Herzliya's 20th Anniversary
Looking Back, Looking Forward

The IDC Herzliyan
WINTER 2014 UPDATE
IDC Herzliya received the highest marks in a multitude of parameters, including the level of the courses, quality of instruction, attitude of the lecturers and more.

The marks in the table range between ‘1’- very unsatisfied and ‘5’- very satisfied

<table>
<thead>
<tr>
<th>Category</th>
<th>IDC Herzliya</th>
<th>Weizmann Institute</th>
<th>Haifa University</th>
<th>Tel-Aviv University</th>
<th>Hebrew University in Jerusalem</th>
<th>The Technion</th>
<th>Bar-Ilan University</th>
<th>Ben Gurion University of the Negev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Ranking</td>
<td>1</td>
<td>4</td>
<td>21</td>
<td>22</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>30</td>
</tr>
<tr>
<td>Level of Courses</td>
<td>4.29</td>
<td>3.69</td>
<td>3.71</td>
<td>3.73</td>
<td>3.78</td>
<td>3.79</td>
<td>3.62</td>
<td>3.63</td>
</tr>
<tr>
<td>Quality of Instruction</td>
<td>4.21</td>
<td>3.49</td>
<td>3.62</td>
<td>3.49</td>
<td>3.49</td>
<td>3.28</td>
<td>3.46</td>
<td>3.29</td>
</tr>
<tr>
<td>Attitude of Lecturers</td>
<td>4.52</td>
<td>4.38</td>
<td>3.95</td>
<td>3.86</td>
<td>3.82</td>
<td>3.68</td>
<td>3.8</td>
<td>3.71</td>
</tr>
<tr>
<td>Program for Degree Studies</td>
<td>4.04</td>
<td>3.89</td>
<td>3.35</td>
<td>3.3</td>
<td>3.38</td>
<td>3.48</td>
<td>3.29</td>
<td>3.3</td>
</tr>
<tr>
<td>Overall Satisfaction</td>
<td>4.43</td>
<td>3.93</td>
<td>3.72</td>
<td>3.64</td>
<td>3.64</td>
<td>3.6</td>
<td>3.56</td>
<td>3.57</td>
</tr>
</tbody>
</table>

*The survey was conducted by the research organization Maagar Machot for the National Student Union and based on the answers of 9,268 students.*
### WINTER 2014 UPDATE

<table>
<thead>
<tr>
<th>Page</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Content</td>
</tr>
<tr>
<td>4</td>
<td>From Dream to Reality – Prof. Reichman Speaks About IDC Herzliya</td>
</tr>
<tr>
<td>6</td>
<td>Something for Everyone - IDC Social and Cultural Activities</td>
</tr>
<tr>
<td>8</td>
<td>Technology Takes to the Streets at Media Innovation Lab</td>
</tr>
<tr>
<td>10</td>
<td>Psychology Honors Program Opens Doors to the World of Science</td>
</tr>
<tr>
<td>12</td>
<td>New Law and Business Degree Opens in English</td>
</tr>
<tr>
<td>13</td>
<td>Bringing Law and Environment Together for the Benefit of All</td>
</tr>
<tr>
<td>14</td>
<td>Dusting Off the Bookshelves – Sara Fine Center for New Media Literacy</td>
</tr>
<tr>
<td>15</td>
<td>Ambassador Dr. Michael Oren Joins the Lauder School at IDC Herzliya</td>
</tr>
<tr>
<td>16</td>
<td>Living the Dream – Leonid Nevzlin Speaks About His Ten Years in Israel</td>
</tr>
<tr>
<td>18</td>
<td>Nina Weiner - 40 Years of Helping Young Israelis</td>
</tr>
<tr>
<td>19</td>
<td>The Radzyner Law School Celebrates 20 Years and its New Home</td>
</tr>
<tr>
<td>20</td>
<td>Celebrating the Life of Efi Arazi (z’l)</td>
</tr>
<tr>
<td>22</td>
<td>Highest Recognition Conferred on Four New Honorary Fellows</td>
</tr>
<tr>
<td>26</td>
<td>Israel Friends Host TED-inspired Gala Evening</td>
</tr>
<tr>
<td>28</td>
<td>Prof. Reichman Expects Graduates to Face a Brave New World</td>
</tr>
<tr>
<td>30</td>
<td>Israel Friends Meet With the Armenian Leadership of Jerusalem</td>
</tr>
<tr>
<td>32</td>
<td>Featuring the American Friends of IDC Herzliya</td>
</tr>
<tr>
<td>36</td>
<td>International Friends of IDC Herzliya Going Global</td>
</tr>
<tr>
<td>38</td>
<td>VIP Visits to IDC Herzliya</td>
</tr>
<tr>
<td>40</td>
<td>IDC Alumni Keep a Place in their Hearts for IDC Herzliya</td>
</tr>
<tr>
<td>42</td>
<td>Raphael Recanati International School Alumni Return to Campus</td>
</tr>
<tr>
<td>44</td>
<td>IDC’s Summer Ulpan - Summer time and the Hebrew is easy</td>
</tr>
<tr>
<td>45</td>
<td>United in Sport – International Sportsmanship at IDC Herzliya</td>
</tr>
<tr>
<td>45</td>
<td>Maccabiah Magic at the Raphael Recanati International School</td>
</tr>
<tr>
<td>46</td>
<td>Special Feature: 13th Annual ICT Conference</td>
</tr>
<tr>
<td>54</td>
<td>The Communications Museum</td>
</tr>
<tr>
<td>56</td>
<td>Academics in Actions – News from IDC’s Academic Departments</td>
</tr>
<tr>
<td>74</td>
<td>From Operation Moses to IDC Herzliya – One Student’s Story</td>
</tr>
</tbody>
</table>
IDC Herzliya recently received the exciting news that – for the fourth consecutive year - we came in first out of 66 academic institutions in Israel in the category of student satisfaction, in a survey conducted by the National Student Union. Prof. Uriel Reichman, founder and president of IDC Herzliya, says, “These results prove that our years of hard work in and focus on building a university that relates to the student as our partner, have paid off and our efforts have, once again, been richly rewarded by those who mean the most to us and for whom IDC Herzliya was built – our students.”

