Prof. Reichman’s Vision for IDC Herzliya: A 24 Hour Academic City
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Prof. Reichman Reveals his Vision for IDC Herzliya

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After a decade of bureaucratic battling, IDC Herzliya has finally received approval to start construction on its long-awaited dormitories. According to Prof. Uriel Reichman, president and founder of IDC Herzliya, the plans are ready and the ground is soon to be broken for the first 1,000 dorm units. But that's only the beginning of the changes he envisions for IDC Herzliya's coming years.

"The hope is that, within the next three to four years, we'll build the Student Center," says Reichman. "That will include restaurants, cafeterias, a book shop, health club facilities and even a bank branch – not to mention the new offices of the Student Union. As a result, we will see the realization of my dream: an academic city that operates 24 hours a day, with libraries, meeting rooms and academic facilities open around the clock. It will also be highly international, as we envision over 2,000 students from abroad joining 6,000 Israeli students on campus."

Other exciting developments on campus include the currently-under-construction building that will house the institute's School of Brain and Behavior Science, formerly known as the School of Psychology. This new facility will contain a clinic with 10 treatment rooms to serve the community, enabling the school's clinical psychology master's students to do their practicum work and alumni to continue their clinical specializations at IDC Herzliya. An entire floor of the new building will be dedicated to laboratory space, where cognitive, behavioral, observational and electro-physiological laboratories will be created.

An additional aspect of the school's growth will be to develop curricula and research centers for Social, Cognitive and Affective Neuroscience (SCAN), an interdisciplinary approach that combines neuroscience with the social sciences. According to Prof. Mario Mikulincer, the school's dean, "The unique interdisciplinary meeting point - which is the DNA of IDC Herzliya - between the researchers of..."
psychology, economics, business administration and government, together with the researchers of neuroscience, whom we will be bringing into the school, will enable the promotion of SCAN research. This is a field that is developing in giant steps in the world’s leading schools of psychology, but has not as yet been given enough expression in the departments of psychology in Israel.”

The new curricula will enable a BA program in neuroscience and the behavioral sciences within the economics, business administration or government tracks. It will also allow students to ‘minor’ in SCAN, enabling every IDC Herzliya student to receive basic knowledge in the cognitive, affective and social aspects of neuroscience.

The school will also become home to many new and exciting research centers, including centers devoted to healthy aging, behavioral addictions, the relationship between psychology and medicine, ADHD and more.

Yet another exciting new addition to the IDC Herzliya campus, and one close to Reichman’s heart, is the ‘Hangar.’ “We took a place where the Air Force, many years ago, used to service their vehicles, and turned it into beautiful new lecture halls and classrooms,” says Reichman.

Add to this the newly established Miriam and Sheldon Adelson School of Entrepreneurship, as well as the talks underway to establish the School of Water and Energy Engineering. One thing is very clear: as extraordinary as the last 19 years of IDC Herzliya’s history have been, the best is still ahead.”

- Joy Pincus
This coming fall, IDC Herzliya will open the Miriam and Sheldon Adelson School of Entrepreneurship – the first school of entrepreneurship in Israel. It is only natural that such a school would be established not only in the start-up nation, but at the nation’s most entrepreneurial academic institute – IDC Herzliya. Made possible by the generous donation of Dr. Miriam Adelson, a physician, and her husband, Sheldon Adelson, the well-known business magnate, the school will be a pioneer in the field of entrepreneurial education.

According to Prof. Uriel Reichman, founder and president of IDC Herzliya, the school’s aim is to educate the next generation of Israeli entrepreneurs. “As a small country without natural resources, the most important resource we have is our people,” says Reichman, “as well as our ability to be entrepreneurial and to think differently. IDC Herzliya is flooded with entrepreneurs, and these kids must receive the support and education they need to be really successful in what they do. We are now in a very special era in higher education, where a tradition that dates back hundreds of years is about to change. The Miriam and Sheldon Adelson School of Entrepreneurship will be the first school at IDC Herzliya to experiment with an entirely different kind of education. I am convinced that great entrepreneurs will emerge from this school.”

Entrepreneurial endeavors on campus that will be gathered under the school’s umbrella include the Zell Entrepreneurship program, the student-run Entrepreneurship Club and even a future start-up accelerator. Other programs, such as the Media Innovation Lab (miLAB) of the Sammy Ofer School of Communications and the Global MBA Innovation & Entrepreneurship Track at the Arison School of Business, will be housed in the new school’s building, allowing for collaborative endeavors between the various disciplines. Prof. Yair Tauman, the former dean of the Arison School of Business and the academic director of the Zell Entrepreneurship...
program, will be the school’s founding dean. Courses and programs will provide students from all schools and disciplines with the opportunity to learn foundational knowledge and gain the set of skills that will help them to launch their own entrepreneurial endeavors.

According to Liat Aaronson, executive director of the Zell program and director of the Miriam and Sheldon Adelson School of Entrepreneurship, “In today’s world, no one expects one’s career to end up in the same place it started. People need to be agile, open-minded thinkers. Our school will not just be about how to create a startup, but about the critical thinking and problem solving that exemplify entrepreneurship. Whatever direction our students ultimately go in – whether it’s to create a startup while still in school, establish a company ten years later, or enter the corporate or investment banking world, the tools they will receive here are going to serve them well.”

A recent unveiling ceremony was held on campus, in the presence of the Adelsons as well as many Raphael Recanati International School students and their families, to introduce the site where the school will be built. Prof. Reichman warmly introduced the Adelsons – Miriam, who works tirelessly on behalf of Israel, and Sheldon, whom Prof. Reichman called “the greatest entrepreneur of our era. He didn’t make money by investing in the activities of others - he’s an enormous builder, who has become absolutely famous for challenging the business status quo and coming up with new ideas.”

Visibly moved, Sheldon Adelson also addressed the audience, reminiscing over the 67 years he has been an entrepreneur. “I have to tell you, I never knew that I was an entrepreneur until I was 32 years old,” said Adelson. “Prior to that, I had held a few jobs but I didn’t like the idea of working for somebody else. I had a few businesses, and I felt a little inadequate because I didn’t have a title, whereas most of my friends did. Then I read an article in a magazine all about entrepreneurship. I cut out the headline, took the word entrepreneurship, slapped it on my forehead, and said to myself, ‘Self, you are an entrepreneur.’”

According to Adelson, while entrepreneurs are born, not bred, anyone can learn the characteristics of entrepreneurship, and implement them in the world of business. “You may not be able to be taught to have the entrepreneur’s blood run through your veins, but you can act the same way and you can accomplish the same thing,” said Adelson.

Thanks to Miriam and Sheldon Adelson, and the visionaries of IDC Herzliya, beginning this October, entrepreneurs – born and bred – will have the opportunity to get all the knowledge, tools and support they need to become an integral part of the start-up nation known as Israel.

- Joy Pincus
Raising the banner of truth, IDC Herzliya sent forth five of its Ethiopian students to South Africa during ‘Israel Apartheid Week’ (IAW) and came out tops.

A desperate appeal came in late February from the Jewish leadership in Cape Town to IDC Herzliya. “Please send us students from Israel,” they cried, to help them counter the lies and distortions about Israel they were expecting at the city’s upcoming ‘Israel Apartheid Week.’ Without hesitation, IDC Herzliya hurriedly selected five outstanding Israel at Heart Ethiopian scholarship program students for the “Truth be Told” (TbT) diplomacy mission.

Israel Apartheid Week (IAW) is an annual ‘free-for-all’ assault on the legitimacy of the Jewish state. Held in over 215 cities and campuses across the globe, it involves an international series of events, including rallies, lectures, cultural performances, film screenings and multimedia displays. All have one aim: to support a global boycott, divestment and sanctions against Israel.

Israel at Heart missions have been taking place for years, in the United States, Canada and the UK; there is another soon to happen in Holland. However the appeal from South Africa came literally days before the annual Israel-bashing week was to commence. There was no time to deliberate – despite the students’ busy academic schedules - or to despair at the sudden withdrawal of Israel’s Ministry of Foreign Affairs as sponsor of the mission.

With professionalism and a passion that exemplifies the innovative and entrepreneurial spirit of IDC Herzliya’s philosophy, “we rose to the challenge,” asserted Jonathan Davis, head of the Raphael Recanati International School (RRIS). “IDC Herzliya is not a passive ‘Ivory Tower’ but a tower of strength. We respond constructively and quickly to the needs in our society, and here was a monumental need staring us in the face.”

“The five students did a superlative job in South Africa. They made all the difference in changing negative mindsets.”

- Julie Berman, director of the South African Zionist Federation in Cape Town

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“The five students did a superlative job in South Africa. They made all the difference in changing negative mindsets.”

- Julie Berman, director of the South African Zionist Federation in Cape Town
For the first time in their lives, these South Africans were hearing a different narrative about Israel - a far cry from the daily diet of anti-Israel vitriol they are fed by their local media.

IDC Herzliya joined the South African Zionist Federation in financially sponsoring the mission, and members of TbT prepared the Ethiopian students, none of whom had ever visited South Africa, for the undertaking.

Off to Church
On the first Sunday of their arrival, the students were taken to a church in the township of Khayelitsha outside of Cape Town. Reputed to be the largest and fastest-growing township in South Africa, Khayelitsha in Xhosa means ‘New Home’, somewhat of a misnomer. Overpopulated and much of it impoverished, the township’s Christian residents packed into the church to hear these energized and inspiring young visitors from Israel. “We are Jews, we are Israeli, but like you, we are black and are from Africa,” they told their audience. “Our parents lived in huts in remote villages where there was no running water or electricity. They struggled as farmers to make a living to feed our large families. Some of us came to Israel carried on our mothers’ backs. Others were later born in Israel, but named after brothers and sisters who did not survive the long and dangerous journey. Today, we and many others like us are studying at one of Israel’s finest universities in fields that include law, business, government and diplomacy, communications and computer science.”

The audience sat spellbound.

“They came up to us afterwards to touch us,” revealed Israela Falka at the debriefing following their return to Israel. “They looked up at us as if we were goddesses. There we were, Africans like them, yet with the world at our fingertips. Any of us could soon be employed at the most prestigious law firms in the country and could even one day be the prime minister of Israel. Yet they are stuck in their poor environment with little chance of ever realizing their dreams. What is our secret, they wanted to know?”

For the first time in their lives, these South Africans were hearing a different narrative about Israel - a far cry from the daily diet of anti-Israel vitriol they are fed by their local media.

Exposing the Apartheid Myth
For most of the week, the five IDC Herzliya students were ensconced in ‘Abrahams Tent’ at the central plaza of South Africa’s famed University of Cape Town (UCT) campus. There they invited the UCT students to enjoy ancient patriarchal Israeli hospitality, including typical Israeli street cuisine of falafel, hummous and pita. They also offered a narrative, in which truth countered fiction.

While the UCT students learned about Israel’s desire and overtures for peace, “they also discovered,” said Naomi Shafrav, “how an Arab judge convicted and sentenced to jail the pres-

ident of Israel. They were asked: ‘Would this have happened in apartheid South Africa?’ They heard about an Arab being the captain of the popular Hapoel Tel Aviv football team and were asked: ‘Would a black have been captain of the famed Springbok rugby team under apartheid?’”

Beyond the Veil
The success in countering the apartheid accusation was best illustrated when a young woman student from Saudi Arabia - modestly covered from head to toe - entered ‘Abrahams Tent.’ She began berating Israel for its apartheid policies, saying, “I’m pro-Palestinian.”

“‘There is nothing wrong in being pro-Palestinian; we’re all for it, but you should be pro-peace,” responded Dina Lakao. “However, before we continue, I have just one question to ask you. Just one.” Dina repeated.

“Yes,” replied the Saudi student.

“Can you as a woman drive a motor car in your country?” The Saudi was speechless.

“So you are not permitted in your country to do as basic a thing as drive a car – something that every man or woman, Jew, Christian or Muslim can do in mine, and you speak to me about apartheid. It appears it is you and not I that live in an apartheid state.” The Saudi student hastily left the tent, without answering.

“IDC Herzliya is not a passive ‘Ivory Tower’ but a tower of strength. We respond constructively and quickly to the needs in our society, and here was a monumental need staring us in the face.”

- Jonathan Davis, vice president for External Relations and head, Raphael Recanati International School (RRIS), IDC Herzliya

According to Julie Berman, director of the South African Zionist Federation in Cape Town, the five students “did a superlative job in South Africa. They made all the difference in changing negative mindsets.”

Davis was also pleased with the results of the mission. “We hope the success of this initiative will serve as a template for future such missions abroad,” he said. “Our ‘Famous Five’ did the IDC Herzliya and Israel proud.”

- David E. Kaplan
“I had the opportunity to meet so many great people, from both Israel and around the world... I was able to work in a television studio, in a radio station, as a copywriter and more... Studying at IDC Herzliya is definitely a door opener.”

- Tamar Pikado, graduate of the first class of the Sammy Ofer School of Communications
ince its establishment, Israel at Heart at IDC Herzliya has grown into a premier scholarship program, attracting high quality candidates eager to realize their vision for success.

A quick glance at the students’ profiles shows:

- An increasing number of the program’s students are officers in the military, including two majors.
- Three of the program’s honor students are taking part in leadership programs, including the Rabin Leadership Program, the Argov Fellows Program in Leadership and Diplomacy and the Tikvah Program in Political Leadership.
- Two of the program’s alumni are Fulbright fellows doing their master’s degrees in the States, three more are currently enrolled in master’s programs at IDC Herzliya, and two alumni have already earned their master’s degrees.

According to Ester David, who has served as the program’s coordinator for the past six years, one of the most remarkable things about the participants is their sense of cohesiveness. “They understand the importance of young Ethiopian leadership in their communities and in Israel at large. They help each other in any way they can, and generally see one person’s success as the success of the entire group.”

“More and more people are approaching us, saying ‘we know you have outstanding students at Israel at Heart, and we’d like to host them,’” continues David. “As well, companies looking to hire Ethiopian employees often come to me for recommendations of outstanding graduates. Our reputation is beginning to precede us.”

As more Israel at Heart participants graduate from IDC Herzliya and go out into the local and global workforce, they become ambassadors not only of the program and the institute, but of the Ethiopian Israeli community and the State of Israel.

Read about three of these graduates, who are achieving professional success in their lives, and who serve as an example and an inspiration for many to come.

“Focused on providing students with everything they need to succeed, Israel at Heart ensures first of all that they have a well-rounded support system. That system begins with the campus coordinator, who oversees each student’s personal and academic progress and meets several times throughout the semester with each member of the program. It also includes the provision of laptops, unlimited touring, weekly stipends and free summer internships, and everything else these young men and women from the Ethiopian community need to excel.

“For me, it’s an incredible privilege to witness the huge impact the program has on these students,” says David. “I get to see how lives take a different course. I get to see how the program allows these young people to become who they want to be in life.”

While the program’s participants are encouraged to aim towards a GPA of 85 (90 for psychology students), each year the bar is raised. “We have an honor student this year with a GPA of over 94, which is incredible. More and more of our students are aspiring to this level of excellence,” says David. “It tells me that our students want more out of their education, believe in themselves more, and are willing to do the work it takes to achieve their goals.”

As word spreads, the program’s students and alumni are sought after throughout the world, to represent Israel. The Israeli embassy at The Hague in the Netherlands recently invited three students as their guests, and in March, the Zionist Federation of South Africa invited a delegation of five students and alumni to represent Israel during Apartheid week.

“They help each other in any way they can, and generally see one person’s success as the success of the entire group.”

- Ester David, Israel at Heart program coordinator
Mazal Yitzhak, manager at Clal Insurance

Mazal Yitzhak, 27, is a graduate of the Lauder School of Government, Diplomacy & Strategy. She works today as a project manager at Clal Insurance, one of the largest insurance companies in Israel. Yitzhak works in Clal Global, the department that offers international health insurance for expatriates, managing projects from initial idea development through to marketing. Along the way she works with representatives of nearly every department, including legal, marketing and IT, ensuring that everyone is on track and moving towards the finish line. She is also responsible for product marketing and publicity. Yitzhak credits her success to the Israel at Heart program, which enables Ethiopian Israeli students to receive a quality education at one of the best academic institutions - IDC Herzliya. During her last year, Mazal participated in a project called “Olim Beyahad,” which works in conjunction with Israel at Heart and other Israeli universities to help Ethiopians find jobs. “There’s an issue in our community that while many Ethiopians attend university, they often have difficulty finding employment after graduation,” says Yitzhak. “This program helps participants to write their resumes, prepare for interviews and develop career goals, and that’s how I managed to find my job.”

Tamar Pikado, marketing manager at Hewlett Packard

Tamar Pikado, 31, works today as a marketing manager at Hewlett Packard. A graduate of the first class of the Sammy Ofer School of Communications, her career path began with an internship during her studies at the Kenneth Cole production company in New York, followed by a stint at Gitam, one of Israel’s largest advertising agencies. Her next job interview was at Hewlett Packard (HP), where she was immediately hired as marketing manager for the Technology Services group. Today, three years later, she is part of the Enterprise Group, responsible for marketing for HP’s business partners and alliances with other companies. She couldn’t be happier. “This role is great,” says Pikado. “I am part of one of the leading IT companies in the world, and get to learn a lot and travel abroad frequently. I was just promoted to become the Channel and Alliances marketing manager, as part of the Middle East Africa team.”

