THE INTERDISCIPLINARY CENTER HERZLIYA
1994 – 2004 CELEBRATING A DECADE OF LEADERSHIP

Proud graduates!

Honorary Fellows of the Decade
Honorary Fellow Prof. Yoram (Jerry) Wind and commencement speaker and American Friends of IDC Chairman Samuel Zell
Honorary Fellow Stef Wertheimer speaks on behalf of the Honorary Fellowship recipients
Dina and Oudi Recanati with Raphael Recanati International School student Natalia Glickman of Argentina
Honorary Fellow Harvey Krueger and Chairman of the Israel Friends of IDC Itschak Shrem
IDC President Prof. Uriel Reichman and IDC Chairman Oudi Recanati present Sammy Ofer with his Honorary Fellowship

The Interdisciplinary Center Herzliya

www.idc.ac.il
IDC friends from around the world joined IDC faculty, students, and alumni for a week of festivities in May to celebrate "A Decade of Leadership." The festivities opened with the ceremony to award the Honorary Fellowships of the Decade to some of IDC's dedicated friends and the Excellence in Academic Awards to outstanding students in the graduating classes. New and old friends filled Radzyner Square to join IDC President Prof. Uriel Reichman and Chairman of the IDC Board of Directors Oudi Recanati in paying tribute to high-tech entrepreneur Efi Arazi; Vice Chairman of Lehman Brothers, Inc. Harvey Krueger; tycoon Sammy Ofer; renowned artist and philanthropist Dina Recanati; entrepreneur Stef Wertheimer; and IDC founders Eli Landau and Prof. Yoram (Jerry) Wind. Mr. Wertheimer gave the keynote address before the audience dispersed so that each school could honor its outstanding students at an intimate ceremony, with family and friends.

The formal part of the evening concluded with the dedication of Raphael Recanati Boulevard, which stretches across the southern side of the campus and is lined with the 27 flags of the countries the international
students hail from. **Dina and Oudi Recanati** unveiled the sign with the boulevard's name to the applause of dozens of students wearing **Raphael Recanati International School** t-shirts. Later that evening, **Oudi Recanati hosted a reception** in his home for the school's students, friends, and faculty to celebrate the graduation of the school's first class.

The following morning, the board of the **Israel Friends of IDC (IFIDC)** joined participants in the **Decade of Leadership Mission** and IDC faculty members to discuss the challenges that Israel is facing today. IDC President **Prof. Uriel Reichman, Prof. Rafi Melnick**, of the Arison School of Business, **Dr. Uzi Arad**, Head of the Institute for Policy and Strategy (IPS), and **Dr. Boaz Ganor**, Executive Director of the International Policy Institute for Counter-Terrorism (ICT), gave presentations.

**Prof. Reichman and his wife Nira hosted a festive reception** in their home that evening after the graduation ceremony for members of the IDC community from Israel and abroad. Many of those at the reception met again the following evening at the memorable dinner which **Evelyne Douek** hosted in her home for mission participants. They had a wonderful time celebrating the Sabbath and singing traditional Shabbat songs.

**GRADUATION 2004!**

Another major highlight of the week was the **Graduation Ceremony** that evening for the **Undergraduate Class of 2003** and the **Graduate Class of 2004**. The ceremony began with a procession of the 780 graduates, clad in caps and gowns and accompanied by the IDC faculty, before some 3,000 proud friends and relatives. **Samuel Zell**, Chairman of the American Friends of IDC (AFIDC) and Chairman and Founder of Equity Group Investments, L.L.C., gave the commencement speech. The new graduates included the first classes to graduate from the **Raphael Recanati International School** and the **Lauder School of Government, Diplomacy and Strategy**. They included students from around the world, who had studied side by side with Israelis. In his address, Prof. Reichman noted that this was the fulfillment of one of IDC's goals, saying, "From the very beginning, we aspire to establish an institution of higher education that would include young people from around the world. As an institution that strives to serve Israeli society..."
and the Jewish People, we saw our mission as building an academic bridge between Israel and the Diaspora." He also emphasized, "The State of Israel needs an excellent group of people like the first class of graduates of the Lauder School of Government, who are receiving their degrees tonight, and those that will come after them," before urging all of the graduates to "Go forth and succeed."

IDC FRIENDS HOLD INTERNATIONAL BOARD MEETING

Israel Friends of IDC (IFIDC)

The Israel Friends of IDC (IFIDC) hosted an international board meeting for friends of IDC from the U.S., Germany, and the U.K. the day after the graduation ceremony. They discussed their visions of how IDC will develop in the future as well as methods to enhance international cooperation in a variety of areas, such as recruiting students from abroad.