Speaking about the early days when IDC Herzliya was just in its infancy, Reichman says, “It truly was an extraordinary group of young people who put their faith in me. They believed in the idea of IDC Herzliya and together we built this place…. This place wasn’t only, as we say today, meant for the students; it was built with the students.” Along with their leader and the founding staff of the university, the students maintained steadfast courage and never-wavering confidence, despite the constant delays in receiving degree accreditation.

He explains that “the concept of IDC Herzliya – a university that would not ask for nor want money from the State – was absolutely unheard of.” The Council for Higher Education refused to grant official degree status to the school’s

From Dream to Reality

Prof. Uriel Reichman, founder and president of IDC Herzliya, speaks about the school’s vision and its beginnings 20 years ago.

”Our LLB accreditation was only granted at the end of the first semester of the fourth and final year of IDC Herzliya’s first LLB law class.”
programs, saying, “Sorry, we are not going to allow an establishment that isn’t sponsored by any official body to hand out degrees.”

Reichman says, “Our LLB accreditation was only granted at the end of the first semester of the fourth and final year of IDC Herzliya’s first LLB law class. Up until then, the students held on and worked together with me, always trusting that everything would work out.”

“A life devoid of responsibility to others is inadequate and unfulfilling. The greater one’s successes, the greater one’s responsibilities.”

Some 16 years later, students of the Radzyner School of Law have done their alma mater proud with a 98% pass rate in the November 2013 Israel Bar Examination – the highest pass rate of any academic establishment in Israel.

IDC anthem and the deans and I got up onto that makeshift stage and sang the debut of this anthem. It was very exciting. Many people cried. That is how we truly started our journey. Over the years we have faced challenges from every corner and at every angle, but there has never been a moment of pessimism in our quest to create, build and grow this university. We are partners here at IDC Herzliya – staff, students and faculty. We’re a special family that works for the good of the whole.”

Reichman also mentions that students who do not have the means to attain a top-quality education have been brought into the fold and helped, every step of the way, to rise above their current life stations. “We have special admissions criteria and special programs that cater for those who show tenacity, leadership, endurance and integrity, yet do not have the means to finance their education. Along with the rest of our student body, we help them to build themselves up and gain as many interdisciplinary tools as possible, and then encourage, and sometimes assist, them to go out and take on the world. It’s been education within the social sciences, because a leader cannot be just a narrow expert in one field. He has to communicate with others, and to understand every issue from at least two different disciplines. We emphasize teamwork, because leadership is the result of teamwork. We also ask our students to open their eyes and look at the world as a global entity.”

“It truly was an extraordinary group of young people who put their faith in me. They believed in the idea of IDC Herzliya, and together we built this place...”

In emphasizing the principles of “Freedom and Responsibility,” which are the very foundational values of the university, Reichman says, “We believe in personal freedoms and in the legitimacy of the ambition to realize one’s own aspirations and dreams. We regard our students as innovative entrepreneurs and leaders of the future in the fields of their choice and hope that they never yield to the status quo when it clashes with their opinions or world views. We stress that they should never wait for any government to solve their problems and that, they should not restrict their endeavors for fear of failure.”

Having said that, he adds, “However, it is no less imperative to remember that a life devoid of responsibility to others is inadequate and unfulfilling. The greater one’s successes, the greater one’s responsibilities. Those who can will be asked to assist those who cannot help themselves, and to secure the ability of Israeli society and the Jewish people to nurture and flourish and face whatever challenges lie ahead.”

It is an emotional moment for Reichman when he tells of the day that IDC Herzliya’s first accreditation was granted.

“It was pouring with rain. We all – staff and students - gathered in a building that originally served as a hangar where soldiers used to repair military vehicles. That building was recently renovated and now serves as beautiful lecture halls, but then, almost 16 years ago, it was a basic, dirty structure flooded with rain. We took plastic sheets and sealed up the entire north wing as best we could. We gathered up some boxes and set up a stage. Prof. Shimon Schocken, who is the founding dean of the Efi Arazzi School of Computer Science, wrote the words of the 20 years of collecting some wonderful success stories from our students and graduates.”