Following high school, Pikado began her military service, finishing five years later with the rank of captain and as a commander of reserve soldiers. She then began her studies as part of the Israel at Heart program at IDC Herzliya, and found that any worries she had simply melted away amidst all of the support she received. “The staff at IDC Herzliya was very helpful; it’s like a small community,” says Pikado. “I had the opportunity to meet so many great people, both from Israel and from around the world. And the academic studies were so enriching and offered us the opportunity to get hands-on experience. I was able to work in a television studio, in a radio station, as a copywriter and more – all things that were very helpful to me after graduation. Studying at IDC Herzliya is definitely a door opener. It has such a good reputation!” One of Pikado’s fondest memories is when, during her first year in the program, she flew to Florida to visit donors. “To donate back, after all that they gave me, and to help others to have the same opportunity that I had, is an incredible feeling.”

Sara Avraham, account executive at Gitam BBDO, advertising agency

Sara Avraham, 28, is an account executive at Gitam BBDO, one of Israel’s largest advertising agencies. A graduate of the first class of the Sammy Ofer School of Communications, Avraham was invited during her last year of studies to be an intern at Gitam BBDO, and was offered a full-time job after graduation. She manages the accounts of two large clients – one of Israel’s largest food manufacturers and distributors, and one of the country’s largest insurance companies. “I am constantly learning about all kinds of media – TV, journalism and the Internet,” says Avraham. “It’s also a great honor to work for Moshik Teumim and Modi Kidon. Moshik, one of the agency’s owners, has been instrumental in bringing Ethiopians to do internships here after they finish their communications degrees, in cooperation with “Olim Beyahad.”

While serving as an officer in the Israel Defense Forces, Avraham heard about IDC Herzliya, from her brother, Aviel Avraham, who was working for the Israel at Heart program. She attended an open day of the new Sammy Ofer School of Communications, and it was love at first sight. After applying for admission and meeting with the school’s dean, Avraham answered the phone one day to discover that not only had she been accepted, she had been granted a full scholarship from the dean. During her first year, she began to participate in Israel at Heart events, and she began her second year of studies as an official member of the program. “I have no doubt that IDC Herzliya was a big part of my success,” says Avraham. “Many of the seeds were planted at IDC Herzliya, and now at Gitam BBDO they are starting to blossom.”
When Prof. Uriel Reichman, Prof. Amnon Rubinstein, Joey Low and Jonathan Davis first established the Israel at Heart Ethiopian Scholarship program at IDC Herzliya, they knew it would be successful – but never imagined how successful.

“Israel at Heart has been a tremendous source of pride and joy for me,” Low recently told the Herzliyan. “This is the first generation of Ethiopian students attending college, and beyond the scholarships they receive, they get English tutoring and all of the academic and emotional support they need. This is what makes IDC Herzliya such a special place – in fact the only place I can think of where a program like this could flourish.”

“Not enough is being done to help the Ethiopian Israeli community integrate into Israeli society,” says Low. “A top education and good jobs are necessary if the community is to realize its full potential. Young Ethiopian Israelis must see the value of a good education.

The Israel at Heart program at IDC Herzliya grew out from Low’s Israel at Heart program in the United States, established in 2002. Each year, the organization sent delegations of university students from Israel throughout the United States, and later around the world, to combat negative stereotypes about Israel and its people. Early on, Low included one Ethiopian Israeli in each group of three students.

Today the IDC Ethiopian Scholarship Program is supported by tens of dedicated donors throughout the world.

“One of the purposes of Israel at Heart is to create potential ambassadors for Israel,” explains Low. “We brought Ethiopian Israeli law students to major cities across America, to speak at top colleges and law schools. There we found that African American students were fascinated to learn that there are black Jews in Israel. We take three Ethiopian Israelis to the Holocaust museum in Washington DC each summer, to intern as tour guides. Visitors are perplexed at first to find black tour guides teaching them about the Holocaust – and then stunned to discover that they are Jewish and Israeli!”

“We are helping to create a generation of role models, so that younger Ethiopian children can look up to them, see their accomplishments and realize that they can grow up and achieve the same things.” - Joey Low.

The second purpose of Israel at Heart is to help provide the young Ethiopian Israeli population with ample opportunities and a smooth entry to the Israeli workforce. “Our graduates are going out there and breaking all of the stereotypes that exist about them.”

Toward this end, Israel at Heart students receive every kind of help imaginable, from IDC Herzliya and Israel at Heart staff, and from Low himself. “I get to know each of the students, every year,” says Low. We get involved in their lives, and I consider each participant a part of my family. When they come to visit New York, they stay in our home, because they are an integral part of my life. My wife Carol and our children understand this and support it, because we love Israel and believe as a family that this is what Zionism was meant to be.”

Last year, the program took seven Ethiopian Israelis to major cities in Ethiopia, where they spoke to university students about life in Israel. There the students also explored their own origins in Ethiopia, which made them appreciate the tremendous efforts and sacrifices their parents made by coming to Israel.

“It’s rewarding to see the results,” says Low, “and I don’t think we’re close to seeing the enormous potential of the program and its graduates. We are reaching more and more members of the community and the students’ own expectations, of what they can get out of the program and achieve in their lives, are rising. And so much of this is a result of the great environment IDC Herzliya provides.”

- Joy Pincus

Arison School of Business Student, Naor Baruch reaches top 8% of his class and makes the Dean’s List

Naor Baruch, Israel at Heart Ethiopian Scholarship Program’s most recent deans list student for his studies within the Arison School of Business. Naor (second from left) is pictured here with Prof. Uriel Reichman, founder and president, IDC Herzliya, Prof. Ron Shachar, dean, Arison School of Business, his father, Rachamim Naor, and Jonathan Davis, vice president for External Relations and head, Raphael Recanati International School.
When Effie Hazenfratz enrolled at IDC Herzliya in 1998, she never dreamed that one day she would open a business to change women’s lives throughout Israel. “I always thought I was going to be a lawyer,” says Hazenfratz. “I studied law and business at IDC Herzliya, completed my internship and took the bar exam. I even worked for six months as a lawyer in a commercial office. By then, I knew one thing: whatever I was meant to do with my life, this wasn’t it.”

Leaving the world of law, Hazenfratz went to work in the field of marketing and advertising. There she met her best friend and future partner, Noa Iacobovich, a talented copywriter with a flair for the Internet and social media. It wasn’t long before the idea for a new enterprise began to materialize.

“We were quite young, and neither of us had children, but as our friends got married and became mothers, we saw the difficulties they had in finding good jobs,” says Hazenfratz. “The market simply assumed that they were no longer useful. Women who had master’s degrees and valuable work experience were now being offered part time jobs as secretaries. It was appalling!”

Gazing into the future, Hazenfratz and Iacobovich saw that a similar fate awaited them and many other women like them. It wasn’t only the mothers who were losing out; employers
were passing over talented employees who had a great deal to offer their companies; rejecting them just because they were mothers.

“We could feel the pain of those women, and we realized we had stumbled upon a true market need,” says Hazenfratz. “So step by step, we created Jobs4Moms – an arena where employers who offer mom-friendly jobs can meet and find their ideal employees; and where mothers searching for jobs can find the right positions that offer flexible conditions.”

Over the next two years, working nights and weekends, the two friends developed their concept, hired a designer and carefully planned the website. Then it was time for the biggest step of all: each resigned from her job to run the business full time, and in January 2012, Jobs4Moms officially went online.

The partners' timing could not have been better. According to Hazenfratz there is a growing awareness in Israel of the prestige attached to being a mother-friendly company. “Some companies have declared themselves flexible and to have policies of no-discrimination, either in hiring or salaries. Many organizations, like us, are lobbying for women and promoting equality in the workplace.”

The site's message is very clear: Mothers should not give up, or think that they are any less valuable because they need flexible working hours. What matters is what they can do and what added value they can bring to the company. Likewise, employers need to understand that being flexible and hiring the best person for the position – even if it’s a mother - will ultimately be the most profitable way of running their businesses.

With over 50,000 users per month, and 16,000 registered mothers looking for jobs, Jobs4Moms is already surpassing its founders' expectations. Employers have posted over 3,000 job openings, and hundreds of positions have been filled through the site. In addition, the Jobs4Moms Hebrew Facebook page, ‘Jobs that Love Mothers’ has just crossed 12,000 followers and provides an arena that allows mothers to virtually meet. There the partners host real-time discussions and expert panels through the page, and manage a blog on relevant topics.

“With Jobs4Moms I wake up every morning smiling. What could be better than that?”

“Many organizations, like us, are lobbying for women and promoting equality in the workplace.”

“We were quite young, and neither of us had children, but as our friends got married and became mothers, we saw the difficulties they had in finding good jobs. The market simply assumed that they were no longer useful.”

Hazenfratz looks back with great fondness to her time at IDC Herzliya. “I am very fortunate that I chose IDC for my studies. For one thing, at any other school I probably would have just studied law. But at IDC Herzliya, one studies law and business together, so when I chose to enter business, it meant that I had the tools and knowledge at my disposal to make a go of it. Also, just being at IDC Herzliya, which is such a business-oriented university, really opened my eyes and helped me to understand how the world works.”

Hazenfratz couldn't be happier with the business's success, and is enjoying every moment of her job. “I truly feel that I’ve found what I am meant to be doing,” she says. “It is important to me to work in an industry where I am creating something, not just adding value to someone else's work. With Jobs4Moms I wake up every morning smiling. What could be better than that?”

Thanks to Jobs4Moms, hundreds of women around Israel are now waking up smiling. They have jobs that fulfill them, where their knowledge, skills and training are appreciated. Best of all, they can now make a significant contribution in their fields of expertise, while balancing their careers with motherhood.

- Joy Pincus

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“We were quite young, and neither of us had children, but as our friends got married and became mothers, we saw the difficulties they had in finding good jobs. The market simply assumed that they were no longer useful.”
Over the last two decades, researchers have been finding increasing evidence that the parent-infant relationship is of crucial importance to later development and socialization. Now, the new Ziama Arkin Parent and Infant Relations (PAIR) Institute at IDC Herzliya is putting this valuable information into the field, to help the community.

Established in February 2013, PAIR has visionary plans for the future. Using cutting-edge research that includes the use of mirror imaging, EEG, hormonal and physiological testing, the institute aims not only to encourage the emotional and social wellbeing of babies and their families, but to impact society as a whole, by breaking intergenerational cycles of trauma and maltreatment.

According to Dr. Dana Shai, the institute’s director, a child’s relationship with his or her primary caregiver critically impacts his or her early development. Early intervention is crucial – preventing problems before they arise, rather than trying to amend them later, when it becomes much more difficult and costly on every level.

“My dream was to establish a center that would combine research with practical intervention. A place where we would disseminate all of the knowledge that academia has attained – rather than keeping it in our ivory tower,” says Shai.

Shai’s dream has now come true, with the establishment of PAIR. This institute has been made possible by the generous support of Doris Arkin,
a clinical psychologist turned sculptor who was actively seeking a way to promote society’s understanding of what can increase pro-social behavior and empathy, and diminish violence and aggression.

According to Prof. Mario Mikulincer, dean of the School of Psychology at IDC Herzliya, “The PAIR institute is based on accumulating data emerging from contemporary cutting-edge science. This data clearly shows that a vital and productive society with a prosperous and sustainable future is built on a foundation of healthy early child development. When the child’s neurological, biological, cognitive, and emotional development is nourished by positive early experiences in his or her social environment, the child is more likely to develop into a healthy adult. That child will also be more productive and a stronger contributor to society as a whole.”

There is a great deal of research and evidence about the importance of the early parent-infant relationship and the ‘attachment’ between child and caregiver, says Shai. Findings suggest that the more secure and confident a baby feels in turning to their caregiver in times of distress and need, the safer they will later feel to explore the world. Moreover, studies at Harvard University show that excessive stress in early life has disruptive effects on the physiognomy of the brain itself. The presence of supportive adults can make the difference between a stressful event becoming a positive learning experience, or a toxic, damaging one.

“’We’ve got a long way to go in understanding just how delicate and important the parent-infant relationship is and how many nuances there are.’”

- Dr. Dana Shai, director, PAIR Institute

And yet, says Shai, this information has yet to reach not only the general public, but even the nation’s medical professionals.

“In Israel, all throughout the medical arena - the midwives, nurses, and pediatricians – some don’t have the knowledge embedded in them to be able to see emotional difficulties in the parent-infant relationship. So if a baby is underweight, they may suggest different foods the parent should try to give the child, rather than thinking - maybe there’s an emotional problem at play. Maybe the mother has her own difficulties dealing with feelings of dependency and helplessness, because of the way she was raised. Therefore, when the baby is born, and is so completely dependent, she might feel rage and resentment and might not be able to facilitate her child as best she could. I think that we’ve got a long way to go in understanding just how delicate and important this relationship is and how many nuances there are. We know that cognitive development is important at this stage – but there’s a long way to go with understanding the emotional development.”

With the laboratory currently under construction, the institute is busily recruiting researchers from all over the world, and putting together a top level advisory board. This board includes renowned figures from the Anna Freud Center, Yale University and UC Davis – all international leaders in child psychotherapy or child development. There is also a psychotherapeutic unit, headed by Yael Segal.

Concurrently, the institute will provide community services, including workshops and courses for parents and medical professionals. The aim is to raise awareness of the importance of the early relationship and its potential influence on physical as well as emotional wellbeing. To ensure the effectiveness of their work, each of the interventions practiced by the institute will be examined and tested to determine that it’s useful and worthwhile to invest in.

In one of Shai’s earlier researches, she observed mothers with their six-month old babies, and analyzed the nonverbal interaction she witnessed. “I found that some of the mothers were more attuned to their baby’s bodily movements – when they moved towards or away from something, or increased muscle tone – and changed their own bodily movements in response. At 15 months, the babies of these mothers were more likely to be securely attached, and at 54 months, they were less likely to have problems with anger, tantrums and violence, and more likely to have increased social skills and competence.”

According to studies, the quality of the parent-infant relationship potentially affects not only emotional and social wellbeing later in life, but also the prevalence of illnesses such as asthma, diabetes and cancer. Is it any wonder that investing in the parent and infant relationship has truly wide-ranging implications for society as a whole? ★

- Joy Pincus

**Five tips for successful attachment parenting**

1. Make time for toy-free playing. Try singing, dancing or moving together. Whatever the activity, the time you spend connecting with your baby on this level is extremely important.

2. Do less and listen more. During your time together, try to let your baby lead to see what he or she wants to do, and follow along – initiating less and facilitating more.

3. Stay with one activity as long as your baby wants. Wait until your baby tells you it’s time to move on to the next activity, before introducing something new.

4. Acknowledge your baby’s negative feelings. If your baby is distressed or crying, hold him or her without being under pressure to relieve them of that state as soon as possible. Crying is a way of communicating and releasing stressful feelings, and by allowing these states we send the message that it’s okay not to be happy all the time. What you can do is to regulate your own breathing and relax any tension you may be having at the same time.

5. Be aware of your own moods and states. Our babies are very sensitive to our feelings, and for better and worse, we have a huge influence on them. Often, if we are happy, it makes them happy; and if our babies are highly stressed, one of the first places to check is our own stress levels.
On a chilly Thursday in March, a bus entered the gates of IDC Herzliya. The doors opened and 50 passengers got off. Some of those passengers were armed, and responsible for guaranteeing that the remaining 40 spent the day without incident, before returning to their residence and point of origin: Israel’s Hasharon Prison.

Twelve of these prisoners came filled with excitement and anticipation – today was the culmination of several intensive months of study and preparation. They were going to trial, only this time not as defendants. This time they had come to participate in a mock trial as the final event in “Street Law” – one of the innovative legal clinics at IDC Herzliya. The rest of the prisoners were also from the prison’s rehabilitation unit; they had come to see and support their friends.

Now in its second year, Street Law is one of 17 legal clinics sponsored by the Radzyner School of Law at IDC Herzliya.

The entire legal clinic program is supervised by Adv. Sharon Tzionov, with established clinics offering services that range from aiding Holocaust Survivors to assisting child victims of crime. The Street Law clinic, headed up by Adv. Ziv Lidror and taught by Dr. Amos Israel, is based on the principle that knowledge is power. According to Lidror, “The idea is to take a disempowered community – whether youth, convicted prisoners or felony victims – and empower them through knowledge. In this, there are three groups who benefit: the participants, the law students who work with them, and the community at large.”

“This year’s pilot program with prisoners was the first time such a project has taken place in Israel. The participants, who are in the process of rehabilitation and soon to be released, chose a particularly difficult area of law for their trial – tort law. The case they chose was inspired by an event this past fall, when well-known Israeli media personality Doron Nesher suffered a massive stroke and then refused to allow the emergency responders to evacuate him to the hospital. Under Israeli law, a patient refusing treatment cannot be evacuated, but Nesher’s family went on to sue the rescue services for negligence.”

“Classes were all held at the prison, so the day of the trial was the first time this particular group had visited IDC Herzliya’s campus. The participants took on the roles of both the defense and the prosecution, while the panel of judges was headed by Prof. Ronen Kirtenstein, deputy dean of the Radzyner School, together with Prof. Asaf Porat, who teaches tort law at IDC Herzliya, and Adv. Inbal Dror, a senior assistant to Jerusalem’s attorney general.”

According to Dr. Israel, this mock trial was a major occasion on all fronts. “IDC Herzliya put a lot of effort into the event,” says Israel. “It
began with a reception for everyone involved, which included all the prisoners of the rehabilitation unit, their staff, guards and education officers, and even the commander of the entire prison. These prisoners, as part of their rehabilitation, hold jobs in the community, and what was particularly moving was that not only did the management of the factories where they work give them the day off — they actually came to campus to see the trial and give their support.”