Members of IDC friends organizations from around the world also participated in the gala dinner that IFIDC held in the sculpture garden that weekend. Roni Naftali, CEO of Eden Springs, and Isaac and Rachel Hazan cosponsored the event. Harvey Krueger and Dov Weisglass, Chief of the Prime Minister's Bureau, gave the keynote addresses and singer Efrat Rotem gave an exceptional performance.

IFIDC is pleased to welcome long-time IDC supporters Eyal Arad, Communications and Strategy Advisor to the Prime Minister, Pinchas Cohen, CEO of Africa-Israel, and advertising executive Arie Ruttenberg to its board of directors, which is chaired by Itschak Shrem, Founder and Chairman of Shrem, Fudim, Kelner and Co. Ltd.

American Friends of IDC (AFIDC)

The Seattle Jewish Community recently held several events on behalf of the Lauder School of Government’s Al Israel project. The project, which Hani Ziv directs, aims to set up 25 websites in multiple languages that will serve as a database of accurate, easily accessible information about Israel and Judaism. Israeli Ambassador to the U.S. Danny Ayalon and Israeli Consul-General in San Francisco Yossi Amrani spoke at the events. The events were made possible thanks to the voluntary activities of Chuck Broches, Amir Leviant, Nurit Lichtman and Carmela Schafer.
Enrollment at the Raphael Recanati International School is continuing to rise. Over 100 students from around the world already have enrolled to commence studies this fall. Several hundred students from dozens of countries are at various stages of the application process.

Over 80 international and Israeli students from all of the classes and programs at the Raphael Recanati International School spent several days bonding and learning about the diversity of the Land of Israel on a trip to southern Israel at the end of the Spring Semester. The highlights included the visits to Masada (right), a Bedouin tent, the Dead Sea, and Eilat, including a hike in the Eilat mountains.

Raphael Recanati International School students Ruvi Kon, Tamara Schneider and Ron Weinstock traveled to Germany and Switzerland to recruit students in May. They spoke at a Jewish high school and Jewish organizations, such as the Jewish Student Union, the ZID Zionist youth group and WIZO, in Berlin, Frankfurt, and Munich. In Switzerland, the students gave a presentation at the Israelitische Cultusgemeinde Zürich. They received an enthusiastic response from potential students and their parents.

The school's staff also is continuing its efforts, with the assistance of the Jewish Agency for Israel (JAFI), to provide educators and professionals in Israel and abroad with information about the school's programs and to encourage young people from abroad to participate in long-term programs in Israel. Representatives of the school recently gave presentations to Birthright groups; BBYO groups; ulpan coordinators from Israel's southern region; Student Authority staff; a delegation from Cincinnati; pupils at the American High School in Kfar Shmaryahu and their parents; participants in the JAFI course for emissaries; the Maccabi Olami convention; students in the ulpan at Kibbutz Ma'agan Michael; participants in Nativ, the Conservative Movement's yearlong Israel program; and more groups.
Head of the Raphael Recanati International School Jonathan Davis, Director Orli Moss and students Jennifer Cohen-Falah of Argentina, Michal Nachmani of Germany, and Karen Goldschmidt and David Mizrahi of the U.S. were interviewed on “The Israeli Connection” radio show, which broadcasts from Israel to the entire world. They spoke about IDC in general and the school specifically. The students also spoke to their parents on the air by phone from the radio studio, adding a very personal, emotional note to the show.

IDC President Prof. Uriel Reichman met with students from the Raphael Recanati International School on Remembrance Day for Israel's Fallen Soldiers to discuss the significance of the day with them. The session left a lasting impression on the participants.

NEW PROJECTS AND PROGRAMS

German Innovation Center Established at IDC

German and Israeli leaders gathered at IDC for the inauguration of the German Innovation Center in May. IDC President Prof. Uriel Reichman and Prof. Dr. Gert Kaiser, President of the Science Center of North Rhine Westphalia and Chairman of the German Friends of IDC, initiated the center. The new center is designed to serve as a platform for dialogue between Israeli and German scientists, intellectuals, artists and politicians on topics and concepts relating to the specific problems of Israel and the Middle East in order to formulate social, political and cultural innovations. The new center also will further research cooperation between the states of the Middle East and Germany. Prime Minister of North Rhine Westphalia Peer Steinbrueck gave the keynote address at the inauguration ceremony.

