exceptional year. After 20 years, a new record was set with the launch of 92 space missions. Israel also launched a satellite this past year. Lithuania, Uruguay and Iraq joined the ‘space club,’ launching satellites into space for the first time. India launched a first Mars mission and now has a satellite orbiting the planet, while the Russians developed for the first time in the post-Soviet era a space exploration vehicle that can move on the surface of planets. Space tourism took a major hit when the test craft exploded, and we are not yet cognizant of the outcomes and implications of the investigation of the event. One of the most advanced satellites in the Middle East was developed in Egypt, and a first nanosatellite – Duchifat-1 – was developed in Israel.”

Rex J. Welheim, a NASA astronaut and crew member on the final flight of the space shuttle program (flight STS-135), said he “was greatly honored” to have been on the final flight of the program. “We train in fighter aircrafts because in our simulators our errors don’t have any consequences, and we must learn how to work with our partners and trust each other.” Talking to students of the School of Sustainability, he reminisced about his final flight: “There is nothing more exciting than arriving at Kennedy Space Center toward a launch when it’s your belongings that are packed on board the shuttle. Being strapped into the seat of a space shuttle is a strange experience, with millions of people watching while you are unaware of what is going on outside.” In tribute to the fallen astronauts of on Columbia (flight STS-107), he said: “At NASA we learn a lot from every little mistake. Following the disaster in which Ilan Ramon was killed, we developed methods for fixing the shuttle should we ever again experience a similar malfunction. Our last mission was to deliver supplies, logistics and spare parts to the International Space Station, where you are responsible for your fate. There are no outside supplies or resources at the station; everything is solar powered and recycled. This is the essence of sustainability. In the future, when we attempt to reach Mars, there will be no turning back after the launch. We will have only those supplies we take with us. The journey is expected to take nine months and there will be a special emphasis on sustainability.”
Spotlight on Alumnus

Yonatan Shaked

Putting the Wheels on Sustainable Transport

Yonatan Shaked was motivated by idealism but understands that for a product to really be successful it has to benefit customers, the entrepreneur and society.

In an age when many entrepreneurs are focused on rapid growth and billion-dollar exits, Yonatan Shaked, the 33-year-old co-founder of Car2go, stands out for starting a local business aimed at benefiting his city.

“We wanted to make Tel Aviv more sustainable and take cars off the road as well as reduce traffic and pollution,” he says. Shaked, who earned a bachelor’s degree in Business Administration from IDC Herzliya in 2008 and a Global MBA from the Raphael Recanati International School in 2014, conceived of the idea during his undergraduate studies.

His company is a Tel Aviv-based car-sharing service, similar to Zipcar, that currently operates about 200 vehicles parked within walking distance of most city residents. Customers can order the car online or through an app, then use their smart key to unlock the doors. The keys are waiting inside, and gas is free of charge.

Shaked describes the typical customer as a person who needs a car only occasionally: perhaps a student who needs a car to visit his parents on weekends, or an employee who takes the train to work but sometimes needs a car for shopping and errands. “If you’re a light car user, you can save 10,000 to 12,000 shekels a year by using our service over the cost of car ownership,” says Shaked. “We estimate that each of our cars takes 10 to 14 cars off the road.”

Recently, the city of Tel Aviv decided to implement a car-sharing service similar to its Tel-Olan bicycle-sharing service. Car2go was chosen to administer the program. “When that happens, we’ll grow three to four times bigger, to 600 or 700 cars,” Shaked says.

The company, which was founded in 2008, has recently become profitable. “We recently became profitable. ‘These things have to go together.”

Shaked clearly loves his job and says he gets enormous satisfaction out of “building something from the ground up.” He is the company’s head of operations, a role he chose because it suits his detail-oriented, systematic personality. “Money and exits weren’t our first priority, even though, you know, we all dream of that,” he says.

Car2go was modeled after Philly Car Share, a non-profit car sharing service that Shaked and co-founder Ben Ninio used when they were IDC exchange students at the University of Pennsylvania’s Wharton School of Business.

Although that service ultimately failed, Shaked attributes this to its being a non-profit organization. “I believe companies should value sustainability but also try to be profitable,” he says. “These things have to go together. I don’t think green tech can survive on subsidies, because ultimately the money has to come from somewhere.”

Shaked’s hero and inspiration is his grandfather, Menachem Sherman, a Holocaust survivor who jumped off a train bound for Auschwitz at the age of 15 and lived hand to mouth wandering through Poland until the end of the war. After the war, he immigrated to Palestine, where he joined the Haganah and later became head of the IDF’s personnel department and still later mayor of Ramat Hasharon. “What I admire about him is that he built his life from nothing,” Shaked says. “He came from living in holes and abandoned buildings. And this country was just fields and sand dunes, and he built something. For him the State of Israel was an existential need. The alternative was death. It wasn’t a slogan. He believes it to this day. No matter how hard it is, you have to keep fighting.”

Shaked also believes in fighting. He sees Israel’s most pressing problems as the political-security threat, followed by inequality and the high cost of living. He says he might like to go into public service one day, but “not politics.”

Shaked says he also imbibed his system of values at IDC, which he chose because it had the best business program. “I worked three jobs to pay for it, because my parents couldn’t afford it at the time,” he says.

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Two professors in particular had a big impact on him. The first was Dror Shtrum, a law professor and antitrust expert. “He taught us that there’s the right way to do things legally and the right way morally. They’re not always the same. I had never looked at business that way before,” Shaked says. The other was Talia Rimon, who taught marketing. “From her I caught the bug of launching a start-up. She made us believe it was doable,” he says.

Another influence was Simon Sinek, a writer who says the most inspiring companies don’t just know what they do, but why they exist.

Why does Car2go exist? “Look around,” he says, gesturing at Tel Aviv, “To keep this world alive.”

― Simona Weinglass
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