Israel, who has been an adjunct faculty member at IDC Herzliya for the past 11 years, teaches his clinic students theories of law with an emphasis on how that law applies to real-life situations. According to him, this ensures that students receive practical tools that will enable them to meet the challenges of dealing with the groups they lead.

“Everyone wins,” says Lidror. “The students are well prepared for life after their degrees. They get to see the law in practice and experience it outside of books and theoretical courses, while meeting a population that received a different set of opportunities in their lives. They also develop a much deeper connection to the material they are learning, by teaching it. It’s not enough to hear a lecture to deliver it to someone else — you need to make it your own. In fact, one of the truly moving things is to witness the students as they realize how deeply they now understand the material they first learned in class, after having processed it and taught it to their groups.”

The next group to benefit from the process is the program’s participants. “Wherever they come from, they have usually experienced the other side of the law,” continues Lidror. “Whether they committed crimes or had crimes committed against them, they have often felt that the law was something foreign and unfriendly. We want to give them a chance to build a different relationship with the law, and by understanding it better, allow it to increase their power as citizens.”

That in turn benefits the third group of beneficiaries — the community. By strengthening its members from within, one of the intended byproducts of the legal clinic is to create a more aware, proactive and healthy population within the country’s more disadvantaged neighborhoods.

Adir Levitas, a second year student in the law and business track at IDC Herzliya, and one of the Street Law students responsible for the prisoners’ group, found the entire experience extremely moving and significant.

“Each of the participants in our group works daily from 5am to 6pm,” says Levitas. “And then, once a week, after a long, hard day, we would meet them at the prison for their lesson, which was a mandatory part of their recovery. At first none of them wanted to be there, but as time went on, they began to participate more and more. After 15 lessons, people who hadn’t opened their mouths at the beginning were now coming to us and asking for material they could learn before the next lesson. And when we offered them the possibility of doing a moot court, we could see how excited they were by the idea. For many of them, it was their first time receiving positive confirmation from others, and the feeling that they could truly achieve something in their lives.”

The prisoners were not the only ones affected. According to Levitas, “There were several moral considerations that cropped up throughout the process. One was: do these people deserve to win such respect? They have been incarcerated for very serious crimes, including murder, and here we are giving them this great gift. Another was: by bringing them to campus, in the presence of the president of IDC Herzliya, and telling them they can do whatever they want with their lives, are we not promising them a fantasy that will blow up once they really try?”

“In the end, what I came to was the strong belief that everyone deserves a second chance. Participating in this process, and watching these men achieve so much while living in one of the darkest places that can be imagined, made me really believe in recovery. And if only one of them succeeds in changing his life after this experience, then I believe we will have achieved something truly worthwhile.”

- Joy Pincus
In 2002, while investigating a suspected terrorist in Pakistan, Wall Street Journal reporter Daniel Pearl was kidnapped by Pakistani militants and later murdered by Al Qaeda. The stories he left behind — and the honest, unbiased spirit in which he told them — have made him an enduring symbol around the world for journalistic integrity and respect for all cultures. It is therefore only fitting that Daniel Pearl’s life serve as the inspiration for the new Daniel Pearl International Journalism Institute (DPIJI), established at the Sammy Ofer School of Communications at IDC Herzliya in collaboration with the Daniel Pearl Foundation. Created by Daniel’s family and friends, the Daniel Pearl Foundation is a non-profit organization that aims to promote cross-cultural understanding, diminish ethnic and religious hatred, encourage responsible and creative journalism, and unite people through the universal language of music.

The DPIJI officially opened in April, with the inauguration of the Daniel Pearl Newsroom. This high-tech newsroom will provide the institute’s journalists as well as the visiting press community with the resources and equipment they need to write and produce top-quality journalistic work for both local and foreign audiences. Judea Pearl, Daniel’s father and the president of the Daniel Pearl Foundation, Ruth Pearl, Daniel’s mother, and Mariane Pearl, Daniel’s widow and the author of “A Mighty Heart: The Brave Life and Death of my Husband Daniel Pearl,” were present at the event. The evening’s keynote speaker was Bernard-Henri Levy, renowned author and philosopher, and special guest speakers included Pulitzer Prize winning journalist, Josh Friedman, former director of International Programs, Columbia University Graduate School of Journalism, and Jacob Dayan, former consul general of Israel in Los Angeles.
The idea to establish an international institute for journalists was initiated several years ago by Dayan, during his term as consul general.

"As a diplomat representing the State of Israel, I met scores of journalists," says Dayan. "In speaking with them, and seeing how the region is covered in global news, it became strikingly clear that many of them had the best of intentions, but lacked basic information and perspective on the Middle East. And yet, they have a job to do and a story to file, so they will go where the information, perspective and commentary is being offered. Unfortunately, until now it was not being offered in Israel."

Upon his return to Israel about a year and a half ago, Dayan arranged a meeting between Judea and Ruth Pearl, Prof. Uriel Reichman, founder and president of IDC Herzliya and Dr. Noam Lemelshtrich Latar, founding dean of the Sammy Ofer School of Communications, to put the idea into motion. Dr. Lemelshtrich Latar is the chair of the Governing Board of the DPIJI.

"We have found great partners in IDC Herzliya," says Dayan. "Uriel and Noam are very committed and they understand the cause and the need. With such partners you can truly build history and make a difference in the region."

Another enthusiastic partner to the program is Columbia University. According to Dayan, "They are looking forward to working with us on this issue, because they realize that while many people cover the conflict, they still don’t understand it. And like us, they want to give these journalists the tools, skills and abilities to cover the conflict in a much better, more organized way.

In its aim to set a new standard for journalistic excellence in the Middle East, DPIJI will use numerous means to achieve its goals. The first will be to draw together leading international journalists, top experts, scholars and thought leaders to foster a better understanding of the region, which can lead to informed, balanced and insightful reporting.

"The Daniel Pearl International Journalism Institute has found the right home at IDC Herzliya. Freedom and responsibility is our motto, and we have adopted Daniel Pearl’s commitment... truth and free speech."

- Prof. Uriel Reichman, founder and president, IDC Herzliya

Yet another ambitious undertaking is the immersion program. This ten-day program targets reporters newly arrived in the Middle East, taking them on a whirlwind introduction to the region that will include field excursions, cultural events, panel discussions and meet-

The new Daniel Pearl International Journalism Institute (DPIJI) has been established at the Sammy Ofer School of Communications at IDC Herzliya in collaboration with the Daniel Pearl Foundation.

Ruth Pearl, Daniel’s mother, and Judea Pearl, Daniel’s father and the president of the Daniel Pearl Foundation.

Dr. Noam Lemelshtrich Latar, founding dean of the Sammy Ofer School of Communications and chair of the Governing Board of the DPIJI.

We have found great partners in IDC Herzliya... With such partners you can truly build history and make a difference in the region.

- Jacob Dayan, former consul general of Israel in Los Angeles

ings with leaders and politicians from all sides of the conflict. By presenting participants with a well-rounded view of the historical, cultural, geographical, political and economic factors that define Israel, the Palestinian territories and the wider region, the institute hopes to set the foundation for more unbiased reporting that relies on the actual facts of the situation, rather than preconceived notions they may have gathered. In addition, the institute will be working in collaboration with the Dart Center for Journalism and Trauma at the Columbia University Graduate School of Journalism, the world’s leading conflict and trauma reporting center, to create a module that trains journalists in the methodology and practice of informed, innovative and ethical news reporting on violence and conflict.

Significant events to take place throughout the year include an exclusive annual journal-

I think everything we are doing suits very well the legacy of Daniel Pearl, a journalist who was known for his fairness and for being honest to what he saw," concludes Dayan. "And the fact that such an institute does not exist anywhere in the world, is really something to be proud of. We are pioneers not just in Israel, but globally."

- Joy Pincus
Annual Herzliya Conference

Time for New National and Regional Agendas
“Over the years, we have learned that if there is one constant, it is that there are no constants,” observed Lt. Gen. Benny Ganz, Israel Defense Forces chief of staff. “Barely a day goes by that I don’t have to deal with an issue of major strategic implications that you will never hear about.” Yet in keeping with the paradoxes characteristic of Israeli reality, despite this constant of uncertainty and threat, polls consistently show that Israelis rank among the happiest and most satisfied people in the world – in eighth place among all OECD countries for life satisfaction, and in fourth place out of four hundred countries in a recent Gallup poll. Prof. Rafi Melnick, provost of IDC Herzliya, in presenting the Herzliya Index, noted that, notwithstanding grave challenges, “the market’s economic resilience was expressed by how successfully Israel dealt with the world economic crisis,” while Prof. Gabriel Ben-Dor of Haifa University demonstrated that in the results of a survey that polled 40,000 Israelis, “national optimism is high across all markers,” adding that confidence in national institutions applies to Arab and Jewish citizens alike, remarking, “Israelis believe in their generals and their judges.”

These and other incongruities held center stage at the 13th annual Herzliya Conference, along with the complex alignments of contributing factors. In his opening remarks, Maj. Gen. (res.) Danny Rothschild, director, Institute for Policy and Strategy, IDC Herzliya and chair of the annual Herzliya Conference series, pointed out that this year’s conference had been rescheduled in order not to take place the same week as Israel’s national elections. With the elections six weeks earlier, coalition talks still in progress and their deadline fast approaching, “this year’s conference reflects the confluence of challenges which only a stable government can take on.”

The Zionist ethos
maintains that with liberty comes equality of responsibility for all."

- Prof. Uriel Reichman, founder and president, IDC Herzliya
Concern surrounding the ongoing destruction and chaos in Syria propelled that situation to the top of the Conference’s closed roundtable sessions. Titled “The Day after Syria’s Disintegration – Global and Regional Implications,” the 2013 Herzliya Game assessed the complex constellation of actors involved and ramifications, based on a hypothetical but chillingly-plausible scenario.

The state of affairs in Syria provided substance for Conference sessions as well. As Maj. Gen. Aviv Kochavi, director of IDF Military Intelligence, shared in his plenary keynote address, “The Syrian situation is “liquid, volatile and dangerous.” The conflict has seen 60,000 casualties to date and 1.4 million refugees, he noted, with some 800 fleeing every day. “Syria is no longer a single country, though the majority of Syrians do not want to see their country split up. Its economy has shrunk by 50%. Eleven out of seventeen border crossings are controlled by Opposition forces, which allow the smuggling of people, weapons and infrastructure. The Syrian army has sustained significant losses and is dispersed, dismantled, lacking training and demoralized.” All this, he explained, exists alongside the regime’s desperate efforts to survive. “While Assad is losing control of Syria, he continues to assert his control over his chemical weapons stockpile, the air force and military hardware.” Salameh Nematt, a Jordanian communications consultant, held that “most Alawites think of Assad as responsible for bringing hell on them and wash their hands of him.”

The chances of reaching any agreement are steadily diminishing. With the instability, uncertainty and recurring threats as constants, I do not recommend making any decisions based on any of these variables.”

Maj. Gen. Aviv Kochavi, director, IDF military intelligence

(1 to r) Prof. Eyal Zisser, dean of the faculty of humanities, Tel Aviv University, Salameh Nematt, Jordanian communications consultant, Hon. Suat Kiniklioglu, executive director of STRATIM and former member of Parliament, Turkey, Andrew J. Tabler, senior fellow of the Washington Institute for Near East Policy and Antonella Caruso, director of Middle East and West Asia Division at the Department of Political Affairs of the United Nations.

The Disintegration of Syria: Ringside Seats
Most Alawites think of Assad as responsible for bringing hell on them and wash their hands of him.”
- Salameh Nematt, Jordanian communications consultant

The Syrian regime has been preparing for this eventuality for decades and has heard no red line from the international community unless it puts chemical weapons into use.”
- The Hon. Suat Kiniklioglu, executive director of STRATIM and former member of Parliament, Turkey

Maj. Gen. Amos Yadlin, former IDF director of Military Intelligence.
Salameh Nematt, Jordanian communications consultant.

“The Syrian regime has been preparing for this eventuality for decades and has heard no red line from the international community unless it puts chemical weapons into use.”
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a transitional body with full executive power. There are differences in the vision of what this body should be. This should be a Syrian-led process; we can only accompany it.”

To Andrew J. Tabler, senior fellow of the Washington Institute for Near East Policy, “Assad does not rule over all of geographic Syria and never will again, but he may still hold on indefinitely to the power he has. That entity, the leftover Assad regime, is increasingly beholden to Iran. So the worst-case scenario looks worst of all for Israel.” This assessment underscored a common theme among speakers, namely Iran’s stake in the Syrian crisis and implications for a new Syrian People’s Army, currently numbering 50,000 men with plans to increase to 100,000. “Iran and Hezbollah are preparing for the day after Assad’s fall, when they will use this army to protect their assets and interest in Syria, which will look out for its interests and cultivate pro-Iranian leaders.” Maj. Gen. Amos Yadlin, former IDF director of Military Intelligence, offered an alternative analysis. From an Israeli standpoint, he said, “this could be a strategically positive development – breaking the radical axis, which rejects the existence of Israel, Syria breaks free of the axis without Israel leaving the Golan, as if free of charge.”
Radical Elements – Jihadi Infiltration

As Suat Kiniklioglu noted, “If the situation in Syria drags on for another two to three years, we will be dealing with even more extreme components,” referring to radical Jihadi elements that hope to make use of the current chaos to gain footholds of control. Salameh Nematt noted, “The Jihadists are making progress on the ground. We cannot hope that Syria will be a better place for its people unless we extend a helping hand. The Iranians are very hard at work in securing their role.”

Gen. Kochavi noted that these organizations are currently fighting against Assad but cautioned, “Guess what: we are the next in line.” Despite efforts by Qatar and Saudi Arabia with the Opposition forces to keep these radical elements at bay, global jihad organizations “are taking advantage of the open borders, the ungoverned territories and are moving their forces closer to Israel’s borders. The implications are that new terror organizations are swarming to areas near us – in the Sinai, Syria and Lebanon. Many of these organizations have announced their intentions that after the fall of the Assad regime they will turn their attentions toward us.

With moderator Arnon Perlman terming Syria “a chaotic hub of terror,” the Hon. Jane Harman, director, president and CEO of Woodrow Wilson International Center for Scholars, pointed to one of that conflict’s most vexing quandaries: “Who is the enemy and what is he trying to do? We may have decapitated al Qaeda over time, yet smaller al Qaeda franchises have become more adaptable and more dangerous.”

Who is the enemy? We may have decapitated al Qaeda over time, yet smaller al Qaeda franchises have become more adaptable and more dangerous.”

- The Hon. Jane Harman, director, president and CEO, Woodrow Wilson International Center for Scholars

(1 to r) Dr. Boaz Ganor, executive director, International Institute for Counter-Terrorism (ICT) and deputy dean, Lauder School of Government, Diplomacy & Strategy, IDC Herzliya and Richard D. Heideman, Chairman, International Advisory Board of the Herzliya Conference.
Jordanian Salameh Nematt offered that “political Islam is not an irreversible process. It is the product of the failure of the secular regimes with pluralistic democratic societies.” Tamara Cofman Wittes, director of the Saban Center for Middle East Policy, Brookings Institution, agreed, adding that while “nothing of this is predetermined, can countries reform quickly enough to meet the pressures for change?” Kirsten Muller, MdB and foreign policy spokesperson for Alliance 90, the Greens Parliamentary Group, and former minister of state, Germany, urged that “we should not demonize these Islamic groups, but look to what can best promote human rights and the rule of law. We must keep dialogue open.” Others, like Brian Katulis, senior fellow, Center for American Progress, and Dr. Shmuel Bar, director of studies, Institute for Policy and Strategy, IDC Herzliya, maintained that “the real story is the disintegration of states and societies, leading people to retreat into traditional modes,” adding that “this political entropy has to run its course and will get worse before it gets better,” with Katulis warning of the “intense multi-polar, multi-dimensional competition for power.”

Every US president since Carter has tried engagement with Iran. Getting along is the end goal of Western policy. But how does one get Iran to want to engage with the US if it represents an ideological threat to their authoritarian regime?”

- Michael Singh, managing director, Washington Institute for Near East Policy and former senior director for Middle East Affairs, National Security Council, USA

We are witnessing the toxic convergence of the threat of nuclear weapons, genocidal incitement and state-sponsored terrorism – with Iran operating in a culture of impunity.”

- Prof. Irwin Cotler, member of the Canadian Parliament, former minister of Justice and attorney general of Canada

It is important to avoid appeasement in the interest of political correctness.”

- Dr. Boaz Ganor, executive director, International Institute for Counter-Terrorism (ICT) and deputy dean, Lauder School of Government, Diplomacy & Strategy, IDC Herzliya
Much of the discussion regarding shifting geopolitical sand touched upon perceptions of American foreign policy. In response to whether the rise of a “Sunni axis” should give cause for concern, Elliott Abrams, senior fellow for Middle Eastern studies, Council for Foreign Relations, commented that “any Sunni axis is driven by the fear of the Iran axis and is also a reaction to the perceived weakness of the United States.” To Lt. Gen (ret.) Francis H. Kearney, president of Inside-Solutions LLC and former deputy director for strategic operational planning, US National Counter-Terrorism Center.

In Bosnia, we in the West looked on until hundreds of thousands had died and finally got our act together too late, with the scars too thick to heal quickly. If we do nothing, we Europeans are likely to have no friends or influence in post-Assad Syria.”