“The concept of IDC Herzliya – a university that would not ask for nor want money from the State – was absolutely unheard of.”

Regarding academic education at IDC Herzliya, Reichman says, “We believe that we have to focus on the content we teach, and that the content has to be oriented toward the greater adventures of the 21st century. We start with interdisciplinary field. He has to communicate with others, and to understand every issue from at least two different disciplines. We emphasize teamwork, because leadership is the result of teamwork. We also ask our students to open their eyes and look at the world as a global entity.”

“Having said that, he adds, “However, it is no less imperative to remember that a life devoid of responsibility to others is inadequate and unfulfilling. The greater one’s successes, the greater one’s responsibilities. Those who can will be asked to assist those who cannot help themselves, and to secure the ability of Israeli society and the Jewish people to nurture and flourish and face whatever challenges lie ahead.”

”
The social and cultural programs of the Raphael Recanati International School and IDC-Hillel create social interaction between veteran Israeli and international students.

You know what they say about all work and no play? Well, it’s not a sentence that applies to IDC Herzliya students, who have the best of both worlds with a varied and jam-packed roster of social and cultural activities alongside their demanding academic studies.

“Raphael Recanati International School social activities have really blossomed in recent years, and we are seeing more and more students taking part, from the Hebrew tracks as well as from the international school,” says Uri Levin, the cultural and social affairs coordinator at the RRIS. “Sometimes the students initiate events themselves, and we just offer our guidance and supervision. We are aiming for our students to have a wide range of truly wonderful and enriching experiences while they are studying here, and we can say that we are definitely achieving that.”

In addition, Hillel House functions as an arm of the RRIS social and cultural department, offering international and Israeli students a range of activities revolving around the Jewish calendar and aimed at strengthening Jewish identity.

“IDC-Hillel seeks to emphasize the relevance of Jewish life to today’s international and Israeli students and young adults, inspiring them to explore their Jewish identity and to feel a sense of belonging to the global Jewish people,” says Boyanna Grubeshich, IDC-Hillel director, adding that “the greatest part of my job is that it empowers the students to take ownership over their identity through a meaningful, positive Jewish experience. The students are the ones leading our programs and creating the possibility for their peers to take part in our community on campus.”

The ability for these programs to exist on campus is, in many cases, the result of the generosity and vision of special individuals who have chosen
to fund programs that they themselves are passionate about.

“Raphael Recanati International School social activities have really blossomed in recent years.”
- Uri Levin, cultural and social affairs coordinator at the Raphael Recanati International School

The RRIS Debate Team is supported by Yossi Landsman and its members have debated to victory in tournaments inside Israel, with the winners of these tournaments attending others abroad. This past year, Landsman also sponsored one of the debating competitions in memory of his dear wife, Mucki Landsman (z’l).

Then, held once a month for some 200 students, the Seymour Fox Friday Night Dinners, sponsored by Mark and Erica Gerson, have become an institution for RRIS students who are away from home and looking for a warm and traditional Friday night atmosphere.

For students who wish to study subjects outside of their degrees, the Talmud Aviv project, sponsored by the UJA-Federation of New York and the Jewish Agency for Israel, aims to bring the culture of philosophical debate into students’ lives through bi-weekly study sessions. Students also initiate three local social activity projects.

Seeing a need for a dedicated prayer room, Mitch and Joleen Julius have ensured the possibility of a special space where students can go for morning, afternoon and evening prayers, or for quiet traditional meditation. They have also contributed toward Jewish enrichment activities on campus.

Another needs-based initiative is the recent addition of the twice-weekly Dov Kesselman Center for Jewish Peoplehood Studies. This past year, Landsman also sponsored the Seymor Fox Friday Night Dinners, supported by the Jewish Agency for Israel, aims to bring the culture of philosophical debate into students’ lives through bi-weekly study sessions. Students also initiate three local social activity projects.

Seeing a need for a dedicated prayer room, Mitch and Joleen Julius have ensured the possibility of a special space where students can go for morning, afternoon and evening prayers, or for quiet traditional meditation. They have also contributed toward Jewish enrichment activities on campus.

Students are also invited to take part in the various Student Union events throughout the year, as well as to audition for spots in IDC’s dance troupe or choir, which meet regularly and perform at various events throughout the year. The dance troupe is supported by Menachem Shalgi in memory of his beloved daughter, Hadar Shalgi-Shalom (z’l), who was killed in Barcelona while on honeymoon.

The RRIS organizes a number of overnight trips during the year: one two-day Orientation Trip to the Negev Desert with some 450 first-year students and one overnight trip to a different destination each year.

Maga self-defense techniques. Students are also invited to take part in the various Student Union events throughout the year, as well as to audition for spots in IDC’s dance troupe or choir, which meet regularly and perform at various events throughout the year. The dance troupe is supported by Menachem Shalgi in memory of his beloved daughter, Hadar Shalgi-Shalom (z’l), who was killed in Barcelona while on honeymoon.