German Ambassador Rudolf Dressler, Israeli Science and Technology Minister Eliezer (Moodi) Sandberg, and Amb. Avi Primor joined him at the podium. Before the ceremony, there was a lively exchange of views in the sculpture garden between Mr. Steinbrueck and IDC students who are from Germany or studying German, as well as representatives of the Student Union. Mr. Steinbrueck’s delegation included Dr. Paul Spiegel, President of the Central Committee of the Jews in Germany; Walter Haas, Chairman of the North Rhine Westphalia Workers Union; and Prof. Dr. Miriam Meckel, Director-General of the office of the Prime Minister of North Rhine Westphalia.
Caesarea Center Launches Program with NYU

The Caesarea Edmond Benjamin de Rothschild Center for Capital Markets and Risk Management launched a new program in cooperation with the Stern School of Business at NYU in May. The annual Caesarea Program in Global Capital Markets and Risk Management is designed to provide the leaders of Israel's business sector with sophisticated knowledge of financial management. Over 40 alumni of the MBA program who majored in finance, IDC faculty, and senior Israeli businesspeople participated, spending a week in New York learning about the latest innovations in global capital markets and risk management.

CONFERENCES AND SEMINARs

IDC Delegation Briefs the Milken Institute Global Conference

IDC sent a delegation to the Milken Institute Global Conference in Los Angeles in April to give a presentation on “Israel in the 21st Century: Envisioning and Building the Future.” The delegation included IDC President Prof. Uriel Reichman, Prof. Rafi Melnick, of the Arison School of Business, Dr. Uzi Arad, Head of the Institute for Policy and Strategy (IPS), and Dr. Boaz Ganor, Executive Director of the International Policy Institute for Counter-Terrorism (ICT).

Constitutional Law

The Radzyner School of Law hosted a delegation of professors and students from the Faculty of Law at Heinrich Heine University in Dusseldorf for a joint seminar and a conference in March. This is the seventh successive year of fruitful cooperation between the two law schools. This year's conference dealt with comparative judicial review. German constitutional law greatly influenced recent developments in Israeli constitutional law. The conference provided Israeli and German lawyers with an opportunity to deepen their knowledge of the respective legal systems. The seminar addressed selected questions in constitutional law. In May 2005, a delegation of Israeli students is scheduled to travel to Dusseldorf for a joint seminar on medical law.
The Challenges of Regulation in the Israeli Economy

Ministers, Knesset members, academics and leaders of the legal and financial community convened at IDC in May for the first annual conference of the Radzyner School of Law's legal journal, Law and Business. Finance Minister Binyamin Netanyahu and Interior Minister Avraham Poraz were among the many speakers who addressed the challenges regulation poses for the Israeli economy.

Capital Markets and Risk Management were the Talk of the Day

The Caesarea Edmond Benjamin de Rothschild Center for Capital Markets and Risk Management held its first annual conference on Capital Markets and Risk Management in June. The conference brought together academics and businesspeople to discuss the latest innovations in research, information and work methods in these areas. At the academic sessions, professors and researchers from leading American, European and Israeli universities presented and discussed the latest research on the capital market. At the business sessions, the highlights of the research and their implications for the Israeli business market and economy were presented and discussed.

ICT Remembers the Late Shmuel Nir

The International Policy Institute for Counter-Terrorism (ICT) held a special event in July to mark the first anniversary of the passing of former ICT research fellow Shmuel Nir. Senior IDF officials, including IDF Spokesperson Brig.-Gen. Ruth Yaron, participated in the event, along with IDC faculty members.

The Moral Agenda of the Jewish People

The Moral Agenda of the Jewish People, a five-part lecture series sponsored by the Program in Jewish Leadership and Nonprofit Management with the support of the Charles and Lynn Schusterman Family Foundation, drew more than 100 visitors to the IDC campus in April and May. Famed jurist Dr. Jacob Weinroth initiated the series with an exploration of the potential contradictions between morality and Jewish religious law. Prof. Aaron Kirschenbaum, of the Radzyner School of Law, followed with an insightful and traditionalist perspective on today’s challenges to Jewish morality. ICT Executive Director Dr. Boaz Ganor addressed one of those challenges – making choices in the battle against terrorism – in his lecture. Historian Muky Tsur
revisited many of these themes by guiding the audience through a tour of the choices Israelis faced throughout the state's short history. The series was moderated by Prof. Leonard Fein, who also presented the final lecture on morality in an immoral world. Prof. Fein, a prolific author who founded Moment Magazine and Mazon – the Jewish Response to Hunger, spent a mini-semester on campus as a visiting professor in the Program in Jewish Leadership and Nonprofit Management.