- Amb. Wolfgang Ischinger, chairman, Munich Security Conference

The decreased American presence in the region has lessened our ability to see and understand with therefore less likelihood of the US taking action.”

- Lt. Gen (ret.) Francis H. Kearney, president, Inside-Solutions LLC and former deputy director for strategic operational planning, US National Counter-Terrorism Center
deputy director for strategic operational planning, US National Counter-Terrorism Center. “Less visibility leads to a reduced ability to react. The lessening American presence in the region has lessened our ability to see and understand. We could watch what Iran’s Islamist Revolutionary Guard Corps (IRGC) was doing but due to reduced AOR (areas of operational responsibility), there is less ability and therefore less inclination to take action.” Danny Rothschild concurred with the assessment that the United States is primarily focused inwardly.

Amb. Wolfgang Ischinger, chairman of the Munich Security Conference, commenting on the upheavals in the Arab world (oft referred to as the “Arab Spring”), noted that “from a European point of view, it had to happen; the autocratic regimes’ time had come. This situation opens up enormous opportunities, for positive as well as negative forces.” To Ischinger, it is not self evident that Europe will step up to defend Western interests in Damascus, which is reminiscent of Bosnia, “where we in the West looked on until hundreds of thousands had died

The Hon. Derek Chollet, US assistant secretary of Defense for International Security Affairs, expressed the wish to see “the European partnership be even stronger,” as well as “to see Israel’s partnership with NATO deepen,” with Vahr’s assertion that “the NATO partnership is too precious to be victimized by bi-lateral problems,” drawing Amos Gilead, director, Political-Military Bureau, Ministry of Defense, Israel, to counter, “We enjoy better bilateral cooperation with Europe. But international organizations placed under boycott by Turkey (which has

Any Sunni axis is driven by the fear of the Iran axis and is also a reaction to the perceived weakness of the United States.”

- Elliott Abrams, senior fellow for Middle Eastern studies, Council for Foreign Relations

“America’s decreased involvement in the Middle East and Israel’s troubled relations with Europe increase Israel’s strategic isolation,” he said. “We need to contain Iran’s hegemonic aims by supporting the Sunni bloc, but they are distrustful of American and European promises. There should be encouragement of wealthy Arab countries to aid poorer collapsing countries and failing states,” he advised.

and finally got our act together too late, with the scars too thick to heal quickly. If we do nothing, we Europeans are likely to have no friends or influence in post-Assad Syria.” Amb. Jesper Vahr, director of the private office of the secretary general of NATO, concurred, noting that NATO has no designs to intervene in the Syrian crisis or to undertake any military involvement, “but we do of course defend our ally, Turkey.”

mixed Israeli participation in recent conferences and joint exercises] are unacceptable when talking about security issues and is upsetting, given these challenging times.”
Foreign Minister of Italy Giulio Terzi di Sant’Agata issued an entreaty in a keynote address that Iran must be prevented from attaining nuclear military capacity because of the immediate repercussions of such a development. “The rules would change overnight,” he warned, “and lead to spillover beyond the regional dimension and global impact. Israel is at the geographical center and at the front line.”

The Hon. Alexandr Vondra, former deputy prime minister and former minister of Defense, Czech Republic, too, while commending the achievement of “convincing skeptical Europe on the need to block Iran,” stated that “the military option must remain on the table,” and pleaded with the United States to “please remain active.”

European consensus, added that Iran will never change its position regardless of sanctions and has succeeded in development despite all efforts to dissuade. “I believe the American president is serious when he says that all options, including military, are on the table, but personally don’t believe Iran’s very determined leadership is sufficiently impressed by his statement to alter their strategy or surrender their nuclear program.”

In a discussion of red lines, Dr. Josef Joffe, editor of Die Zeit and senior fellow, Freeman Spogli Institute for International Affairs and Marc & Anita Abramowitz fellow, Hoover Institution, Stanford University, noted that too
many such ultimatums have been drawn and discarded while the Iranian nuclear program has advanced by leaps and bounds, with the potential military target list vastly expanded. “What reason would they have to give up on the last lap of the race?” he asked. Danielle Pletka, vice president, American Enterprise Institute (AEI), cited a string of abandoned red lines, noting that Israel’s red lines have moved backward as well. She wryly observed that “US intelligence has missed every nuclear development in recent history,” commenting that “what Iran installs it fully intends for eventual use.”

The Hon. Mary-Beth Long, former US assistant secretary of Defense for International Security Affairs, while noting that never before have the United States and Israel been closer in their assessments of the Iranian program, emphasized that “where you draw red lines is a matter of political will. The US has made a decision not to strike,” she said. “America’s diplomacy objective is to engage in any efforts to keep the US from striking, to engage in any efforts to keep Israel from striking, but to continue with dialogue, which we know has gotten us nowhere. Regarding the ongoing series of diplomatic negotiations, Wolfgang Ischinger favored direct US-Iran discussion. “Americans remember that Nixon and Kissinger attained normalization with China,” he said. “Let’s endorse back-channel diplomacy with the hope that it won’t sell out to terror,” he moved. Prof. Uzi Arad, former national security advisor to the prime minister, warned, “If there has been a US decision not to strike, this undercuts the potential of successful negotiations along with their repeated mantra that all options are on the table.” At the same time, Arad expressed belief that “the odds are not bad that Iran won’t have nuclear weapons, either through a negotiated solution or through another method.”
With the Herzliya Conference scheduled less than one week prior to President Barack Obama’s arrival in Israel for a state visit, US-Israel relations attracted added focus. H.E. Daniel B. Shapiro, United States ambassador to Israel, pointed out that this was Obama’s first foreign visit in his second term and asserted that his main motivation would be to reaffirm and reconnect with the people of Israel. “It is important that others see this close relationship too,” said Shapiro. “Operation Pillar of Defense showed the close relations in the administration’s firm statements of commitment to Israel’s right of self-defense, which helped shape international support. America also coordinated joint diplomatic effort for cessation of rocket fire, getting Egypt to step up. And of course there is the success of the Iron Dome’s life saving technology.”

Dr. Dov Zakheim, senior fellow, CNA Corp. senior advisor, Center for Strategic and International Studies and former US undersecretary of Defense, agreed that the primary purpose of the visit was to reach out to the Israeli people because “without their support, it’s not sure how much more can be done.” He added, “Our number one priority, aside from stopping Iran, is stopping an Israeli attack on Iran. We don’t want the tail wagging the dog, and with all due respect to Israel, we’re still the dog.”

Danny Ayalon, former deputy foreign minister of Israel and former ambassador of Israel to the United States, argued that this visit is about perception as well as action. “It is a great opportunity for the President to make major perceptual changes. His gestures to the Arab world, while well meaning, weren’t reciprocated,” said Ayalon. Likewise, his statement about putting daylight between America and Israel was not helpful. “While a settlement with the Palestinians is a vital Israeli interest, we need a real historical reconciliation. The UN resolution is worth nothing.”

The Hon. Dr. Dore Gold, president of the Jerusalem Center for Public Affairs and former ambassador of Israel to the United Nations, agreed that it is extremely important that Obama come and speak to the Israeli people, noting that “our differences on Iran have narrowed and are now very similar, aiming to prevent their attaining nuclear weapons rather than containment. Amos Gilead, too, praised “our unique security cooperation with the US,” specifying that “our relationship with Congress and the Pentagon form a major pillar in our national security.” Yet Gold cautioned against an exaggerated focus on a settlement to end the Israeli-Palestinian conflict. “We need to look at old and tired assumptions, such as ‘we’re a hair’s breadth away from an Israel-Palestinian solution,’ or ‘we all know what the solution will look like, now how do we get there.’ But meanwhile, the Middle East has changed and this has vast security implications.” Gold pointed out that looking at the current situation of upheaval, “if you sign a deal with a country today, you are not sure if it’s going to be there tomorrow or its leaders will be there tomorrow. Do we and the Palestinians have bridgeable differences at present which we can try to manage?” Gold asked, adding that if not, “Don’t apply old ideas to a current reality, where they are no longer valid.”
Despite newly-installed Minister of Justice Tsipi Livni’s terming the idea of the two-state solutions between Israel and the Palestinian Authority as in Israel’s vital interests, panelists in a discussion on the topic did not see the two-state prospect as feasible. Prof. Shlomo Avineri, Hebrew University of Jerusalem and former director general of the Ministry of Foreign Affairs, explained that the reason [Former Prime Minister] Olmert was unable to achieve a peace agreement with the Palestinians was that there were extensive gaps between the most moderate Israelis and most moderate Palestinians on core issues. Avineri concluded that “a peace agreement is unattainable at the moment,” echoing Dore Gold’s assessment and arguing, “the best we can attain at present is to go for pro-active conflict management.”

The problem is not technical, according to Dani Dayan, former chairman of the Yesha Council. “It is that you cannot reconcile the national aspirations of the Zionist movement and those of the Palestinians. The proof is very simple: Ehud Olmert, who almost religiously believes in the two-state solution, tried and he failed.”

Likewise, Dr. Yoaz Hendel, chairman, Institute for Zionist Strategy, held that “the Israeli people has accepted the two-state vision but accepts the fact that it is just not implementable. I do not think that there will be a resolution in our generation and so we have to manage the conflict. If we do not want to continue the status quo, we should create an Israeli initiative and define the limits of the Israeli consensus.”

An example of what such an initiative might look like came from Maj. Gen. Amos Yadlin, former IDF director of Military Intelligence, who proposed, “With no current terror onslaught, we may have an opportunity to determine our own borders afresh. This unilateral move would display our desire for peace, but without the mistakes of previous unilateral moves,” enumerating: “We would precede it with presenting a peace proposal – which the Palestinians would reject in any case – allowing us to gain legitimacy and the upper hand; we would not leave a corridor that would allow the smuggling of weapons; and we would guarantee the resettlement of anyone who was displaced within the new borders of the State of Israel. By taking our destiny into our hands with proactive leadership,” Yadlin claimed, “we improve our international legitimacy and thus our strategic position.”

The IDF’s current director of military intelligence Maj. Gen. Aviv Kochavi, however, laid out the hazards of such a leap in his analysis of Middle Eastern upheaval and its impact on Israel’s security. Not only are “chances of reaching agreement steadily diminishing,” but “with the instability, uncertainty and recurring threats as constants, I do not recommend making any decisions based on any of these variables.”

A newly introduced variable, the “treasure” of Israel’s offshore natural gas deposits, constitutes “a major opportunity for development of industry and transportation.” Dr. Shlomo Wald, chief scientist of the Ministry of Energy and Water, spoke of the government of Israel’s “significant decision to transfer thirty percent of transportation fuel to natural gas by 2020 and sixty percent by 2025. To Yossie Hollander, chairman of the Israeli Institute for Economic Planning, “These moves to natural gas and alternate energy sources will create huge savings,” providing an inconceivable boon to Israel’s economy and society. Perhaps the population of Israel’s showing as among the happiest, optimistic and most satisfied people in the world is based on numerous foundations – some of them miles deep in the Mediterranean.
“The most successful of all the revolutions of the 20th century,” was how Efi Stenzler, chairman of the Keren Kayemeth Le’Israel – Jewish National Fund (KKL-JNF) characterized Zionism, explaining, “All other revolutions lie in the dustbin of history, while our revolution still thrives.” A panoramic presentation showing the sweeping scope of KKL-JNF projects in forestry, ecology, water recycling, solar energy and food production – advancements enriching Israel and shared with the entire world – launched a special Herzliya Conference plenary session entitled, “Zionism in the 21st Century.”

Opening the distinguished panel, Stenzler remarked, “Our sages observed, ’Who is wise? He who sees beyond the horizon.’ Zionism has always dared and was able to grasp the future by seeing a few steps ahead. In order to reclaim a homeland, as well as to advance science, one has to act and to take the initiative.”

Rabbi Israel Meir Lau, chief rabbi of Tel Aviv-Jaffa and former chief rabbi of the State of Israel, spoke of how the movement has evolved since the first Zionist Congresses in Basel, Switzerland, noting that the state established in the mid 20th century sought to realize David Ben Gurion’s three-part goal of aliya (immigration), settlement of the land and security. He, too, spoke of initiative as the defining factor of Zionist ideology. Drawing upon Isaiah 60:8, which speaks of the return from exile to Jerusalem, Lau said that there are two manners of making aliya: that of a cloud, which moves listlessly or is moved by the elements, and that of the dove, flying unflatteringly back home. It is up to us to educate for a greater love of the State of Israel, he stated.

Natan Sharansky, chairman of the Jewish Agency for Israel, noted, “In order for there to be more immigrants to Israel, there need to be more Jews,” and focused on the importance of nurturing vibrant Jewish identity due to a fundamental need this fills among contemporary Jewish youth in the Diaspora. “There is a huge appeal to the realization that you have roots,” Sharansky explained. “Once you discover that you have roots, you realize that it’s cool.” Israel forms the major component of Jewish identity for Jewish youth, he added. “World Jewry understands that it needs Israel in order to survive. This is a mutual dependency; Jewish identity is fortified through encounters with Israel.”

Looking at today’s State of Israel, Prof. Uriel Reichman, founder and president, IDC Herzliya, focused on what he termed “the Zionism within us.” Bemoaning divergent trends that he claimed have weakened Israeli society in recent decades, Reichman called for a national leadership that would advance the model Zionist society. “Herzl envisioned that the future Jewish state would combine individual liberty with social solidarity,” he explained, “while upholding dignity and full equality for the entire population.” Reichman cautioned that “groups that claim funding and support from the state but are unwilling to contribute to it form a drastic contrast to these basic values of equality and sow estrangement and conflict,” and went on to add that “A Zionist government that supports such groups betrays its loyal citizens.”

Turning to the future and to the challenges to be tackled, Reichman called for an elite volunteer force to be recruited for disadvantaged communities, as well as for “true leadership to instill new vitality into the Zionist vision, anchoring it in contemporary reality.”

Reichman stated that “Israel’s success, in the face of so many odds, is thanks to citizens from across its society who support themselves, pay taxes, serve in the army and in reserves, help their neighbors, abide by the law; who raise their children with a love of the land and raise them to treat others without regard to differences in religion, race or gender.” He asserted, “These people are the beating heart of Israeli society, whose commitment to Zionism courses through their veins. They are the force that guarantees the continuity of the Jewish people,” Reichman stated, adding that “The supreme test of national leadership is to be answerable to this group and see to its meaningful wellbeing.”

- Jennifer Roskies

For video coverage of the Conference, visit www.herzliyaconference.org
IDC Herzliya is pleased to announce the appointment of Prof. Alex Mintz as new director of the Institute for Policy and Strategy (IPS) and the Herzliya Conference. Mintz, currently the dean of the Lauder School of Government, Diplomacy & Strategy, replaces Maj. Gen. (res.) Danny Rothschild, who held the position of director for the last four years, after Prof. Uzi Arad, the institute’s founding director, stepped down to become the national security advisor to the prime minister.

IPS is known throughout Israel for its annual Herzliya Conference, which is the leading policy conference in Israel. According to Mintz, one of the institute’s major goals now is to elevate the conference’s prominence in the global arena. The institute will also continue its mission of having significant input into Israeli policy making, through the means of policy papers, conferences, simulations and special events. His vision includes the IPS becoming known as an avant-garde institute where new and exciting ideas are discussed and debated. It will also showcase Israeli success stories in strategy, diplomacy and technology, highlighting the significant innovations coming out of Israel that create impact on a global scale.

The IPS will also continue to host important international figures in the realms of government and diplomacy; in 2012 alone, the roster of visitors at the Herzliya Conference included the secretary general of the United Nations, the president of the World Bank and several heads of state and ministers of foreign affairs and defense.

Mintz, who is an expert in US defense policy making in the Middle East, in strategic assessment and in national security decision making, served on active duty in the IDF during the Yom Kippur War in 1973, first in the Golan Heights and then in Sinai. He went on to complete his bachelor’s, master’s and doctorate degrees within six years, and at age 28 became the youngest faculty member at Hebrew University’s Faculty of Social Sciences, receiving tenure at age 33. After teaching for a number of years in the US at universities that include Yale, Northwestern and Texas A&M, he returned to Israel and was recruited by IDC Herzliya to become a full professor at the Lauder School, where he established its master’s program. Mintz has received several top awards throughout his career, including the International Studies Association’s Karl Deutsch Award, given to the scholar under 40 who has made the most important contribution to the scientific study of International Relations; and the association’s Distinguished Scholar Award for the most important contribution to the field of Foreign Policy Analysis. In addition to his role as editor-in-chief of the prestigious journal, Political Psychology, he serves on the editorial board of eight journals in the US and Europe, and is the author of numerous articles and nine books, including Understanding Foreign Policy Decision Making (Cambridge University Press, 2010, with K. DeRouen) and The Politics of Resource Allocation in the US Department of Defense (Westview, 1988).

- Joy Pincus
Master’s students at the Raphael Recanati International School are leaving the classroom and heading to the fairway, as part of the school’s most innovative program yet. Initiated and led by Barry Shaked, founder and former CEO of the global software solutions provider Retalix, ‘Golf and Business is designed to provide students with the initial tools to succeed, not only in golf, but more importantly, in business.

In addition to learning from professional golf instructors why a double eagle is preferable to a double bogey (one means coming in under par, the other over), students will learn the etiquette of doing business while playing golf. That includes tips such as keeping one’s cell phone turned off on the course, and when it’s the right time to give that elevator pitch. They’ll also be introduced to the significant role golf plays in the world of global business.