The Power of Woman: A once-a-month student-led initiative enabling discussion through Jewish texts discussing mysticism.

Social and Cultural Activities

Some other activities for our students to choose from:

★ The Ambassadors’ Club: Run in conjunction with StandWithUs and the Ministry of Foreign Affairs, aiming to give students tools in public advocacy and diplomacy. A different top speaker comes to campus each month.

★ The Annual International Festival: Going into its sixth year, the festival enables students from some of the 87 countries represented on campus to show off the foods, music, traditional dress and cultures of their home countries.

★ IDC Idol: Held in conjunction with the Student Union, this take-off on the popular TV contest enables students to show off their singing talents.

★ Biking trips: Held once each semester, a mix of some 50 staff and students from every department on campus ride along routes most people never see.

★ Series of enrichment classes for BA students and life-tool classes for MA students: Students receive classes in subjects such as managing a budget and managing stress levels. The course includes, for women only, five sessions of Krav Maga self-defense techniques.

★ The RRIS organizes a number of overnight trips during the year: one two-day Orientation Trip to the Negev Desert with some 450 first-year students and one overnight trip up north for 200 students and one overnight trip to a different destination each year.

★ Parshat Hashavua (weekly Torah portion) sessions: Held once a fortnight for men and women in collaboration with the Nezvlin Center for Jewish Peoplehood Studies.

★ The Power of Woman: A once-a-month student-led initiative enabling discussion through Jewish texts discussing mysticism.

★ Jewish Learning Center (Beit Midrash): With separate groups for French, Hebrew and English speakers, these weekly study groups are open to both men and women seeking to discover the Jewish texts.

★ Hillel Shabbaton: Once a semester, students are taken off campus for a fun Shabbat away.

★ Jewish holidays are traditionally celebrated on campus: Channukah candle-lighting, in collaboration with the student body; Tu Bishvat tree-planting; a Purim celebration with a costume party and Megilla reading in the local pub; a Lag Ba’Omer festival featuring top Israeli bands and a huge bonfire, and more…
Technology Takes to the Streets at Media Innovation Lab

Fancy being able to detect a neighborhood’s musical DNA, or playing a basketball game every time you recycle, or just being able to know how the buildings in your street are likely to look once the city acts on its construction plans. These are just a few of the projects demoed this year at the graduation of miLAB’s class of 2013. The Media Innovation Laboratory (miLAB) of the Sammy Ofer School of Communications, which collaborates with the Efi Arazi School of Computer Science and the School of Psychology, is a research, learning and prototyping space that explores the future of media, technology, and human-computer interaction. It fosters a unique learning environment in which students, faculty and industry mentors collaborate to develop media and technology experiences in an iterative process of field research, invention and rapid prototyping.

Every year, miLAB hosts an exhibition of students’ work. The 2013 exhibition demonstrated a vision of the future for city streets in Israel and abroad, with a range of innovative projects under the theme, “Technology and Urbanism.” The projects were conceived and developed by interdisciplinary groups of students working under mentors at miLAB.

“The aim of this year’s miLAB exhibition was to show how technology can improve and enhance our urban experience,” says Noa Morag, director of the B.A. track at miLAB, and a student mentor. “As can be seen, the students handled the topic from very different angles, from becoming more active participants in city council decisions to discovering music through the people around you to encourage non-intrusive communication between neighbors. We created innovative experiences that aim to show the future of the urban landscape.”

miLAB Design Expo 2013

miLAB at Ars Electronica Festival in Linz, Austria

Every year in early September, tens of thousands of art and technology lovers gather in Linz, Austria for the international festival that showcases the best interactive art & design works from all around the world. This year, students and faculty members of IDC Herzliya’s Media Innovation Lab were there, presenting their projects at the Ars Campus exhibition, showcasing innovative academic projects from Israel. Projects included the music listening robot “Travis” by Dr. Guy Hoffman, the crowd-sensing data collection platform “Ruzo” by Dr. Oren Zuckerman and two impressive student projects - Simon and StreetBeat.

miLAB Design Expo 2013

Every year, miLAB hosts an exhibition of students’ work. The 2013 exhibition demonstrated a vision of the future for city streets in Israel and abroad, with a range of innovative projects under the theme, “Technology and Urbanism.” The projects were conceived and developed by interdisciplinary groups of students working under mentors at miLAB.

“The aim of this year’s miLAB exhibition was to show how technology can improve and enhance our urban experience,” says Noa Morag, director of the B.A. track at miLAB, and a student mentor. “As can be seen, the students handled the topic from very different angles, from becoming more active participants in city council decisions to discovering music through the people around you to encourage non-intrusive communication between neighbors. We created innovative experiences that aim to show the future of the urban landscape.”

miLAB at Ars Electronica Festival in Linz, Austria

Every year in early September, tens of thousands of art and technology lovers gather in Linz, Austria for the international festival that showcases the best interactive art & design works from all around the world. This year, students and faculty members of IDC Herzliya’s Media Innovation Lab were there, presenting their projects at the Ars Campus exhibition, showcasing innovative academic projects from Israel. Projects included the music listening robot “Travis” by Dr. Guy Hoffman, the crowd-sensing data collection platform “Ruzo” by Dr. Oren Zuckerman and two impressive student projects - Simon and StreetBeat.
Projects on display at miLAB’s annual exhibition included:

- **CubePolls**: an interactive street installation placed at sites where City Hall is planning a change, which enables residents to take part in the decision making process; see the official plans; record their opinions; see the responses of others; and finally vote “for” or “against.”