Valuable Research

The Efi Arazi School of Computer Science hosted a conference in March on the "Contributions of Computer Science Research to the Israeli High-Tech Industry." The Ministry of Science cosponsored the conference. The conference focused on technology transfer and illustrated how research done in Israeli universities has led to the development of world-class products, technologies, and companies.

GLORIA Center's Global Activities

The Global Research Center in International Affairs (GLORIA) is sharing its expertise with researchers around the world. In April, the GLORIA Center and CeMiss, the Italian Military Center for Strategic Studies, cosponsored a conference in Rome on "Weapons of Mass Destruction." The GLORIA Center began to provide videotaped lectures by Israeli experts on the Middle East to Monash University in Australia in May. The center brought together experts from Israel and Washington in a closed-door roundtable session on terrorism in May that was part of a project that the Public Affairs Office of the American Embassy in Israel cosponsors. Following the targeted killing of Hamas founder Sheikh Ahmed Yassin in March, the GLORIA Center organized a special panel of Israeli experts to discuss its implications with Canadian journalists.

CEREMONIES AND EVENTS

Friday at IDC

In an effort to enhance the public debate on key issues, IDC teamed up with Herzliya Mayor Yael German to offer a series of lectures for Herzliya residents by senior IDC faculty. The lectures, which take place at the IDC campus on the last Friday morning of each month, have attracted a wide crowd. IDC President Prof. Uriel Reichman opened the series in March with a lecture on the challenges facing the Israeli leadership and government. Dean of the Lauder School of Government Prof. Abraham (Rami) Friedman addressed pertinent questions about "Work and Welfare" in April. Prof. Shimon Schocken, IDB Professor of Information Technology and Dean of the Efi Arazi School of Computer Science, spoke about computer science in May. Prof. Moshe Bar Niv, of the Radzyner School of Law, discussed consumer protection in June.
Tribute to Scholarship Donors

IDC expressed its appreciation to both scholarship donors and students who contribute to the community at the annual Latet (Giving) event in April. "Higher education is a tool for mobility. The scholarships for students in need do not only change the fate of the individual who receive them, but are liable to influence the entire society," IDC President Prof. Uriel Reichman said at the event. Several hundred students were awarded scholarships amounting to NIS 7 million this year. IDC awards scholarships based on financial need and academic excellence.

Supporting Small Businesses

IDC hosted a roundtable discussion in March on supplementing government funding to support small businesses with private capital. Dr. Glenn Yago, Director of Capital Studies at the Milken Institute, discussed how examples from the U.S. could be adapted to Israel with academics, government officials, and leading figures from the finance and non-profit sectors. Dr. Yago also met with the Knesset subcommittee on small businesses, which asked him to take part in a working committee to study the issue.

Moot Court I

Shortly after his appointment to the Supreme Court, former Attorney-General Elyakim Rubinstein joined former Supreme Court President Meir Shamgar and Prof. Daphne Barak-Erez, of the Tel Aviv University Faculty of Law, to adjudicate the Public Moot Court at the Radzyner School of Law. Law students presented legal arguments for and against "Selecting a Child's Sex in the Artificial Insemination Process." After hearing the students’ arguments on behalf of the families who had requested to be able to select their child's sex for health reasons and the Health Ministry's reasons for rejecting their requests, the court concluded that the issue "has great ethical, social and other implications. A decision on this issue can and must be enshrined in law in an orderly manner that details the procedures by which a progressive society must abide."

Moot Court II

The yearlong course that students in the Radzyner School of Law's Community Legal Assistance Program teach to pupils at the Neve Haddassah boarding school concluded recently with a moot court trial. The pupils proudly displayed their new legal knowledge as they presented a complicated case involving reverse discrimination against new immigrants and pupils' legal rights.

Diplomatic Initiative

Students from the Lauder School of Government, Diplomacy and Strategy recently hosted diplomats from around the world who are stationed in Israel. In an effort to learn more about the different cultures that coexist in today's increasingly global world, a group of students organized the event in May to allow students, alumni, and diplomats to become acquainted with one another. The evening featured a lecture by Rafi Haham, of the Plasma Group, on “Multi-intelligence in the human and the way different cultures nurture it.”
AWARDS, HONORS AND APPOINTMENTS

The Higher Appointment Committee promoted Dr. Lior Barshack and Dr. Assaf Jacob, both of the Radzyner School of Law, to senior lecturers in April. Dr. Jacob is primarily interested in tort law and computer law, as well as intellectual property law. Dr. Barshack teaches about legal theory and law, literature and psychoanalysis.