For Shaked, establishing the program is just one facet of a greater mission to bring golf to the forefront of the Israeli landscape. A competitive athlete since childhood and an Israeli golf champion by age 18, Shaked has enjoyed a lifelong affair with the game, which he credits to a large degree for his success as an international entrepreneur.

“Over the years, as Retalix grew, golf actually became a very big part of doing business,” Shaked told the Herzliyan. “I learned how important golf is as a tool in the business world – not only in terms of the networking ability it offers, but in terms of what one learns from playing golf. That includes a range of lessons from how to control oneself and think strategically, to how to be a good competitor. Early on, I found myself in situations where people tested me – through golf – to see if they could trust me. That’s because when you play golf with someone, you can immediately see the kind of person you are dealing with.”

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“Teaching students how to network and do business on the golf course”

“When you play golf with someone, you can immediately see the kind of person you are dealing with.”

- Barry Shaked, founder and former CEO, Retalix, and chairperson of the Israeli Golf Federation

Today, having retired from running his company, Shaked has a new mission in life. Grateful for his good fortune and wanting to give back...
to Israel, he has decided to do so through the sport he loves so much. One of his first initiatives was to propose the establishment of 15 golf courses in Israel, which can have a significant effect on the tourism industry. He also volunteered to serve as chairman of the Israeli Golf Federation and to help promote junior golf in the country. But then another idea popped up.

“I realized that what we need to do in Israel is create a stronger awareness of golf and what the game has to offer,” says Shaked. “So I began approaching universities, because I truly believe that if young people take to the game and understand the connection between golf and business and the powerful influence of the game, it can have a significant impact on their success. It’s very simple: Anyone who wants to study business administration and economics and ultimately be part of a global company should know about golf.”

According to Shaked, it’s no coincidence that the world’s top businesspeople and leaders play golf. “The better the golfer, the more successful his company is,” says Shaked. “It’s a challenging and difficult game, and just when you think you’ve mastered it, you’ve lost it. It’s like life, like business, like relationships – you get to the top, and then things change and you have to change as well-to find a new alignment in yourself in order to get back on track.”

One of the best things about golf, says Shaked, is that one is first and foremost playing against oneself. “It’s one of the few sports where it doesn’t matter if your fellow players are at your level or not. The handicap system takes care of the difference, and a professional can play with an amateur and they both can enjoy the game. Because of the environment and the complexity of golf, you are all the time simply trying to beat yourself and play better.”

IDC Herzliya was one of the first institutes Shaked reached out to when he decided to realize his vision of the course. “IDC Herzliya is a forward-looking institute that knows how to think outside the box,” says Shaked with conviction. In addition to initiating the program, Shaked conducts the classroom sessions himself, introducing students to the connection between golf and business and providing them with invaluable tips on succeeding in business.

According to Jonathan Davis, vice president for External Relations and head of the RRIS, “This new program offers a unique way of preparing our students for success in their careers. Because a very large percentage of business in the world is done on the golf course, it’s important that our students get to know those buzz words and become acquainted with the basics of golf to better succeed in their initiatives. We’re lucky that Barry Shaked volunteered to establish this program here, out of his belief that more young entrepreneurs should take to the golf course to facilitate their entry to the global business world.”

According to a well-known quote by an unknown author, “Golf is life. If you can’t take golf, you can’t take life.” Now, with the new Golf and Business program at the RRIS, students at IDC Herzliya are being prepared not only for business, and not only for golf—but to take life, with everything it brings, and come out on top.

Joy Pincus

"Anyone who wants to study business administration and economics and ultimately be part of a global company should know about golf."

- Barry Shaked, founder and former CEO, Retalix, and chairperson of the Israeli Golf Federation
A second pilot program launched this year at the RRIS is the new French Ambassadors Club, co-sponsored by StandWithUs France, a tailor-made program that provides the French-speaking community in Israel with the necessary tools to be able to defend Israel against global delegitimization and anti-Zionism. Patterned after the English language RRIS Ambassadors Club, the new program offers native French speakers the tools to champion the cause of Israel, when visiting or returning home abroad. For their first meeting, this year’s 30 participants met with Ambassador Daniel Shek, former Israeli ambassador to France and one of Israel’s leading diplomats. The former ambassador spoke on the link between Israel and the Diaspora, and ways to counter the delegitimization of Israel. According to Agatha Sarfati, a student at RRIS and liaison with StandWithUs France, “It’s vital that we address the French-speaking students, some of whom have made aliyah, and some of whom will be returning to their native countries. They will become the leaders of tomorrow, and the ambassadors of Israel, and as French speakers, they have a unique understanding of the growing threat of modern anti-Semitism, namely, anti-Zionism, since they witnessed it in their countries of origin.” Now in its initial stages, the program has been well received by students at the RRIS and there is great anticipation for its continuance.

- Joy Pincus

French-speaking students of the Raphael Recanati International School with former Israeli Ambassador to France Daniel Shek at the first meeting of “Le Club Des Ambassadeurs.”

Love at first sight on IDC Herzliya campus

From left: Jonathan Davis, vice president for External Relations and head, Raphael Recanati International School, Joel Prajs (Business, 3rd year), Daniela Levi-Prajs (Psychology, 3rd year), Talia Erlich-Rachmani (Government, 3rd year), Israel Rachmani (Law and Business, finished his studies in law last year) and Prof. Uriel Reichman, founder and president, IDC Herzliya. These lovely married couples are just two examples of a number of IDC Herzliya students who have met and fallen in love at IDC Herzliya.
The IDC Herzliya MIT Connection

It’s no coincidence that a number of alumni from the world-renowned Massachusetts Institute of Technology (MIT) have turned up as part of the academic staff at IDC Herzliya’s Sammy Ofer School of Communications. Both schools are on the leading edge of New Media and Communications studies, offering a program that combines theoretical work with practical, hands-on experience.

The Sammy Ofer School is firstly led by none other than Dr. Noam Lemelshtrich Latar, founding dean, who received a PhD in Communications from MIT in 1974. Lemelshtrich Latar, a global pioneer researcher in New Media, was the first to propose the use of a touch screen by citizens (like the one used today in cellular phones and tablets), in his paper, “Screen Feedback from Home Terminals.” He also led original research on Interactive TV, and was one of the founders of the Citizen Dialogue project at MIT, which experimented with interactive TV programs. Prof. Gadi Wolfsfeld, lecturer at IDC Herzliya and head of the Communications graduate program, received his PhD in Political Science from MIT and is one of the world’s leading experts in political communication. He served as head of the Department of Communication at Hebrew University and held the Danny Arnold Chair of Communication. His research today deals with the role of traditional and social media in elections, collective action, war and peace processes, and his introductory textbook on political communication is being used in classrooms throughout the United States.

Dr. Oren Zuckerman, founder and co-director of miLAB at the Sammy Ofer School of Communications and academic director of the Innovation & Entrepreneurship GMBA track at IDC Herzliya, came to campus after completing his master’s and PhD at the MIT Media Lab. Prior to MIT, the World Economic Forum in Davos, Switzerland recognized Zuckerman as a ‘Technology Pioneer.’ Finally, Dr. Guy Hoffman, co-director of miLAB, received his PhD from MIT’s Media Lab, following which he stayed on at MIT as a postdoctoral research fellow. His work in human-robot communication and design has earned several international awards, and his Media Arts projects have been published and exhibited worldwide. ★

- Joy Pincus
In June 2012, after seven months of competition in 29 sports, the IDC Athletic Team finished in first place out of 26 universities and institutes in Israel. Nearly everyone was stunned – how did IDC Herzliya, a small private university with no sports facilities or a swimming pool – not even a gym – and just 6,000 students, create a team that surpassed those of the country’s largest universities, some with tens of thousands of students and full training and sports facilities?

One of the few who were not surprised was Coach Ilan Kowalsky, director of the IDC Athletic Department. “We did it by building a special program in which the students provide the leadership,” Kowalsky explains to me. “I don’t bring coaches in from outside – all of our coaches are volunteers – either students or alumni – who participated in the program. This is the main target of our athletic department – to nurture future leaders who will become involved in athletics on a national level. Already we see it happening – Yael Arad, one of our alumni, is now a leader of the Israeli Olympic Committee. Yoel Razbozo is a new Knesset member. And Arik Zeevi, one of our graduates, is now the national coach of the Young Future Judo Champions of Israel.”

Kowalsky, a long-term proponent of university athletics, has been waging a battle to win increased government support, closer to that which universities in America receive. Recently, with the Academic Sport Association (ASA Israel) electing a new president and executive committee, and with Kowalsky spearheading his initiative, things are beginning to look positive.

“The main target of our athletic department is to nurture future leaders who will become involved in athletics on a national level.”

- Coach Ilan Kowalsky, director, IDC Herzliya Athletic Department

“For the first time, the universities have a member of the executive committee in the Olympic Committee, which means we have a chance to make the universities part of the Olympic program. That can translate to more support for our programs, and give universities the chance to nurture more athletes. Right now, IDC Herzliya is the only program in Israel that combines professional sports and academics.”

The result is that, while Kowalsky once had to convince athletes to register at IDC Herzliya, today he can be highly selective in whom he admits to the program. “If I think that someone cannot be a good student and succeed academically, he’s not going to be part of this university. They need to take care of their grades; otherwise they cannot be part of our program – just like in the NCAA.”

Indeed, many of Israel’s top athletes are privileged to study at IDC Herzliya, some of whom are in training for the 2016 Olympic Games in Rio, others who are already Olympic medal recipients.

Kowalsky is a known figure in Israeli sports, and was a 2011 recipient of the prestigious Wingate Award, given in recognition of the development and promotion of sports in Israel. Kowalsky’s contribution to sports has been multiple, including the establishment of the Friendship Games, which brings Jewish and Arab Israelis, Palestinians, Jordanians, Turks, Cypriots and more together for a series of sporting events that puts politics aside and allows participants to connect on a human level. Kowalsky is also a co-founder of My Way, an organization that provides scholarships for university students who give back by tutoring underprivileged kids in their communities.
Meet two of IDC Herzliya’s Olympic Champions

Shahar Zubari

As an Olympic bronze medalist in windsurfing, Shahar Zubari has his mind set on the future. “As an athlete, I’m privileged to travel around the world representing Israel through sports,” says Zubari. “But my career as an athlete will end one day, and when that happens, I’d like to continue to contribute to Israel by representing the country in other ways.” Toward that end, Zubari recently enrolled at IDC Herzliya’s Lauder School of Government, Diplomacy & Strategy, where he can hone his game in the field of international relations and discover what other non-athletic areas he might excel in.

“IDC Herzliya gave me a great opportunity to combine my studies with sports, so for me it was the best option,” says Zubari, who is just back in Israel following the world windsurfing championship in Brazil. “I’ve just started my first semester at IDC Herzliya, so it’s all new, but so far I’m very happy. The atmosphere on campus is good and it’s all very new and interesting.”

Over the next couple of years, Zubari plans to compete only in major events, including the upcoming European championship in France, and to focus more on his studies. Then it will be time to switch gears and start training intensely towards the 2016 Olympic Games in Rio. Asked how he manages to handle the demands of academia along with being a professional athlete, Zubari says it’s quite simple: “Most other students have to study and work at the same time, and it’s the same for me – but my work is in the fields of sports. I study and I train, and having a flexible schedule works for me. But it’s just the beginning,” he says, smiling, “so check back with me later!”

Maayan Davidovich

An Olympic windsurfer, Maayan Davidovich’s arrival at IDC Herzliya had something of a fairytale quality about it. “I was kite-surfing on the beach in Herzliya, when I saw Ilan Kowalsky. For years, my coach had been telling me I needed to start studying, and I had just finished taking my matriculation exams. So there I was, just a few days before Orientation Week. I went over to Ilan and we began to talk, and he told me to come to campus the next day. I arrived, and the first thing he told me was, ‘You’re in.’ A few days later I began the semester. That was three years ago, and now I’m one semester short of graduating with a degree in business management and finance.”

Fresh back from the world windsurfing championship, where Davidovich took third place, she’s got her sights set on Rio for the 2016 Olympic Games. When asked how she’s managed all these years to combine academics with sports, her answer was surprising: “From the moment I started studying, my athletic abilities have improved. Studying has been great, because it makes me think of other things besides sports, and it opens my mind. I’m already thinking of doing my master’s degree. IDC Herzliya has been wonderful – I really like the people, and the way everyone wants to help and facilitate in whatever way possible.” For now, Davidovich is concentrating on training, getting through exams, and like most Israeli athletes, hopefully finding a sponsor.

“My career as an athlete will end one day, and when that happens, I’d like to continue to contribute to Israel by representing the country in other ways.”

- Shahar Zubari, champion windsurfer and first-year student, Lauder School of Government, Diplomacy & Strategy

“From the moment I started studying, my athletic abilities have improved. I’m already planning on studying for my master’s degree.”

- Maayan Davidovich, champion windsurfer and third-year student, Arison School of Business
IDC Herzliya - the go-to school for the nation's major league ballplayers

Meet three of Israel’s top athletes who are balancing their professional careers with academic studies:

Sheran Yeini

At age 26, Sheran Yeini is captain of Maccabi Tel Aviv Football Club, Israel’s most successful soccer team and the winner of the 2012-2013 national championship. Known for his versatility, Yeini plays several positions on the field, including right-back, central defender and defensive midfielder. A first division player since the age of 18, Yeini’s love affair with soccer dates back to the age of six, when he joined the Maccabi Tel Aviv children’s program. By the age of eight he was league member, practicing three times a week. “Then it became four times, then five, and now it’s eight days a week!” laughs Yeini.

When it came time for university, Yeini began with independent studies at the Open University, but found that he missed the camaraderie of campus life. Hearing from friends who were studying at IDC Herzliya about how much they enjoyed it there, he decided to enroll as well, and has been satisfied with the move ever since. “IDC Herzliya is just like a university in the US,” says Yeini. “They take care of their athletes and help us to make our schedules work. I’ve also made a lot of friends, with whom I stay in touch, and that’s been great as well.”

Now finishing up his second year in psychology, Yeini already has his sights set on a master’s degree, hopefully in sports psychology. “This is a field that’s already established in England,” says Yeini, “but not yet in Israel. I can see myself working with Maccabi Tel Aviv as the team psychologist and trying to expand awareness in Israel to the field, and later working with athletes from other sports. Being an athlete is not easy – to compete at a high level you must be prepared, physically and psychologically, for every game. There is extreme pressure and you are tested every week; it doesn’t matter how good you played last week, what matters is your performance in the current game.”

Meanwhile, Yeini continues to work hard and considers himself fortunate to be working at a job he so dearly loves. A gifted player in many sports, and even an accomplished clarinet player, still Yeini finds that nothing in life brings him the same level of fulfillment as soccer. In fact, if you ask him what his greatest dream is, he’ll say it’s to retire from playing at age 38, which is quite old for a soccer player, and then become a coach, where he can use his training in psychology to make the team better. “But if that doesn’t work, then there’s always plan B,” says Yeini, smiling. And until then, he’ll continue doing what he does best – performing his magic on and off the field, and inspiring both his teammates and a nation full of fans.

“Sheran has a great character. He’s not the stereotypical soccer player - he doesn’t look or behave like one. He’s simply a very special guy, and as captain, he takes care of all the players, and maintains a good atmosphere in the locker room. He’s done a truly fantastic job of taking up the role this year.”

- Yoav Ziv, defender, Maccabi Tel Aviv Football Club

The Maccabi Tel Aviv Football Club, Israel’s most successful soccer team and winner of the 2012-2013 national championship.
The 23 year-old Omer Vered is also a player for the Maccabi Tel Aviv Football Club, in the position of right defender. Three years younger than Yeini, Vered also began playing at the age of six. One day at practice, the coach told Vered’s father that his son had serious potential to be a professional athlete, “and from then on, I always remember myself with the ball,” says Vered.

Being groomed for professional soccer required discipline and sacrifice; with weekly Saturday games, Vered and his teammates had to give up on going out Friday nights with friends. “You have to give up on a lot of things,” says Vered, “It’s not always easy, and you often wish that you can have it all, but in the end, you always have to give up on something. But from the age of 15 I knew that soccer would be my career and that it was more important than anything else, and so I was happy.”

That happiness has followed him all the way through his current role on Israel’s most successful soccer team and the winner of the 2012-2013 national championship. “I like the game,” says Vered. “I like the fans, the attention, and I like to win!” According to Vered, soccer has also given him the opportunity to develop his character in ways he never expected. “For one thing, I’m from Tel Aviv, but a lot of our players come from other regions. They have a different educational or cultural background than the one I grew up with, and I have to learn to get along with and better understand people who are different from me. I’ve also had to learn how to deal with and learn from difficulties and disappointments – such as not getting to play. All of these things, you take with you from the field and into your life.”

Vered is now finishing his first year at the Arison School of Business, where he is studying business management. His reason for going to study now was quite clear: “A soccer career ends at age 33, 34, and I feel that I have to think about my future now,” says Vered. “Besides which, I’m enjoying learning! I like to learn new things and while I don’t know exactly what I’ll do with all this knowledge in the future, when the time comes I’m sure I’ll find something interesting to do.”

Meanwhile, at 23 years of age, there’s plenty of time for Vered to worry about what will come after soccer. For now, there’s the game, the team, the fans, and the constant striving to improve his game. And for Vered, that’s enough.