- **FlashForward**: a mobile phone app that enables the user to see a 3D model of how a building will look in the future based on current building plans.

- **RecycleBall**: a gaming device placed in public bottle recycling bins, which aims to increase recycling by creating speed challenges and pitting cities against one another.

- **Street Simon**: a high-tech version of the original street game, which features large interactive buttons installed on sidewalks for passersby to play on, alone or with others.

- **Inter.com**: a platform that creates a small, closed network for neighbors in an apartment building to communicate with one another and, if allowed, to detect when another neighbor is home.

- **StreetBeat**: a mobile phone app that maps the music being played on mobile phones around the city and tags the locations of listeners.

- **Soundscape**: a guessing game of collecting and tagging sound clips, with the aim of building a large-scale database of text-tagged sounds.

- **Human mode**: an app offering the ability to disconnect from a phone without missing a thing. One simply sets the time “to become human,” thus putting on hold and keeping all emails, messages, calls and other notifications, while sending an automatic message to callers stating that the user is in human mode right now.

- **Shuffle TLV**: an app that knows how to turn a potentially lost hour into a memorable one by providing recommendations of special city sites to visit based on one’s location and area.

“Projects evolve and through multiple experimentation and user research, finally end up much better.”

- Ruth Kikin-Gil, Microsoft

**miLAB Conquers Microsoft**

One of the most talked-about projects demonstrated at the miLAB end-of-year exhibition was a location-based Android app called Clashers, which enables users (“Clashers”) to discover instantly the music others nearby are listening to on their smartphones, and listen to the same music at the same time.

Following the miLAB annual exhibition, Clashers traveled to the Microsoft Research center in Redmond, Washington, where they represented Israel.

The event, now in its 10th year, showcases exceptional design processes and ideas from diverse schools around the world, with the purpose of including students in the process of developing and imagining technology.

“Watching the students’ design process was interesting,” says Ruth Kikin-Gil, from Microsoft, who visited miLAB during the year. “It was great to see how projects evolve and how students start with one concept, and through experimentation and user research change it, iterate multiple times, and finally end up with a different, much better project.”

Clashers is now available on Google Play, where it has won praise from numerous reviewers.

“We created innovative experiences that aim to show the future of the urban landscape.”

– Noa Morag, director of the B.A. track at miLAB, and student mentor

- Miriam Bulwar David-Hay and Noa Morag
Honors Program Opens Doors to the World of Science

School of Psychology launches unique honors program for outstanding students – the first of its kind in Israel

Outstanding IDC psychology students looking to broaden their minds and study in an informal environment where they have the opportunity to “become the lecturer” are lining up for IDC Herzliya’s School of Psychology Honors Program – the first of its kind in Israel.

The Honors Program, which ran its pilot year in 2012-2013, has been designed especially for outstanding second and third year BA students who are planning careers in psychology. The aim of the program is to give them a unique opportunity to engage in original research by requiring them to complete an original research project, resulting in an honors thesis.

Fourteen students are chosen each year from the Hebrew and English tracks. Dr. Boaz Ben-David directs the program, while Prof. Mario Mikulincer, dean of the School of Psychology, supervises the process during the students’ third and final year of studies.

According to Ben-David, the program runs on a different teacher-student dynamic than the norm. The classes are held around a roundtable, with the guest professor serving as moderator rather than lecturer. At each session, a different student is given the opportunity to “be the professor,” and begin the day’s discussion. Following that, the students engage in a lively debate on the topic of the day.

At the end of the first year, each student chooses a mentor and submits a proposal for research based on a topic discussed during the year. During their final year of study, they work on writing an honors thesis, similar to those done at major world universities. “The beauty of this is that by the time they have completed their undergraduate degrees, they will have submitted papers to peer-reviewed journals, with their names on them,” says Ben-David.

For her thesis, British-born Ella Walker of the RRIS is enjoying the rare opportunity of being mentored by Ben-David and Prof. Yaakov Trope, an internationally acclaimed social psychologist from New York University.

Walker says that while at the moment she is “very focused on managing the present,” her general goals for the future are to successfully finish her BA and apply for graduate studies that will lead toward her future career as a clinical psychologist.

Eyal Salomon, another RRIS student, originally from Beachwood, Ohio, USA, says, “By reviewing many different types of works by many great professors, I have learned how to read and carefully evaluate a psychological paper. Giving presentations twice a semester has given me the confidence that I need to give poignant and powerful addresses. I have already used the analytical skills acquired in the honors program in many different classes and assignments.”

Giving presentations twice a semester has given me the confidence that I need to give poignant and powerful addresses.”