Tom Gross has joined the Global Research Center in International Affairs (GLORIA) as a fellow for international media affairs. He is a former Middle East correspondent for the (London) Sunday Telegraph and the (New York) Daily News.

Michal Kaminsky was recently appointed the coordinator of the entrepreneurship programs at IDC. Mrs. Kaminsky is also a teaching assistant for several of the MBA courses. She is a graduate of IDC's MBA program, with majors in entrepreneurship and finance, and a veteran of management and design teams at Intel.

Dr. Yael Moses, Vice Dean of the Efi Arazi School of Computer Science, was recently invited to join the ISEF Foundation's academic committee, which explores ways to further cooperation between the foundation and academic institutions.

Amb. Avi Primor has joined IDC. He has served as Israel’s ambassador to Belgium, Luxembourg and the European Union, as well as to Germany. He also was the vice president of the Hebrew University of Jerusalem. He is working on establishing an Institute for European Studies at IDC.

Prof. Amir Ziv, of the Arison School of Business, was awarded the Margaret Chandler Award for Excellence in Teaching by the 2004 Executive MBA Class of the Columbia Business School for the fourth year in a row.

HIGHLIGHTS OF STUDENT ACTIVITIES

IDC Berman-Lippa Family Foundation Debating Club

The IDC Berman–Lippa Family Foundation Debating Club came in first place in the English as a second language category at the European University Debating Championship in April. The club sent two teams and two judges to Durham, England, to compete against 75 teams from all over Europe. Yaron Chayat, outgoing chairman of the club, and Jacob Shwergold, the newly elected chairman, came in first place in the ESL category and also reached the semifinals in the competition that included native speakers. The debating club also got high marks at the Israeli championship held in May in Jerusalem. Two teams from the club reached the finals: Guy Nesher and Ilan Kovacs, and Yaron Chayat and Jacob Shwergold.
IDC came in third place in the 36th Academic Sports Association (ASA) International Games, ranking significantly higher than many much larger schools. The women's teams did especially well, earning gold medals in tennis, windsurfing, and beach volleyball and a silver medal in basketball. The men's teams ranked second in basketball, water polo, beach volleyball, and tae kwan do. IDC students also did well in beach mini-soccer, crew, bowling and shooting.

IDC students also scored highly in some more offbeat sport competitions, such as a navigating competition in the Safed forests. The team of 25 IDC students found their way around the forest successfully, coming in fourth place out of 20. IDC came in third place at the ASA judo competition in April, even though several of its best athletes did not compete.

IDC athletes celebrated the end of the year with a festive banquet in May, at which they bid goodbye to graduating athletes and wished IDC students Arik Zeevi and Udi Waks luck in the upcoming Olympics. Zeevi and Waks will represent Israel in the judo competition in the Olympics. The Israel Olympics Committee came to IDC to join the students and IDC Sports Director Ilan Kowalsky for the event.

For the second year in a row, Ran Kouris, a second-year student at the Lauder School of Government, won the annual IDC tennis tournament that was held in April memory of Prof. Ehud Sprinzak z"l, Founding Dean of the Lauder School of Government. Prof. Sprinzak was an avid tennis player. His family presented Kouris with the trophy.

The annual campus sports day provided students and faculty from all of the different IDC programs with a chance to interact in a fun, casual atmosphere in May. Students played frisbee, volleyball, and basketball and enjoyed the pool of the Herzliya Country Club.
Students around the Globe

Undergraduate students from the Arison School of Business spent a week in the Los Angeles area in April to learn about urban revitalization finance. The trip was the culmination of the seminar they had taken as part of the Jaffa Genesis Project, which the Milken Institute sponsors. The Milken Institute organized a stimulating series of lectures, workshops, tours, and meetings for the students with academics, municipal officials, and professionals from the finance sector.

The students in the Zell Entrepreneurship Program traveled to Berlin, Boston, and New York in June for a first-hand look at successful business initiatives. They visited large companies such as Volkswagen and Siemens and met with senior officials from organizations such as the Bank of America and branding consultants Wolf Olins, as well as the editor of The New Yorker.

Mark Gerson, CEO of the Gerson-Lehrman Group, hosted a dinner for the students in his home with the program's benefactor, Sam Zell, investors, and key businesspeople. In Boston, the Monitor Group hosted the students. The students also visited MIT and the Harvard Business School. The highlight of the trip was a VC panel before which the students presented the business plans they had spent the academic year developing. The panel analyzed the plans, providing the students with a real-world critique of their work.