A native Herzliyan, at age 22, Liron Schifter is already a veteran player. She began playing serious basketball in the third grade, enrolling in the Herzliya Basketball School. “I always liked all kinds of sports, and I still do until today, but I always knew that basketball was my thing,” says Schifter. After high school, Schifter joined the adult women’s league, playing first for Maccabi Ashdod and then for Bnot Hasharon, both first division teams. “Then I decided to move down to the second division, to get more playing time,” explains Schifter. “There are WNBA players who come from the US to play in our first division teams, and it can be hard to stand out. So I played for several second division teams, returning this season to my home team, Bnot Herzliya.” The team had a fantastic season, winning the Union Cup and finishing second in the finals, securing them a spot next season as a first division team, with Schifter one of the five starting players.

“Being an athlete means making a lot of sacrifices,” says Schifter, “but you learn things you wouldn’t learn anywhere else. It’s provides life experience, builds character and gives tools for life, such as how to perform under pressure, take responsibility and, most importantly, lead.”

Now finishing her second year at the Arison School of Business, Schifter is proving that she’s got game both on and off the court. She achieved the President’s List her first year and continues to work hard and maintain her high GPA. “My academic and athletic achievements are equally important to me,” says Schifter. “I don’t have a lot of time, but with the time I have, I’m doing the maximum. I chose IDC Herzliya firstly because my academic future was really important to me and I had heard that IDC has the best business school in Israel. As well, the university is known for helping athletes to succeed in both their work and their studies.”

Schifter has found that since beginning her studies, she’s become a better basketball player. “Academics open your mind and change your perspective,” says Schifter. “But the main point is that IDC Herzliya has given me the tools to excel, and the freedom to be the best in everything I do.”
Academics in Action
NEWS FROM IDC’S ACADEMIC DEPARTMENTS

THE GROWING STATURE OF IDC HERZLIYA AND ITS FACULTY

NEW ACADEMIC PROGRAMS APPROVED BY THE COUNCIL FOR HIGHER EDUCATION

- Research MBA in Business Administration
- Research MSc in Computer Science
- BA in Economics
- BA in Economics with Specialization in Accounting
- MA in Communications and New Media (approval to register first cohort)
- BA in Psychology

The following permanent faculty members were awarded this year honors for excellence in teaching and research:

IN TEACHING

Dr. Lior Zemer,
Radzyner School of Law

Dr. Dmitry (Dima) Adamsky,
Lauder School of Government, Diplomacy & Strategy

Dr. Yuval Karniel,
Sammy Ofer School of Communications

Dr. Anat Shoshani,
School of Psychology

Prof. Dan Segal,
Arison School of Business

IN RESEARCH

Prof. Alon Klement,
Radzyner School of Law

Dr. Anat Bremler-Barr,
Arazi School of Computer Science

Dr. Ora Nakash,
School of Psychology

Prof. Barak Libai,
Arison School of Business

Dr. Assaf Moghadam,
Lauder School of Government, Diplomacy & Strategy
APPOINTMENTS AND PROMOTIONS

Dr. Dima Adamsky (Government), promotion to senior lecturer with seniority

Prof. Yvgeny Lyandres (Business), first appointment as associate professor

Dr. Shimon Kogan (Business), promotion to senior lecturer with seniority

Prof. Yair Amichai-Hamburger (Communications), promotion to associate professor

Dr. Liza Saban (Government), promotion to senior lecturer

SPOTLIGHT ON SOME OF IDC HERZLIYA’S FACULTY MEMBERS:

Dr. Tali Regev received her PhD in economics from MIT. She arrived at IDC Herzliya from Tel Aviv University and was previously employed in the research department of the Federal Reserve Bank of San Francisco. Dr. Regev’s research and teaching interests are labor economics and macroeconomics, and in particular unemployment, inequality, discrimination and search and matching in the labor market. Dr. Regev is a member of a few forums and public committees, including the Higher Education Board’s committee for accessibility of minorities to higher education, and the Taub Center’s labor forum. She also served on the Committee for Social and Economic Change (the Trajtenberg committee).

Dr. Amichai Magen, who received his doctorate from Stanford University, USA, serves as a visiting lecturer at the Lauder School of Government, Diplomacy & Strategy and head of Political Development at the ICT at IDC Herzliya. His specializations are: international relations, international law, terrorism and political development and democracy. His main fields of teaching are: terrorism and political development, international terrorism, democracy and failed states.

Dr. Jennifer Shkabatur is a faculty member at the Lauder School of Government, Diplomacy & Strategy. Her research explores innovative forms of governance and political action enabled by the new information technologies. She also studies open government policies, online political campaigns, online citizen engagement, open data initiatives, and the role of new technologies in developing countries. She has conducted field studies in the United States, Europe, Latin America, Africa, and the Middle East, and published several articles and studies on these topics. She also serves as an Open Government Consultant at the World Bank in Washington DC, and as a Democracy Fellow at the Ash Center for Democratic Governance and Innovation at the Harvard Kennedy School. She served as a fellow at the Berkman Center for Internet & Society at Harvard University; a visiting assistant professor at the Boston University School of Law; and a clerk at the Supreme Court of Israel. She holds a doctorate and master’s degree from Harvard Law School, and a master’s in Political Science and bachelor’s in Law from Tel Aviv University.

Prof. Alex Mintz’s work on political decision making has recently been accepted for publication in such prestigious outlets as the Oxford Handbook of Political Leadership, the Policy Studies Yearbook, and the Oxford Handbook of Conflict Management and Resolution. His Policy Studies Yearbook piece on Policy Perspectives on Decision Making also appeared in the Policy Studies Journal (with Steven Redd), and he has published recently in the journal, Perspectives on Terrorism. As well, Prof. Mintz has been appointed to the panels of two international agencies that rank universities around the world.

Dr. Dima Adamsky of the Lauder School of Government, Diplomacy & Strategy was the winner of the 2012 annual Amos Perlmutter Prize. The prize recognizes the best essay published in the Journal of Strategic Studies by a junior scholar.
# THE WORLD AT IDC’S DOORSTEP

## GLOBAL PARTNERSHIPS

This semester we are hosting students from the following institutions:

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A significant number of foreign delegations continue to visit us. The list includes top-notch global institutions of higher education that have come to IDC Herzliya to learn of our unique model of higher education and to forge concrete agreements with us. The list includes:

- Prof. Astrid Von Busekist, Sciences Po (France)
- Singapore Management University: Business Study Mission to Israel (Singapore)
- Prof. Karen Oates, Worcester Polytechnic Institute (USA)
- Ambassador Francesco Maria Talo, Ambassador of Italy to Israel
- Ambassador Mathew Gould, Ambassador of the United Kingdom to Israel
- Israel Studies Institute at Touro College: Academic Study Visit to Israel (USA)
- Erasmus Mundus EDEN & EMAIL Academic Delegations from European Union partner institutions
- Ms. Lorenza Gambacorta, European Commission: Education, Audiovisual and Culture Executive Agency (EACEA) (Belgium)
- Prof. Axel Shumacher, EBS Universität für Wirtschaft und Recht (Germany)
- Russian Presidential Academy of National Economy and Public Administration - North-West Institute (Russia)
- Academic Delegation from Texas A&M University (USA)
- University of Western Ontario: Richard Ivey School of Business Student Delegation (Canada)
- Dr. Anthony Vickers, University of Essex (United Kingdom)
- Dr. Vlad Nistor, President of the Senate of Bucharest University (Romania)
- Washington University in St. Louis: Olin School of Business Student Delegation (USA)
- Prof. Daniel Weiner, University of Connecticut (USA)
- Dr. Declan Kennedy, University College Cork (Ireland)
- Professor Philoppos Pousioutas, Vice-Rector, University of Nicosia (Cyprus)
- Scholars from Stanford, Harvard and Columbia Universities
IDC Herzliya Hosts Workshop Series on the Bologna Process

The Office of the Academic Secretary at IDC Herzliya hosted a three part workshop on integrating different aspects of the Bologna Process. Coordinators and heads of various international offices throughout Israel gathered to participate in a Grading Scale Workshop headed by Bologna Expert Dr. Anthony Vickers from the University of Essex. The purpose of this workshop was to learn and share information regarding good grading practices, reading and translating international transcripts for admissions purposes, and discuss the grading table methodology used in the ECTS users’ guide.

For the second workshop, Dr. Declan Kennedy of University College Cork visited campus to meet with IDC Herzliya deans and vice-deans to discuss the implications for the Bologna Process in terms of ECTS, Learning Outcomes, Modularization, Diploma Supplement and Constructive Alignment within our institutional system. Afterwards, he presented to various representatives from different HEIs around Israel the importance of good practices in the area of assessment and writing learning outcomes.

For the third and final workshop, Prof. Phillipos Poupoutas, vice-rector of the University of Nicosia, visited the IDC Herzliya campus to present ‘ReProTool,’ a software tool to provide support for the introduction, delivery and quality assurance of Bologna implementation, including ECTS and Learning Outcomes. These workshops were generously financed by the Tempus-CORINTHIAM project.

In recent months, IDC Herzliya has signed important bilateral agreements with:

- EBS Universitat Wirtschaft und Recht (Germany)
- Graz University
- Institut d’études politiques de Paris (Sciences Po)
- Lyndon B. Johnson School of Public Affairs - The University of Texas

This semester, IDC students are spending a semester abroad at the following institutions:

- University of California - Berkeley (USA)
- Koc University (Turkey)

COMPETITIVE RESEARCH FUNDING

IDC Herzliya continues to make great progress this year with grant submissions and newly-funded projects. Competitive grants have been received from the Templeton Foundation, Israel Science Foundation, Google, the US–Israel Binational Science Foundation, the German–Israel Foundation for Scientific Research & Development, the Ministry of Industry, the Jewish Agency, the Ministry of Science and the European Commission. Of note, recently funding for eleven new Centers of Excellence was announced by the Council for Higher Education. IDC Herzliya is partner to two of these centers. One includes Dr. Oren Zuckerman (Sammy Ofer School of Communications) on education technology and one with Prof. Mario Mikulincer (dean, School of Psychology) on trauma.

The Smith Richardson Foundation appointed Dr. Assaf Moghadam, senior lecturer at the Lauder School of Government, Diplomacy & Strategy, as a strategy fellow for the 2013-2015 period. The fellowship offers a two-year, $60,000 grant that will support Dr. Moghadam’s current book project, Dangerous Liaisons: Global Jihad and the Evolution of Terrorist Cooperation (Columbia University Press, 2015).

IDC HERZLIYA IN VIETNAM

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Prof. Shaul Mishal’s forthcoming book with Ori Goldberg, Understanding Shiite Leadership: The Art of Middle Ground in Iran and Hizballah, will be published by Cambridge University Press.

An article by Dr. Asif Efrat has been published in the American Journal of Transplantation, the leading medical journal in the field of transplantation. The article examines Israel’s and Pakistan’s efforts against organ trafficking.

The Lauder School of Government trains new members of Knesset.

Participants at the workshop for the new members of Israel’s 19th Knesset on "Parliamentarism and Governance."

The Lauder School of Government, Diplomacy & Strategy at IDC Herzliya recently held a workshop on "Parliamentarism and Governance" for new Knesset members. The workshop focused on the interactions that occur between Knesset members and the government, the media, regulatory bodies and legal and budgetary bodies. The aim of the workshop was to prepare the new Knesset members for their new working environment at the Knesset.

Among the speakers in the workshop were: Prof. Uzi Arad, former National Security advisor to the prime minister of Israel; Maj.-Gen. (Res.) Amos Gilad, director of Political-Military Affairs at the Israel Ministry of Defense; MK Moshe Gafni, Knesset Finance Committee chairman; Adv. Zvi Hauser, Cabinet secretary; Mr. Gal Hershkovitch, head of Budget Division, Ministry of Finance; Prof. Amnon Rubinstein, IDC Herzliya; Prof. Dave Nachmias of the Lauder School and Prof. Uriel Reichman, founder and president of IDC Herzliya.

Key subjects discussed in the workshop:
Decision making in the Israeli government; the budgetary process; governmental reforms; and the Knesset as a law-making body. A panel with senior media representatives who cover Knesset affairs was held as well. It was moderated by Ms. Dana Weiss of Channel 2 News.

The workshop was chaired by Prof. Alex Mintz, dean of the Lauder School of Government, Diplomacy & Strategy at IDC Herzliya.

IDC Herzliya Advances to Regional Finals of 4th Annual Hult Prize in Response to President Bill Clinton’s Food Poverty Challenge

The Hult Prize recently announced that students at the Lauder School of Government, Diplomacy & Strategy and the Raphael Recanati International School (RRIS) at IDC Herzliya have advanced to the regional finals of the 4th Annual Hult Prize. The Hult Prize is the world’s largest student competition and crowdsourcing platform for social good, recently named one of the top five ideas changing the world, by President Bill Clinton and TIME Magazine. In partnership with the Clinton Global Initiative, the innovative crowdsourcing platform identifies and launches disruptive and catalytic social ventures that aim to solve the planet’s most pressing challenges. Student teams compete in five cities around the world for a chance to secure $1 million in startup funding to launch a sustainable social venture.

The 2013 Hult Prize is themed around global food security and will focus on how to get safe, sufficient, affordable and easily accessible food to the 100 million people living in urban slums – a challenge selected by President Clinton.

Each team selected was chosen from more than 10,000 applications, totaling over 350 colleges and universities, representing over 150 countries. The Hult Prize regional competitions took place on March 1 and 2, 2013 on Hult International Business School’s five campuses in Boston, San Francisco, London, Dubai and Shanghai.

IDC Herzliya’s team members include Princella Smith, team captain (Arkansas, USA), Simon Baaske (Oberösterreich, Austria), Ayal Feinberg (Pennsylvania, USA), Eric Schorr (Pennsylvania, USA and Tel Aviv, Israel), and Yael Misrahi (Ohio, USA and Herzliya, Israel).
University of Pennsylvania Survey Ranks ICT #13 in the Middle East
The International Institute for Counter-Terrorism (ICT) at IDC Herzliya has been ranked 13th in the Middle East World Ranking Results of Think Tanks for 2012 conducted by the International Relations Program at the University of Pennsylvania. ICT is also the third think tank among the 54 institutes surveyed in Israel. The survey was carried out by interviewing more than 1,950 experts and institutes around the world in which 1,647 think tanks were analyzed.

Israel’s Counter-Terrorism Strategy
Bringing together the top experts in the field, the project works to formulate an Israeli Counter-Terrorism Strategy. The project is part of ICT and will combine academic knowledge and practical experience in dealing with current and future terrorist threats facing Israel. Experts address topics such as: intelligence, offensive and defensive actions, law and justice, public diplomacy, national resilience (education and communication), terrorism prevention, domestic and external threats to the state, cyber terrorism, terrorism fundraising and international cooperation. More than 60 of Israel’s top current and former intelligence, security and military officials are participating in this project. Together these experts hope to put together a comprehensive counter-terrorism strategy to present to Israel’s top leadership including: the prime minister, the defense minister, the National Security Council, the Counter-Terrorism Bureau, the IDF, and the chiefs of Israel’s Security Services.

Roundtable Discussion with Prof. Michael Nacht, Goldman School of Public Policy, UC Berkeley
The ICT held a roundtable discussion with Prof. Michael Nacht, who served in the United States government as assistant secretary of Defense for Global Strategic Affairs in 2009-2010. Prof. Nacht was previously assistant director for Strategic and Eurasian Affairs in the US Arms Control and Disarmament Agency from 1994-97. He began his career as a NASA missile aerodynamicist during the manned space program. Nacht participated in five US Presidential Summit meetings with the Russian and Chinese presidents. The roundtable discussion was attended by members of the ICT team, including: Dr. Boaz Ganor, Ronald S. Lauder chair in Counter-Terrorism, founder and executive director of the ICT, deputy dean, Lauder School of Government, Diplomacy & Strategy, IDC Herzliya; Dr. Eitan Azani, deputy director of the ICT; Dr. Assaf Moghadam, senior researcher at the ICT, senior lecturer at the Lauder School of Government, Diplomacy & Strategy, IDC Herzliya; Dr. Daphné Richemond-Barak, head of the International Law Desk and senior researcher at the ICT; and Dr. Ely Karmon, senior researcher at the ICT. The lecture was attended as well by officials from the United States Embassy in Tel Aviv.

ICT Cyber-Desk Review
A new addition to the ICT, the Cyber-Desk Review, is a publication that will be published as a newsletter and will address two main subjects: cyber-terrorism (offensive, defensive and the media, and the main topics of Jihadists discourse); and cyber-crime, whenever and wherever it is linked to jihad (funding, methods of attack). Cyberspace has become an important battlefield, and an integral part of current and future conflicts. Expert contributors to the research and writing team of the Cyber-Desk Review include: Dr. Eitan Azani, deputy executive director, ICT; Dr. Tal Pavel, CEO at Middleeasternet, expert on the Internet in the Middle East; Michael Barak (PhD candidate), team research manager, ICT; Shuki Peleg, Information Security and Cyber-Security consultant; Ram Levi, Cyber-Security advisor to the National Council for Research and Development; and Hila Oved, special project manager, ICT.

ICT’s Jihadi Websites Monitoring Group
The Jihadi Websites Monitoring Group (JWMG) is a specialized research and analysis team at the International Institute for Counter-Terrorism (ICT). Composed of researchers fluent in Arabic, the JWMG monitors websites that support and serve the Global Jihad organizations. The unique characteristic of JWMG publications is the team’s integration of diverse materials from a wide variety of Arabic sources. JWMG connects each source to larger trends, providing a complete understanding of events on both a local and a global scale. The JWMG publishes alerts, insights and periodical reviews.