- Eyal Salomon, third year Psychology student and School of Psychology Honors Program participant

Eran Margalith from the Hebrew track has an interesting story to tell. A former combat soldier who served in Lebanon during the Second Lebanon War, Margalith’s time in the army triggered his interest in psychology. He is now studying Post-Traumatic Stress Disorder in the School of Psychology Honors Program, and spent this past summer as an intern at Columbia University, under the mentorship of Prof. Yuval Neria, director of the Trauma and PTSD Program at the New York State Psychiatric Institute.

At the end of the first year, Ben-David was “filled with pride.” He says that it is simply “incredible” to think back to the first meeting, and then to see how far the students have come: “The level of discussion is something one usually gets with graduate students – not those studying for their undergraduate degrees.”

By the time they have completed their undergraduate degrees, they will have submitted papers to peer reviewed journals.”

- Dr. Boaz Ben-David, director of the School of Psychology Honors Program
Stories from the 5th Anniversary of the School of Psychology at IDC Herzliya

Does a glass of water look closer to us when we are thirsty? How often do we cheat? Is our parietal lobe involved in mnemonic processes? In every field of science, and specifically psychology, research allows us to progress. It validates a new approach for psychologists to connect with clients and helps marketers advertise to their consumers. The School of Psychology Honors Program has exposed me to the esteemed world of psychological research, and has given me the practical and valuable tools I need for my future.

The highlight of the Honors Program is the shared passion and genuine interest of the students in their research topics. From ADHD and attachment to risk-taking paradigms, each student feels connected to their subject on a personal level. While being introduced in an intimate classroom setting to the faculty of researchers, each student personally chooses a mentor to work with toward publishing an undergraduate thesis in a scientific journal. This thesis is not just an essay - it is science that contributes to the world of academia and beyond.

I was accepted to work as a summer research assistant for one of the top social psychologists in the world, Dr. Daniel Gilbert, at Harvard University.

I began working on my thesis under the auspices of Prof. Orit Tykocinski, studying human behavior and decision-making. As I began my personal research, I applied and was accepted to work as a summer research assistant for one of the top social psychologists in the world, Dr. Daniel Gilbert, at Harvard University. The experience was incredible. Every day consisted of brainstorming sessions, running participants in a study, acting as an accomplice to trick the participants, and ultimately befriending and bonding with my brilliant and dedicated co-research assistants. We worked personally in Dr. Gilbert’s lab and had access to almost any resource or recruiting material we could have possibly needed. I was able to learn the research process, step-by-step, from the inception of an idea through the final stages of data analysis.

The highlight of the honors program is the shared passion and genuine interest of the students in their research topics.

While at Harvard, I was exposed to PhD students who spend their days contributing to the world of science through research. My honors experience at IDC has allowed me to engage in intellectual and thought-provoking discussions with these researchers, and at times to help them with their statistical analyses. With a fresh outlook on a life of research and academia, I look forward to one day studying toward a PhD. At IDC Herzliya, I am able to partake in many different research opportunities around campus with a multitude of talented professors who properly train and prepare me for the working world of my post-graduation life. It is this personal connection that I find unique to IDC Herzliya in general, and the honors program in specific.

Each student chooses a mentor to work with toward publishing an undergraduate thesis in a scientific journal.

Overall, the honors program allows me to stand out, in the eyes of the faculty here and worldwide. Publishing a paper is only possible with the personal mentorship that I am privileged to receive every week on campus. To be able to discuss research methodology with Prof. Mario Mikulincer, the renowned dean of the School of Psychology, every week, is a privilege unique to this program. Ralph Waldo Emerson taught us: “Be an opener of doors.” In my personal experience, the many advantages and opportunities that the honors program offers, does just that.
NEW LAW & BUSINESS DEGREE OPENS – IN ENGLISH

Radzyner School of Law and Raphael Recanati International School launch degree focusing on international business law – the first of its kind in Israel

“Graduates of the program will be able to integrate successfully into the globalized market.”
- Prof. Sharon Rabin-Margalioth, dean, Radzyner School of Law

“I’m very proud that our school is among the first in the world to take the ground-breaking step of focusing on the new challenges facing the business and legal worlds of globalization.”
- Prof. Sharon Rabin-Margalioth, dean, Radzyner School of Law

In this era of globalization, conducting business internationally may be easier than ever before, but it is also complicated. Businesses that carry out transactions or set up bases in other countries find themselves having to operate under unfamiliar rules, and usually under several different sets of laws at once. In such circumstances, difficulties and disputes become inevitable.

It is for this reason that Prof. Sharon Rabin-Margalioth, dean of the Radzyner School of Law, developed the new Law and Business Program, in English, at IDC Herzliya. The program will be available through the Raphael Recanati International School.

“Our program is based on a new, evolved perception of legal education and the legal profession. In the era of globalization, law studies must adapt to fit the changing requirements of the business world,” says Rabin-Margalioth.