Real World Exposure

Teva Pharmaceutical Industries Ltd. hosted Prof. Abraham (Rami) Friedman, Dean of the Lauder School of Government, and students from the Lauder School of Government in May. After a tour of Teva's facilities in Kfar Saba, Teva Chairman Eli Hurvitz spoke about the importance of business strategy to success.

ALUMNI

The Alumni Association is currently planning a large reunion in October for all IDC graduates as part of IDC's Decade of Leadership celebrations. The planning committee includes representatives of different classes and programs.
IDC President **Prof. Uriel Reichman** hosted **Dr. Ernst Strasser**, Austrian Federal Minister of Interior, and a delegation of senior Austrian officials that included **Dr. Gert-Rene Polli**, head of the Austrian security services, in June.

**Dr. Uzi Arad**, Head of the Institute for Policy and Strategy (IPS), hosted **Dr. Peter Struck**, German Federal Minister of Defense, German Ambassador **Rudolf Dressler, Reinhold Robbe**, head of the Defense Committee of the German Parliament, and **Friede Springer**, of the Axel Springer publishing house, at IDC in June. Dr. Struck spoke to Lauder School of Government students about current national defense issues. **Dr. Shmuel Bar, Miron Manor-Zukerman** and **Dr. Israel Elad-Altman**, of IPS, also recently hosted members of the Ukrainian National Security Council.

US Ambassador to Israel **Daniel Kurtzer** received an in-depth briefing on various aspects of Israel's current political, security, and economic situation from the IDC faculty in April. He met with IDC President **Prof. Uriel Reichman**, Dean of the Lauder School of Government **Prof. Abraham (Rami) Friedman**, Executive Director of the International Policy Institute for Counter-Terrorism (ICT) **Dr. Boaz Ganor**, Director of the Global Research Center in International Affairs (GLORIA) **Prof. Barry Rubin**, **Prof. Rafi Melnick**, of the Arison School of Business, and **Dr. Israel Elad-Altman**, of the Institute for Policy and Strategy.

The International Policy Institute for Counter-Terrorism (ICT) hosted over 20 seminars and lectures recently for military and civilian sources, as well as delegations from India and China and **Walter Russell Mead**, the editor of *Foreign Affairs*.

**Gidi Argov** came to IDC in March to discuss establishing a program in memory of his father, **Amb. Shlomo Argov z"l**. IDC President **Prof. Uriel Reichman** and senior IDC faculty members, representatives of the Foreign Ministry, and friends of the Argov family joined him to consider ideas on how to create a program for outstanding students at the **Lauder School of Government** that would preserve and honor the principles that guided Amb. Argov throughout his career.

IDC has hosted a number of distinguished guests recently including **Roni Naftali**, CEO of Eden Springs and **On Raggunes**, Deputy Director of Eden Springs; **Tvika Pollack**, CEO of the Kolmobile Group; **Adv. David Hodak; Sam Ulpaner**, head of the construction union; the **Diekmann** family, of Germany; and American attorney **Mitchel Selowitz**.

**Prof. Hersh Shefrin**, chairman of the Finance Department at Santa Clara University and one of the fathers of the theory of behavioral finance, was the guest of honor at a seminar that the **Caesarea Edmond Benjamin de Rothschild Center for Capital Markets and Risk Management** held in May. Prof. Shefrin spoke about errors in making financial decisions and their impact on stock prices. **Dr. Varda Liberman**, Vice Dean of the Arison School of Business, spoke about mistakes in the thinking and decision-making processes.
And more guests.....

Dr. Michael Inacker, Vice President of DaimlerChrysler, spoke to students about “No Business without Social Responsibility” at an event in May to explore the concepts of "Freedom and Responsibility." Godel Rosenberg, the DaimlerChrysler representative in Israel and Vice President of the Israel-German Chamber of Commerce and Industry, initiated the event after giving a number of lectures at IDC himself.

Supreme Court Justice (Emeritus) Itzhak Zamir spoke to students at the Radzyner School of Law about the legal status of the Arab minority in Israel.

Udi Ziv, the general manager of SAP Portals Israel, visited IDC to meet with students from the Efi Arazi School of Computer Science. The meeting was especially fruitful for five of the students who SAP Israel hired as a result.

After visiting the Efi Arazi School of Computer Science, Intel Israel CEO Alex Kornhauser and Intel Israel Director of External Relations Yossi Shoval hosted students from IDC's Keren Or program at the Intel factory in Kiryat Gat. Ronny Ronen, who heads Intel's research team on micro-architecture and is one of the fathers of the Pentium processor family, provided graduate students in Dr. Anat Bremler-Barr's course with an overview of the latest developments at the company.