ICT’s Database Reports
The database team of the International Institute for Counter-Terrorism publishes two research projects: The Timeline Project is a monthly report by ICT’s database team, offering an analysis of significant terrorist attacks that occurred during the same month in the past. The report focuses on the attack and profiles of the terrorist and the group, and provides a perspective on its historical ramifications. The ICT Database Report is a summary and analysis of terrorist attacks and counter-terrorism operations that occurred during the previous month.
Delegation from the Lomonosov Moscow State University Visits IDC Herzliya

The delegation, which included 15 high-ranking faculty members and students from the Lomonosov Moscow State University (MSU) in Russia, visited IDC Herzliya to get acquainted with the works of this leading academic institution in the field of innovation and entrepreneurship, and to discuss future collaboration in which both institutions will work together on international studies in the field. According to Dr. Oren Zuckerman, founder and co-director of the Media Innovation Lab (miLAB), Sammy Ofer School of Communications, “We are delighted to cooperate with researchers and students of Lomonosov Moscow State University (MSU) in Russia. We see this cooperation as an extraordinary opportunity for mutual enrichment that will benefit the future of the media and technology fields.”

This is the first delegation to come to Israel as part of the new “Founders BootCamp Israel” program created by Global Innovation Labs, aimed at creating a unique international cooperation between scientists and entrepreneurs from the Lomonosov Moscow State University and their colleagues in Israel. In addition, the program will enable scientists to familiarize themselves with the “Israeli Model” for innovation and technology, get acquainted with the research being conducted in the field here in Israel, connect with Israeli scientists to create new international studies and discuss new ways to fund joint projects.

“We are very excited about the opportunities this program will open for cooperation between the Lomonosov Moscow State University and our Israeli counterparts,” said Dr. Vasily Petrechenko, deputy CEO of Science Park of the Lomonosov Moscow State University. A similar program by the Global Innovation Labs promoting Russian-American collaboration is already taking place.

A busy 2013

In 2013 the Asper Institute for New Media Diplomacy, led by Anouk Lorie, launched the IDC Herzliya International Radio, an English-speaking FM and internet radio station that broadcasts to Jewish communities around the world. IDC Herzliya students, who come from over 80 countries, host, produce and edit quality shows on topics like music, culture, current affairs, sports, humor and Judaism. The radio reaches global audiences by partnering with college and Jewish radio stations around the world. Shows include “Sing IL,” a music show that introduces songs made in Israel and looks at them through both historical and contemporary lenses; “The Lounge,” an Israeli culture show that covers art, theater, food, exhibitions, festivals and music; “NewStand,” a current affairs show that looks at the way international issues affect Israel and vice versa and “JewBox,” a show that takes a fun look at Judaism for a young generation.

Year 2013 also marked the second anniversary of NoCamels.com, now the leading website on Israeli innovation in the world. Launched by the Asper Institute, the site is read by a large local and international audience and is affiliated with leading news organizations such as TheMarker and TheNextWeb. NoCamels is staffed by students and interns from IDC Herzliya and other leading Israeli universities, under the leadership and training of professional journalists. The NoCamels students tour the country to interview the leading Israeli innovators and attend top conferences and events, exposing them to the world of innovation and journalism.

For more information on the Asper Institute and its many projects, visit our website or contact Asper Institute Director Anouk Lorie at lanouk@idc.ac.il.
You probably have to be living on another planet not to notice that the Internet is playing an ever-increasing role in our lives. This holds true for the adult world and even more so for the younger generation. In fact for each generation, the Internet experience is very different.

For young people, who were born into a world enveloped by the internet, it is an intrinsic and innate part of their lives, a very large chunk of which is lived online. These Internet lives include many if not most social interactions, study, and leisure activities including playing, blogging and placing movies on Youtube.

Research has revealed that the starting age for internet users is steadily decreasing while the average amount of time spent on the internet is rapidly increasing.

Prof. Yair Amichai-Hamburger believes that it is important to pause for a moment amidst these rapid changes and ask how this digital-age lifestyle affects the well-being of the younger generation. With this in mind, Yair Amichai Hamburger commissioned and edited a special issue of the leading journal, Computers in Human Behavior, to look into this topic. Amichai–Hamburger approached leading international scholars throughout the world, and asked each to examine an aspect of this topic from their own area of expertise. This special issue of Computers in Human Behavior was published in the spring. It has received much acclaim across the academic world and its findings are relevant to us all.

A significant part of the journal discusses different aspects of cyber-bullying, a relatively new take on the more traditional techniques of intimidation employed by young people against their victims and examines ways of preventing this vicious phenomenon. Another topic which is held under the microscope is that of friendships among young people. As young people increasingly interact over the internet, how does this change affect the nature of existing friendships and what are the features of new friendships formed in this way? If and how the concept of friendship has changed in the digital world? Another important topic is whether this use of social networking sites puts children and young people at greater risk of harm. From another angle, scholars discuss how far the behavior of adolescents on the internet and their well-being, is influenced by their individual personality characteristics. Adolescents tend to have a strong sense of justice, and an interesting contribution to this special issue examines affective influences on selfishness and fairness in computer-mediated interactions. Another innovative question asked by contributing scholars is how far adolescents use instant messaging as a means of attaining expressive relief.

As mentioned earlier, as commissioning editor, Amichai–Hamburger wanted to ensure that the positive results of Internet use were not overlooked. A significant paper in the special issue assesses the ways in which, for many people, the Internet serves as a tremendously effective tool for receiving online support. Young people frequently invoke the digital world as a means to gain support and more specifically the researchers examine the support received by pregnant teens and teen mothers from an online group of similar others.

Millions of young people are already online, and that number is growing all the time through increasing use of hand-held mechanisms such as iPhones. All of this makes cutting-edge research, of the type carried out by Amichai–Hamburger at CIP, vital for the welfare and safety of the younger generation.

As this special issue demonstrated, the internet phenomenon raises vast concerns, which are particularly challenging because, paradoxically in this field, the older generation, which is meant to lead, has less knowledge and less experience than the more expert and technologically-experienced youth.

As Yair Amichai–Hamburger points out, the internet is here to stay and it is vital that leaders in the field of government and education take seriously the dangers to which young people are exposed to online and take steps both to make the internet environment safer for our youth and to teach the younger generation how to protect themselves effectively.

Cutting-edge Research on Driving with a Smartphone in Hand

According to recent reports, for the first time ever, many of us spend more time on line than we do watching television. The growth of Internet use has become even more marked in recent years as the Internet has become available through easily portable devices, such as smartphones and ipads. This development has led to people being constantly available and an expectation by themselves and by others that they are always accessible. This constant accessibility has led people to be in a constant state of interference followed by multitasking, as they try to continue with their daily activities while at the same time seeing to their correspondence online and their mobile phone conversations. One area of life that this phenomenon is clearly apparent is that of driving.

Prof. Yair Amichai–Hamburger, together with Tal Shani-Sherman from Ariel University, decided to investigate this phenomenon and try to understand who is actually doing this and whether such drivers really succeed in their multi-tasking, that is in simultaneously driving safely while engaged successfully with their mobile phone.

Their research makes fascinating reading: they found that the typical “mobile phone-driver” tends to be younger, extroverted, to have attention deficit disorder with hyperactivity and ADHD and to own a smartphone. Such people tend to use their phone while driving more than the rest of the population (older, no ADHD, other personality types and regular mobile phone owners). This is the beginning of vital research that may well save lives as we understand the components behind this dangerous behavior and can start to intervene to prevent it.
In the name of:
Sam Zell

Executive Director, Liat Aaronson

Zell Alumni Event
This year, the Zell Entrepreneurship Program celebrated 12 years of venture creation and entrepreneurial leadership at IDC Herzliya. The annual winter “Zellebration” alumni event was held off-campus at Google’s new Campus Tel Aviv Launch Pad for accelerators. As a partner at Google Campus Tel Aviv, the Zell Program was invited to hold its event there even before the official inauguration of the venue. Faculty, friends of the program, and Zellots representing all years of the program met for drinks, mingling and an introduction to the new Zell 12 class. The program alumni were welcomed by Google Campus leaders Amir Shevat and Eyal Miller, and even enjoyed a few words of greeting from Zell’s own Google alumnus Eitan Reisel of Zell 2009-2010. The program’s latest addition to its team, Liraz Sharabani of Zell 2007-2008, now head of projects at Zell, eniced the event and walked the Zellots through a sampling of Zell alumni accomplishments and experiences. Liat Aaronson, executive director, shared news from the program’s last class, including three companies achieving seed stage financing right out of the program. The keynote speaker was Yanki Margalit, who shared his views on the importance of innovation, creativity and entrepreneurship in leading economic growth and development. Yonatan Raz Friedman, chairman of the Alumni Board, Zell 2008-2009, gave a summary of alumni initiatives, including the Zell Gives Back Project, a social initiative of Zell alumni to give back to the community. Yonatan took the opportunity to announce he would be ending his chairmanship in the Zell program in order to start his own startup, and in the meantime Boaz Kantor of Zell 2007-2008 was chosen to succeed him.

Kairos Society Summit
This year, two teams of the Zell Entrepreneurship Program took part in the Kairos Society Summit. The summit is a world renowned gathering for the world’s most innovative college startups. Within three packed days, students had the chance to learn about the most challenging problems in the fields of 3D printing and mobile healthcare in ways that will create powerful solutions. The highlight of the summit was a showcase of the 50 most innovative startups on the floor of the New York Stock Exchange, where young minds, alongside leaders in the industry, were able to meet and discuss ventures, technology and innovation. Without a doubt, the Israeli teams had a powerful experience and an opportunity to do some priceless networking by standing shoulder to shoulder with some of today’s most influential leaders, and by being part of the cutting-edge companies that college students are creating worldwide.

Google Launchpad
This past February, the Zell Entrepreneurship Program kicked off the second semester with a bang at Google Launchpad, a new Google Israel initiative that serves as a bootcamp for early stage startups. The Zell program was invited to Launchpad as the kick start to its partnership with the recently launched Google Campus Tel Aviv, an entire floor underneath Google’s new offices in the Electra Building that Google has designated for events, meetings and workshops for the local startup community. Working alongside teams from The Junction shared work space, the Zell teams spent the week working on their ventures and receiving personalized feedback and mentorship from Google employees and industry experts on a range of subjects including user interface, product strategy and technology, marketing, business development and Internet measurement tools. Every day ended with demo events showcasing each of the startups’ progress, and one day there was even a special Singularity Israel lecture series and roundtable event. The week ended with final venture presentations and a TGIF beer to celebrate the hard work and progress that all of the teams made on their ventures. It was not only a very productive experience for each and every Zell student, but could also be the start of a great new tradition for IDC Herzliya and Google.
New Chair for Sustainability Established by UNESCO and IDC Herzliya

In February 2012 an agreement was reached between UNESCO and IDC Herzliya, Israel, establishing a UNESCO Chair for Sustainability. In December 2012, a one-day symposium was held at IDC Herzliya on the social pillar of sustainability, to mark the launching of this Chair. Special speakers at the symposium were the holders of similar UNESCO Chairs for Sustainability from universities in India, China, The Netherlands and Germany. Additional speakers were the director-general of the Israel Ministry of Environmental Protection and the chief of the Section of Education for Sustainable Development at UNESCO. The program also included two panel discussions.

School of Sustainability Dean’s Tour of the Midwest

At the invitation of Northeastern University (NEU) in Chicago and the Israeli Consulate-General in the Midwest, Prof. Mordechai Shechter recently delivered a keynote address on Israel’s Adaptation to Climate Change and its potential impact on the water resource sector at the NEXUS 2013 International Conference held at NEU. He also talked about the Israeli water situation to the America-Israel Chamber of Commerce, Chicago. Prof. Shechter was invited to deliver a keynote address at the Milwaukee (Wisconsin) Sustainability Summit, and he presented a faculty seminar at the University of Wisconsin’s Milwaukee School of Freshwater Resources. There he also met with faculty members from the School of Design to discuss avenues for faculty-student collaborations and exchanges. In Kansas, US, he met with top state officials in the water resource and agriculture sectors, including the state’s secretary of Agriculture, Mr. Dale Rodman, as well as with the state’s governor, the Hon. Mr. Sam Brownback. He went on to present a faculty seminar at Kansas State University in Manhattan, KS, and discuss possible future academic ties with IDC Herzliya.
International Conference on Self-Regulation and Life Choices
An international conference on Self-Regulation and Life Choices was held, with speakers including Prof. Tory Higgins from Columbia University and Prof. Yaacov Trope from New York University.

Conference on Positive Psychology in Schools
This conference was organized by Maytiv, the Center for Research and Practice in Positive Psychology, at the IDC Herzliya School of Psychology. The mission of Maytiv is to enhance the emotional and physical wellbeing of individuals and communities. Maytiv strives to improve the lives of people with research-based interventions and aspires to be an integral part of educational institutions' curricula around the world. Maytiv is dedicated to training the trainers, and empowering these change agents to bring about positive change in their classrooms and communities. In the current conference, Dr. Tal Ben-Shahar, the head of Maytiv, together with Dr. Anat Shoshani, the academic director of Maytiv, presented the main findings of Maytiv’s intervention program in Israeli junior high schools. This intervention program has reached over 500 teachers and 20,000 students in Israel and the research findings show an increase in student engagement, optimism, self-esteem and academic achievement. Students also experienced a significant decrease in depression, anxiety and school violence.

International Conference on Learning Disabilities and Attention Disorders: Bridging the Gap from Neuroscience Research and Classroom Practice
The guest lecturer of the conference was Prof. Rosemary Tannock from the Hospital for Sick Children and University of Toronto. Prof. Tannock is the Canada Research Chair in Special Education and Adaptive Technology. In her clinical research program, she investigates the cognitive mechanisms and treatment of attention-deficit hyperactivity disorder (ADHD) and co-occurring disorders. Her methods allow researchers and practitioners to determine the independence of the cognitive processes, the specificity of their association with each disorder, and the effects of stimulant medication. In collaboration with the Toronto District Board of Education, she investigates the most effective treatment for a difficult-to-treat group of children with combined ADHD and reading disorder. Prof. Tannock is collaborating with Dr. Daphne Kopelman-Rubin, the director of the IDC Herzliya Unit of Psychological Research on Learning Disabilities and Attention Disorders, in developing techniques aimed at treating and alleviating the socio-emotional problems caused by learning disabilities and attention disorders.

Conference on Decision Making and Neuroscience
This conference is organized by DICE (Decision, Intuition, Choice, Evaluation), the Decision Making Research Center, at the IDC Herzliya School of Psychology. The mission of the DICE Research Center is to develop psychological decision models and increase the availability of decision-research insights to academics, practitioners and organizations. In its inaugural event, the conference focuses on the interface between decision making and neuroscience. Prof. Dan Zakay, Prof. Orit Tykocinski, Dr. Shahar Ayal, and Dr. Itzhak Aharon from the IDC Herzliya School of Psychology and DICE Research Center will present their research in the conference. Other speakers include: Dr. Dino Levy from Tel Aviv University, Prof. Ariel Knafo from Hebrew University, Prof. Eldad Yechiam from the Technion, Prof. Amos Areli from the Weizmann Institute, Dr. Yonatan Levinstein from Hebrew University, and Dr. Shaul Shalvi from Ben Gurion University.

International Conference on Mindfulness-Based Psychotherapy – From the Brain to the Clinics
The guest speaker of the conference is Prof. Jon Kabat-Zinn. Kabat-Zinn is a professor of medicine and founding director of the Stress Reduction Clinic and the Center for Mindfulness in Medicine, Health Care and Society at the University of Massachusetts Medical School. Kabat-Zinn was a student of Zen Master Seung Sahn and a founding member of the Cambridge Zen Center. His practice of yoga and studies with Buddhist teachers led him to integrate their teachings with those of western science. He teaches mindfulness meditation as a technique to help people cope with stress, anxiety, pain and illness. A stress reduction program created by Kabat-Zinn is offered at medical centers, hospitals and maintenance organizations. Kabat-Zinn is the author of several books on mindfulness and its clinical applications. Prof. Kabat-Zinn is collaborating with Dr. Nava Levitt Binnun, co-director of the Applied Neuroscience Unit and Director of the MUDA Center at the IDC Herzliya School of Psychology, in developing techniques aimed at cultivating teachers’ and children’s mindfulness and creating a more caring classroom.
The Greater Tel Aviv Area Cryptography Seminar

GTACS is a joint seminar with participants from around the greater Tel Aviv area. The main focus of the seminar is theoretical and applied cryptography, but the plan is to also include a significant number of talks on computer security.

School of Computer Science Hosts High School Students from Weizmann Institute

The School of Computer Science hosted 180 high school students participating in a program for science education at the Weizmann Institute. The students enjoyed lectures by Dr. Yael Moses, Prof. Shimon Schocken and Prof. Tami Tamir. They had a Q&A panel with computer science students, and were presented with some projects of the Media Lab. Prof. Tami Tamir participated in the 8th Workshop on Internet & Network Economics that took place in Liverpool in December 2012. Prof. Tamir presented her shared work with Prof. Michal Feldman on Convergence of Best-Response Dynamics in Games with Conflicting Congestion Effects.