The new program, which offers a combined LL.B. and B.A., is intended for local and international students seeking to obtain a high-quality legal education while enjoying the benefits of studying in Israel at IDC Herzliya. It focuses on international business law and legal principles, and aims to train its graduates to cope with the challenges of globalization and work successfully in the new world market as lawyers, businesspeople, academics or public sector employees.

Taught in English by expert lecturers from IDC Herzliya and leading institutions abroad, the program provides both practical and theoretical studies, with a focus on acquiring 21st century skills. The program also adopts the model of networking opportunities common in MBA programs, with one of its goals being to enable students to come into personal contact with leading legal figures in Israel and internationally. The program spans four years plus a summer semester (nine semesters in all), and also enables students to spend one semester studying abroad at one of nearly 20 law schools with which the Radzyner School of Law offers student exchange programs.

“Our new program constitutes an inevitable, essential development in legal education, and I’m very proud that our school is among the first in the world to take the ground-breaking step of focusing on the new challenges facing the business and legal worlds of globalization,” says Rabin-Margalioth. “The program will set a high standard and take IDC Herzliya into the future of higher education in law. Graduates of the program will be able to integrate successfully into the globalized market.”

The Radzyner School of Law is a founding member of the Law Schools Global League, which brings together more than 20 prominent law schools from different countries. The league was founded with the goal of facing the challenges that globalization poses for legal education and academic research by jointly initiating a variety of activities designed to create international cooperation and collaboration between law schools.

Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School, said of the program, “Ever since the opening of the Raphael Recanati International School, we have been looking for ways to work with the Radzyner School of Law and respond to the needs of those students wishing to study law and business in Israel, in English. We are very excited for the launch of this innovative program and look forward to its growth and success, and the training of future leaders who will meet the challenges of globalization.”

- Miriam Bulwar David-Hay
Teaching law students how to solve national environmental problems in the real world is the aim of IDC Herzliya’s new Clinic for Environmental Sustainability and Law, the first of its kind in Israel.

“Other legal clinics teach law students how to use litigation to solve specific problems,” says the clinic’s manager, Adv. Meytal Abramovich-Assa. “Our focus is much wider and is not on litigation, but on avoiding litigation. We aim to teach law students how to solve real environmental problems through dialogue and negotiation with the companies and institutions involved.”

Run by the Radzyner School of Law in cooperation with the School of Sustainability Founded by Israel Corp., ICL & ORL, the clinic opened this year with weekly sessions for law students that present cases taken from the real world, many of them unknown to the general public. Abramovich-Assa says the students re-enact the cases, taking different sides to solve the issues in a way that proves acceptable for all sides.

“Our focus is on presenting ethical dilemmas and working out how to solve them without litigation,” says Abramovich-Assa.

“For example, a company pollutes the river system, so the immediate reaction is to say, ‘Take it to court and close it down.’ But if you do that, you spend a lot of money and time going through the court system, and if you succeed, 500 people lose their jobs. So you have to strike a balance.

“We aim to send them out into the world with knowledge and understanding of environmental legal issues.”

– Meytal Abramovich-Assa, clinic manager

While students at the School of Sustainability learn about environmental issues on a daily basis, Abramovich-Assa says law students are generally not exposed to environmental issues. But those who take the clinic learn about both the law and sustainability. And she asserts that with new environmental laws due to come into effect in Israel in 2014, the merging of the two is becoming particularly important.

“Our students definitely begin to view the world differently,” she says. “In their personal lives they become more conscious of environmental issues and how their personal actions affect the environment. And at the same time, they are professionally equipped to go out and negotiate with companies and with institutions in a way that shows understanding of the issues and is not swayed by populism. The students here are the future leaders of Israeli society, and we aim to send them out into the world with knowledge and understanding of environmental legal issues.”

Heading the clinic’s academic course is the School of Sustainability’s Prof. Uri Marinov, with legal instruction by Adv. Idit Reiter, head of the Environmental Law and Sustainability Department at the legal firm Goldfarb Seligman.

– Miriam Bulwar David-Hay
Once the place to which everyone went when they wanted to learn about the world, the traditional school and city library is in need of a new media twist.

“A library is a physical place where every child can go and feel safe; where there is a person greeting him, a librarian, who guides him to the right resources to learn and create,” says Noa Morag, executive director, Sara Fine Center for New Media Literacy.

IDC Herzliya’s new Sara Fine Center for New Media Literacy is seeking to add a new media literacy spark to the standard library model, which will hopefully keep libraries meaningful in the lives of children for many years to come.

“The Sara Fine Center is not meant to revolutionize the library experience, but rather to add another aspect to it. We don’t want to replace the existing library structure, but rather to create a small corner in every library where new media creativity is encouraged. We envision libraries as a place for everyone to learn new skills that are relevant for being an active participant in the digital revolution,” says Dr. Oren Zuckerman, the Sara Fine Center’s academic director.

“With the invaluable financial assistance of the Fine Family Charitable Foundation, Zuckerman and his team have begun making the dream of adding a new media literacy angle to the library system a reality. Besides Zuckerman and Morag, the team also includes Shlomi David, operations manager; Noa Morag, executive director; Dr. Oren Zuckerman, academic director; Orad Weisberg, Scratch activity coordinator; and Oran Peretz, new media technologies coordinator.