The Efi Arazi School of Computer Science hosted a series of distinguished guest lecturers at research seminars this semester. They included: Prof. Moshe Ziffer and Dr. Shuki Eden, of Ben-Gurion University of the Negev; Dr. Jonathan Wexler of the Weizmann Institute; Dr. Gidon Stup and Dr. Sagi Shnir, of the Technion; Dr. Giora Unger of Tel Aviv University; Dr. Leah Golden of the Jerusalem College of Technology; and Dr. Claudia Goldman-Shenhar of the University of Massachusetts. Leading figures from the high-tech industry also spoke to students at the Efi Arazi School of Computer Science this semester. They included Yoram Romem, CEO of ESI; Zohar Lehrer-Petkin of SAP; Boaz Ben-Nun, founder and co-CEO of eTeacher; Keren Shemesh of Intersystems; Tamar Sadeh of Ex-Libris; Razi Eyal of SPL; Avishai Shpir of Magic; Shimon Shahar, CEO of InfoPack; and Dr. Reuven Balkas, founder and CTO of Lucid.

Sam Zell met with the students in the Zell Entrepreneurship Program during his visit to IDC in May and was very impressed with the final projects that the students presented to him after a year's work. His colleagues Brett Cohen and Mark Gerson, CEO of the Gerson-Lehrman Group, IDC President Prof. Uriel Reichman, the program’s outgoing director Prof. Bernard Avishai and new director Prof. Ronen Israel participated in the session.
The Zell Entrepreneurship Program hosted several people who play key roles in the Israel economy this semester, including Gil Schwed, CEO of Checkpoint, and Dov Frohman, the former general-manager of Intel Israel.

Several entrepreneurs visited campus recently to address the IDC Entrepreneurship Club. Yossi Kricheli explained to students why he believes that entrepreneurship is the best path to success. Sean Malt, of Australia, spoke about how he went from being a plumber to the owner of a customers' club with thousands of members around the world. Giora Inbar, founder and CEO of Pointer, spoke about the challenges of entering a monopolistic market and creating growth in uncertain circumstances. Yossi Gold, the CEO of Mapa, discussed how he convinced the public to pay for access to the Mapa internet site, which features maps and recreational options in Israel.

Neil Lazarus came to IDC in May to speak in the first part of a lecture series for Raphael Recanati International School students about the role the students could play in improving Israel's image abroad. IDC alumni and former debating club leaders Gur Braslavi and Ariel Halevi returned to campus to give the second session in order to sharpen the students’ hasbara skills.

SELECTED FACULTY ACTIVITIES

Dr. Uzi Arad (at right), Head of the Institute for Policy and Strategy (IPS), met with Israel’s Ambassador to the U.S. Danny Ayalon in Washington, D.C. in May to exchange ideas regarding the American administration's policies toward Israel. Dr. Arad met with Mort Zuckerman, Former President of the Conference of Presidents of Major Jewish Organizations, along with Shlomo Nechama, of Bank Hapoalim, and Finance Minister Binyamin Netanyahu to update him on the current political situation in Israel. In June, he met with Malcolm Hoenlein, Executive Director of the Conference of Presidents of Major Jewish Organizations, in New York. He also traveled to Berlin to speak at a conference on alternative peace initiatives between Palestinians and Israelis and to Istanbul to participate in a NATO Conference entitled “The Atlantic Alliance at a New Crossroads” that was sponsored by the German Marshall Fund of the U.S. In Israel, Dr. Arad presented a report on the current political situation to Richard Gere at a meeting Benny Gaon arranged.

Dr. Yariv Ben-Eliezer, of the Lauder School of Government, Diplomacy and Strategy, recently published his fifth book, From Media to Propaganda.

Cameron Brown, of the Global Research in International Affairs (GLORIA) Center, has written columns for The Ottawa Citizen, Jewish Week, Newsday, and Canada's National Post about Israeli political and security issues.
Dr. Yishai Feldman, of the Efi Arazi School of Computer Science, gave a lecture on “Extreme Design by Contract,” at the Workshop on Advanced Methods of Complex Systems Development that took place in Holon in May. He also spoke about “Automatic Discovery of Software Contracts,” at the IBM Programming Languages and Development Environments Seminar in Haifa in June.

Dr. Boaz Ganor, Executive Director of the International Policy Institute for Counter-Terrorism (ICT), traveled to Moscow in May to meet with Sergey Kurginyan, President of the Experimental Creativity Center, and the Israeli ambassador. In June, he traveled to Florence, Italy, to participate in a conference on terrorists: "Prosecuting Terrorism: The Global Challenge."