10th Annual Israeli Conference on Computer Vision and Image Processing Held on IDC Campus

In December, the Annual Israeli Conference on Computer Vision and Image Processing was held at the IDC Herzliya campus. The conference was organized by Prof. Yacov Hel-Or and Dr. Yael Moses from the Efi Arazi School of Computer Science and Dr. Hagit Hel-Or from the Computer Science Department at the University of Haifa. This conference is considered the leading conference in this field in Israel. About 300 scientists from the Israeli academic institutes and industry attended. This is the 10th year the conference has been held at IDC Herzliya.

Modeling Intractability Workshop

The Modeling Intractability workshop was held at the Ramon Inn, in Mitzpe Ramon, Israel, in February 2013. It had 79 attendees, including 11 invited speakers and the 5 organizers. The workshop was funded by the European Research Council, Check Point Institute for Information Security, I-CORE Center of Excellence in Algorithms, the Israeli Ministry of Science and Technology and Tel Aviv University. The goal of the workshop was to bring together leading researchers from different areas of computer science to present their perspective on modeling, exploiting, and coping with intractability. Within computer science, intractability plays a central role in Combinatorial and Statistical Algorithms, Learning Theory, Cryptography, Cryptanalysis, Complexity Theory, Quantum Algorithms and Program Verification. Throughout the years these areas have developed a diverse set of models and tools for computationally intractable problems.
School of Economics Students Tour Tel Aviv
Students of Economics participated in a Tel Aviv tour to see firsthand the different economic reality of the city. They visited the trading floor at Bank Leumi, and saw the myriad of financial assets traded around the world. Then, the group moved a few hundred meters away to tour Tel Aviv southern neighborhood where the former central bus station was located, now the center of the large African community that came to Israel since 2006. The complexity of their lives, the impact on the labor market and on the social fabric of the city was made tangible.

Conference on the Real Estate Bubble
The Gazit-Globe Real Estate Institute and the School of Economics held a conference on the very hot topic of “How to Burst the Real Estate Bubble,” in December 2012. Dr. Efrat Tolkowsky, CEO of Institute, presented new research undertaken by Prof. Zvi Eckstein, Mrs. Nitza Tzur and herself, pointing to the cause of the high prices, and the lack of planning to increase supply.

Panel Discussion on New Book: The Chosen Few: How Education Shaped Jewish History
In February 2013 the School of Economics organized a panel discussion to mark the publication of the book: The Chosen Few: How Education Shaped Jewish History, by Maristella Botticini and Zvi Eckstein. Prof. Manuel Trajtenberg gave a moving and enthusiastic endorsement of the book and stated “its novel contribution to academic research in general and to the economic profession in particular.” Professors Aviad Kleinberg, Nathan Sussman and Uriel Simonson provided a lively discussion of the book in the panel.

Panel Discussion on Compulsory Military Service
The burning issue of compulsory military service in Israel was given center stage in a panel discussion organized by the School of Economics in April 2013. Ben Schnitzer, a third year student at the school, chaired the panel, where newly-elected MK Ofer Shelach debated with Prof. Avi Ben Bassat and Prof. Ishay Bar the practical and ethical aspect of this thorny issue.

Radzyner School of Law honors Prof. Jacob Kedmi, Israel Supreme Court Judge (ret)
The Radzyner School of Law at IDC Herzliya held a conference in honor of Prof. Jacob Kedmi, Israel Supreme Court Judge (ret.) on the subject of “Evidence in a Changing World: Law and Science.”

Among the many distinguished guests in the conference were: Supreme Court Judge Jacob Kedmi (ret.); Justice Asher Grunis, president of the Supreme Court of Israel; Justice Meir Shamgar, former president of the Supreme Court of Israel; Prof. Aharon Barak, former president of the Supreme Court of Israel, Radzyner School of Law, IDC Herzliya; Prof. David Libai, former minister of Justice; Prof. Uriel Reichman, founder and president of IDC Herzliya; Prof. Sharon Rabin-Margalioth, dean of the Radzyner School of Law, IDC Herzliya; Prof. Yishai Beer, IDC Herzliya; Prof. Talia Fisher, Faculty of Law, Tel Aviv University; Prof. Ron Shapiro, president, Peres Academic Center; Dr. Limor Ezioni, Sha’arei Mishpat College; Dr. Ainat Pansky, Haifa University; Dr. Zvia Zeligman, Sexual Trauma Center, Tel Aviv Medical Center, and others.

Judge Meir Shamgar spoke in Prof. Kedmi’s honor and said: “Today, I can only wish for Jacob that he may continue in a new direction for another 13 years and thank him for his constant, effective and loyal cooperation that made my life easier, but might have made his a bit harder. He is a man that can always be trusted. Well done, Jacob, may you succeed in your future and thank you for all your activity.”

Prof. Aharon Barak spoke in Prof. Kedmi’s honor and said: “When he retired from the Supreme Court, I told him: ‘We, your brothers in the Judiciary, part from you with love and wish you many more years of success and education.’ I repeat these wishes again today. We part from you with love, and wish you and your wife many years of fertile research. Even though we shall each go our own way, our paths will cross.”
Establishing the International Friends of IDC Herzliya

IDC has truly gone global by establishing the International Friends of IDC, which held its inaugural event in Israel at the home of Oudi Recanati and Staci Light. IDC Herzliya created this group, which conducts events in English, to be able to include friends in Israel and from around the world. The first evening was entitled “A Taste of IDC Herzliya” with presentations from Prof. Uriel Reichman, founder and president, IDC Herzliya, Dr. Boaz Ganor, executive director of the Institute for Counter-Terrorism and deputy dean of the Lauder School of Government, Diplomacy & Strategy, Liat Aaronson, executive director of the Zell Entrepreneurship Program and IDC student Karen Yoseph. Jonathan Davis, VP for External Relations and head of the Raphael Recanati International School, moderated the evening. Guests were delighted to hear in depth about some of IDC Herzliya’s specializations and meet top students, as well as to get to know other friends of IDC Herzliya. Many thanks go out to Staci and Oudi for creating such a warm and special atmosphere for all the guests to enjoy, and to those who came forward to offer their homes for future IDC Herzliya International Friends events.
The American Friends of IDC (AFIDC) Board, under the leadership of Gil Tenzer, Board chairman, convened in New York at the offices of Mark Gerson, AFIDC board treasurer. New members and guests, including Corinne Arazi, Lauren Cramer, Daniel Jusidman, Andy Lewin, and Guy Weltsch, an IDC Herzliya alumnus, were present to hear updates from Prof. Uriel Reichman, founder and president of IDC Herzliya, Prof. Jerry Wind, co-founder of IDC Herzliya, Jonathan Davis, vice president for External Relations and Felicia Zarai, AFIDC executive director.

The American Friends of IDC is proud to announce that in addition to its national board chairperson, Gil Tenzer, it has added two new regional chairs to its leadership network in the US. Andrew Taitz will now be chairperson of the Chicago region and Shelley Zalis will be chairperson in Los Angeles. Both Andrew and Shelley have shown tremendous initiative in becoming involved with IDC Herzliya and helping to raise awareness abroad. Andrew was at IDC Herzliya’s annual Passover Luncheon to discuss ways of bringing groups from Chicago to the campus and hosting the Zell Fellows in Chicago. Shelley chose IDC Herzliya to be the base for the Israel branch of her IPSOS women’s events. She hosted the first evening for Women in Technology and Marketing with a panel of leading ladies from Google, Gitam BBDO, Proctor and Gamble and the Zell Program at IDC Herzliya.

The American Friends also welcomed longtime friend Bob Wiener on campus. Bob not only hosted a symposium on affordable housing at IDC Herzliya this year but also met with a group of students to launch a new scholarship program he is funding at IDC Herzliya. Shahram Yaghoubzadeh, IDC Herzliya parent and president of the Iranian American Jewish Federation of New York, brought a gift to campus on behalf of his organization, for new scholarships as well. Jamie McCourt took time out from the Herzliya Conference to share her knowledge and experience with marketing students from IDC Herzliya’s Arison School of Business.

One of the most exciting events for the American Friends is the opportunity to host student groups such as the Shlomo Argov Fellows. Created by Gideon Argov, AFIDC board member, in memory of his late father, the program trains top students in representing Israel in the international arena. The Argov Fellows’ annual events in Boston and NY at the homes of Bob Grinberg and Debbie Lewis and Ann and Ken Bialkin respectively could not have been better. This year’s fellows, who compose the seventh year of the program, were particularly impressive and joined by many alumni who are currently working in key positions in the US.
American Friends of IDC Herzliya

Marilyn and Dale Okonow, Argov Fellows

Bill Recker and Leslie Skyba, AFIDC development director.

Susan and Jerry Cohen.

Karen and Steven Sisselman.

Ron Aviv, Argov Fellow, with Isaac Lieberman.

Zvi Alon, Jonathan Davis and Ambassador Ron Prosor.

Gideon Argov and Marty Geller.

Faye and Doron Cohen.

Karen and Steven Sisselman.

Ron Aviv, Argov Fellow, with Isaac Lieberman.

Shalom Maidenbaum, IDC Herzliya supporter, with Tom Snir, Argov Fellow.

Claudio Pincus, Argov program supporter (far right) with Tal Maoz, Lior Frankienetzajn and Stas Levitan, Argov Fellows.

Marilyn and Dale Okonow, Argov Fellows supporters.

Brett Robbins and Laura Rehnert.

Alexandra Fuchs and Michael Frieze.

Bill Recker and Leslie Skyba, AFIDC development director.
Gideon Argov, program founder, Dale Okonow, Bob Grinberg, Bill Recker, Argov program supporters and Dr. Alisa Rubin Peled, Argov academic director, with the 2012-2013 Argov Fellows class in Boston.

Merle and James Grandberg with Debbie Lewis, Boston Argov event hostess.

Ilan Segev and David Fine enjoying the Argov evening in Boston.

Felicia Zarai, AFIDC executive director, with Andrew Lewin, AFIDC Board member.

AFIDC Board meeting (Top Row L-R) Jonathan Davis, Lauren Cramer, Leslie Skyba, Guy Welsch, Corinna Arazi, Prof. Uriel Reichman, Joanne Landau, Allen Rosenshine, Andrew Lewin, Alberto and Gioietta Vitale (Bottom Row L-R) Felicia Zarai, Gil Tenzer, Daniel Jusidman, Jerry and Dina Wind.
American Friends of IDC Herzliya

Gali Einav, who teaches digital media and interactive TV at IDC Herzliya, brought together experts for the IPSOS event. Pictured with Netta Korin, IDC Herzliya board member, and Liat Aaronson, Zell Program director.

Felicia Zarai with Shelley Zalis, CEO of IPSOS Open Thinking Exchange, who chose to make IDC Herzliya the hub for her Israel IPSOS Women’s Events. Shelley is also the Los Angeles chairperson for the American Friends of IDC.

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Israel Friends hosted a spectacular weekend in March that featured three days of live streaming of the TED conference from the US. This first-ever event in Israel was initiated by Israeli Entrepreneur Shai Agassi, the founder and former CEO of Better Place.

Students from throughout Israel competed for one of the 50 available seats. Candidates from all institutes and disciplines were invited to write one short paragraph about themselves and their plans to change the world, as well as their ideal dinner companion (restricted to someone alive, Israeli and under 40).

The fortunate participants sat mesmerized through 20 hours of lectures given by 70 speakers from 16 countries. To add greater value to an already wealthy experience, in between lectures, Agassi, who served as the orchestrator throughout the event, led discussions about what the students had seen. “Each day we finished at 5pm and the students didn’t want to go home,” says Gili Dinstein, director of External Relations Israel. “They lingered on, passionately talking about the life-changing lectures they had heard and imagining what their TED talk would be one day.”

Dr. Avi Barliya, from the Department of Computer Science & Applied Mathematics at the Weizmann Institute of Science, was one of the 50 participants. Barliya’s dream is to see the Israeli flag on the moon. His dream might come true, if his team wins the Google Lunar XPRIZE – a competition that will award $20 million to the winning team, whose robot will be sent by spacecraft to explore the moon. The TED weekend gave Barliya a chance to talk about his dream and to meet fellow visionaries from around Israel.

“I’ve been privileged this weekend to open a magical box, with 50 young, wise and fearless Israelis... Nature installed a fist-sized device pumping inside their chest. The ultimate convertor - converting fear, and anger and failure into passion and creativity.”

- Israeli Entrepreneur Shai Agassi, the founder and former CEO of Better Place and conference initiator
The weekend was really fun and interesting,” says Barliya. “There were some very good TED talks, but what I enjoyed most of all was getting to sit with great people from all over Israel, each from a different area of study, with different interests and expertise. Chatting with them and listening to what they had to say, or are doing or hope for, was even more interesting than the TED event itself. It was great being hosted at IDC Herzliya – everything was first class, from the refreshments provided and the room we met in, to ensuring that we had time between lectures to get to know each other.”

Even the conclusion of the event became more of a beginning than an ending. On the last day, each student was invited to present to the others his or her dream for the future. The most compelling ones became a platform that attracted others, and twelve working groups formed up, each focused around a particular area of interest. In the ensuing months, the participants have continued to work in their groups via discussions on Facebook.

“Thanks to IDC Herzliya, which purchased the rights to stream the conference live, and to Shai Agassi’s vision, 50 students received this wonderful gift, which would have cost a single person thousands of dollars to attend,” says Dinstein. Other sponsors of the event included Microsoft, Orbotech, Infiniti, Strauss and S. Shestowich.

Following the weekend, Agassi wrote a moving post on the group’s newly-formed Facebook page: “I’ve been privileged this weekend to open a magical box, with 50 young, wise and fearless Israelis. They gifted me their dreams. Dreams that matter. They are all special. Nature installed a fist-sized device pumping inside their chest. The ultimate convertor - converting fear, and anger and failure into passion and creativity. And these guys think with their hearts, not just their brains.”

The TED slogan is “Ideas worth spreading.” The Israel Friends of IDC Herzliya is ensuring that the ideas arising today in Israel’s youth get a chance to spread, to grow and to blossom into the fruits of tomorrow.

- Joy Pincus
n March 2013, the Israel Friends held a special event on campus, with a performance of “An Israel Love Story,” starring Adi Bielsky, winner of the Best Actress in Fringe Theatre award for her performance in this play. Written and directed by Pnina Gary, the play is based on the playwright’s life in the years preceding Israel’s independence, and focuses on her love affair with Eli Ben-Zvi, son of Yitzhak Ben-Zvi, Israel’s second president. Greetings were given by Gili Dinstein, director of External Relations Israel.

This Spring also welcomed in seven new members of the Israel Friends of IDC management committee: Vered Fishbein, Orna Machnes, Dana Maor, Orna Schestowitz, Boaz Schwartz, Michal Shomer and Gili Tamir. They have brought with them a great deal of new inspiration, spirit and ideas.
This past April the garden outside the offices of Israel Friends of IDC on campus was named in honor of Bilha Hochman, the former director of Public Affairs, IDC Herzliya. Prof. Uriel Reichman, founder and president, IDC Herzliya, and many of IDC Herzliya’s friends and supporters, came to celebrate with Bilha and praised her for her many years of devotion to the university.
razi, a leading international high-tech entrepreneur, was responsible for significant breakthroughs in technology and business. After serving in the IDF’s Air Force Technological Academy, Arazi went on to study at MIT, where he was accepted despite never having graduated from high school. While there, he was granted funding by NASA to build a camera that was later used by the crew of Apollo 11 to transmit photographs of the moon back to Earth. Following graduation, Arazi worked for the Raytheon Company in the United States, before returning to Israel to establish and run the Scitex Corporation, a software and hardware manufacturing company for the design, publishing and printing markets. He ran the company as CEO and president for 20 years. Soon after stepping down, he founded Electronics for Imaging (EFI), which revolutionized printing by enabling any copy machine to be turned into a high-quality color printer. Arazi went on to serve as CEO of iMedia and chairman of Seeru, and in 2005, was voted one of the top 200 Israelis of all time. Arazi’s appreciation of the connection between high-tech and academia led him to become an enthusiastic supporter of IDC Herzliya. The Efi Arazi School of Computer Science was established in his honor in 2002.

“Efi Arazi was the father of Israeli hi-tech and established the Israeli “Start up Nation” way before this term became popular. He was always ahead of his time, and his innovativeness, humanism and Zionist spirit made him a very special person. I remember his delight in coming to campus, meeting our students and seeing the exciting initiatives and advancements that his generosity made possible. We have so many former students out in the world now, either running their own companies or working in dream careers because of Efi. The legacy he left to IDC Herzliya and the State of Israel was a great one, for he was someone who viewed success not only in the light of his own personal gain, but in terms of how it could benefit the entire country.” --- Prof. Uriel Reichman, founder and president, IDC Herzliya

IDC Herzliya mourns the loss of its good friend and supporter, Efi Arazi, who passed away on April 14, 2013, at the age of 76.

“Efi Arazi was the father of Israeli hi-tech and established the Israeli “Start up Nation” way before this term became popular.

- Prof. Uriel Reichman, founder and president, IDC Herzliya

Mr. Efi Arazi and Prof. Uriel Reichman at the inauguration of Efi Arazi School of Computer Science’s new building in 2007.

The building that houses the Efi Arazi School of Computer Science on the IDC Herzliya campus.
You can contact IDC Herzliya, wherever you are...

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The IDC Family Congratulates
The IDC Herzliya
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for 2013:

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Prof. Aaron Kirshenbaum
Dr. Dori Klagsbald
Dr. Bracha Zisser