Dr. Ely Karmon, a Senior Research Scholar at ICT, presented a paper on "Strategic Community of Experts – Strategy to Enhance Collective Security in the Middle East" at the NATO Workshop on Threats to Security in the Mediterranean that took place in Madrid in March. In April, he participated in the first campaign against terrorism organized by the French Jewish NGO Le Cercle. It included lectures by experts on terrorism at the French National Parliament, a meeting with students at the National School for Political Science, and a public video-televized conference in front of 300 French citizens. In May, Dr. Karmon traveled to Neuhausen-Stuttgart, Germany, to participate in a NATO Advanced Research Workshop on Catastrophic Terrorism and First Responders and to Milan, Italy, to participate in a roundtable discussion that IRDI, a local NGO, organized about the third year of the war against terrorism. He also participated in a conference on non-conventional terrorism held at IDC in June for eight Israeli branches of the Rotary Club.

Dr. Tal Katz-Navon, of the Arison School of Business, presented a paper on "Process and Outcome Goal Orientations and Their Effects on Bargaining Behavior and Attitudes" at the Conference of the Society for Industrial and Organizational Psychology that was held in Chicago in April. She also presented a paper on the role of the safety atmosphere at hospitals in medical mistakes at the ninth annual conference of the Israeli Society for Quality Medicine that was held in Tel Aviv in June.

Prof. Armand Lauffer, Director of the Program in Jewish Leadership and Nonprofit Management, recently helped the World Council of Jewish Communal Service launch 12 electronic forums. Designed to provide opportunities for addressing cross-national concerns, each forum addresses a specific set of concerns such as services for the frail elderly, Jewish outreach and education, young adults and leadership, working with Holocaust survivors and their descendents, community building, etc. Prof. Lauffer’s use of web technology at the University of Michigan, where he taught before joining IDC was recently recognized by the Smithsonian Institution. He is currently working with a group of students in the Jewish Leadership Program on locating web-based resources for the Israeli nonprofit sector and Jewish philanthropy.
Miron Manor-Zuckerman, Deputy Director of IPS, presented a paper at the NATO Intelligence Cooperation and Exchange Workshop in May in Vilémov, Czech Republic, which was sponsored by the Prague Security Studies Institute. The paper was about the Israeli Intelligence Community and NATO.

Reuven Paz, of the GLORIA Center, testified in the Sami Al-Hussayen terrorism trial in Idaho in May. His website, PRISM, (www.e-prism.org) has been included in the Library of Congress' historic collection of internet materials.

Joy Pincus, of the GLORIA Center, has written columns about Middle East affairs recently for The Jerusalem Post, Oriental Express, Fizz, and Adams Media.

Prof. Barry Rubin, Director of the GLORIA Center, presented a paper on "The Greater Middle East – An Appraisal" at the conference on "Turkish-Israeli Relations in a Trans-Atlantic Context" that the Dayan Center of Tel Aviv University held in April. He gave a briefing for CIC of Canada on the current security situation in Israel in May. He recently was interviewed by Israel Radio, Israel's Channel 2, Middle East Line, The Guardian, TGN radio in Sydney, Australia, VEJA, the best-selling weekly magazine in Brazil, and Pravo, the main newspaper in the Czech Republic. He recently wrote articles on Israeli politics and security that were printed in Spain's LaVanguardia newspaper, the Jerusalem Post, Newsday, the Toronto Globe and Mail, La'Opinion magazine in Italy, The Age in Australia, The Baltimore Sun, The Chicago Sun Times, and the LA Times.

Dr. Ron Rymon, of the Efi Arazi School of Computer Science, formed a new special interest group on cyber-terrorism. The group includes faculty members and graduate students from the Efi Arazi School, ICT researchers, and industry experts.

Jonathan Spyer, of the GLORIA Center, gave a lecture in March on "The Birth of the Idea of the Revolt: the Irish Example and the IZL," at a conference Tel Aviv University and the Menachem Begin Heritage Center organized. In April, he spoke about "The Study of Zionism and the Insights of Antony D. Smith," at the 14th Annual Conference of the Association for the study of Ethnicity and Nationalism at the London School of Economics.

Prof. Amir Ziv, of the Arison School of Business, was the keynote speaker at the 2004 Graduation Ceremony of the Executive MBA program at Columbia University. The paper he and Eti Einhorn cowrote on “Multi-period Dynamics of Costly Disclosure” was presented at Tel Aviv University.


Ben-Eliezer, Yariv. *From Media to Propaganda*. Tel Aviv: Beitan, 2004. (Hebrew)