“My dream is to take the current library structure and to add a small digital corner. I want libraries to continue to be places that are meaningful in the lives of children,” says Zuckerman.

Working under the banner, “Envisioning the Future of Libraries,” the staff of the Sara Fine Center has begun researching international approaches to new media literacy. They are reviewing technological advances and new media projects that could be introduced into libraries for school students, and studying the logistics of training educators and librarians, whose guidance would be critical for students.

“The idea is to create a place in libraries where students are given the tools they need to become creators, thinkers and active contributors in their digital era,” Zuckerman says.

The center is named after Prof. Sara Fine (z’l), the information sciences professor who passed away in Israel in February 2012, at the age of 80. Fine pioneered the user-focused approach to library science, and saw librarianship as a helping profession, viewing the librarian as a counselor in interactions with library users. Her family has pledged to fund the Sara Fine Center for New Media Literacy over the next five years.

Fine’s son David said of the center’s launch, "My sisters and I are incredibly happy to support this project at IDC Herzliya in my mom’s honor. We really miss our mother’s warmth and wisdom and we thought long and hard about how to honor her legacy. This exciting project brings together her pioneering scholarship studying the dynamic between human emotions and technological advancements and her love for the people and State of Israel. We know that she would be proud and pleased to be forever associated with IDC Herzliya and the Sara Fine Center for New Media Literacy.”

- Miriam Bulwar David-Hay

The Sara Fine Center for New Media Literacy team (from left): Shlomi David, operations manager; Noa Morag, executive director; Dr. Oren Zuckerman, academic director; Orad Weisberg, Scratch activity coordinator; and Oran Peretz, new media technologies coordinator.
Ambassador Dr. Michael Oren Joins the Lauder School of Government, Diplomacy & Strategy Staff at IDC Herzliya

Being part of IDC Herzliya will allow me to facilitate my continued contributions to the strengthening of Israeli relations with the U.S. and the world, to help build the future leadership of Israel.”
- Ambassador Dr. Michael Oren, former Israeli ambassador to the U.S.

Fresh off the diplomatic circuit, Ambassador Dr. Michael Oren, former Israeli ambassador to the U.S., is joining the Lauder School of Government, Diplomacy & Strategy.

Oren was appointed ambassador in 2009 and announced that he would be ending his four-year tenure in October 2013. The question of what the next step would be for this American-born Israeli was answered at the beginning of the academic year, when it was announced that Oren would be joining the IDC Herzliya faculty.

He was quoted as saying, “I am pleased and honored to join the Lauder School of Government, Diplomacy & Strategy at IDC Herzliya. IDC is in the forefront of discussion on Israel’s foreign policy in public diplomacy and the media. Being part of IDC Herzliya will allow me to facilitate my continued contributions to the strengthening of Israeli relations with the U.S. and the world, to help build the future leadership of Israel.”

Oren continued, “I’m delighted to be joining IDC, which today stands at the forefront of higher education and leadership development in Israel. IDC has achieved a well-deserved international reputation for excellence and I am proud to be a part of it.” The former ambassador will be holding the Abba Eban Chair in International Diplomacy. He says that he will primarily be focusing on Israel’s evolving relations with the United States, the Middle East and the world. He says, “Israel is blessed with a great many experts on defense, economic and internal social issues, but the critical field of Israel’s foreign affairs deserves further investigation. The chair is designed to better fill that vacuum.” Further describing his future role at IDC Herzliya, Oren said, “As the Abba Eban Chair for International Diplomacy, I will be writing a book about Israel, and continuing my work in the media and in the public discourse on Israel’s foreign affairs. Along with that, I will be interacting with the extraordinary students and faculty at IDC and participating in the Herzliya Conference and other seminars.”

Oren earned his PhD in History of the Middle East from Princeton University and has served as a visiting professor at Harvard, Yale and Georgetown universities. He is also a renowned author of books detailing Middle East history and the Arab-Israeli conflict. His book, Six Days of War: June 1967 and the Making of the Modern Middle East, won the Los Angeles Times’ History Book of the Year Award and the National Jewish Book Award.

Prof. Uriel Reichman, president and founder of IDC Herzliya, welcomed Oren, saying: “I am certain that Dr. Oren will continue to educate the students upon values of commitment and national mission, as he did in his public posts.”
What influenced you to move to Israel?
Since my early years, despite the vicious Soviet anti-Semitic propaganda, I felt that there is something major and invincible that connects me to other Jews. This unique collective identity links us not only to our common past, but to the future as well. Later I found myself implementing and developing research projects that dealt with Jewish history and heritage in different places. As deputy head of the International Affairs Committee at the Council of the Federation of Russia, I met many Israelis who influenced me deeply. In 2001, I served as president of the Russian Jewish Congress, the largest secular organization of Russian Jews. Finally, I came to the realization that there is much to be done in order to promote Jewish peoplehood, and I had a strong feeling that I have to do it from here, because Israel is a center of Jewish life.

What was your first feeling after landing in Israel?
Coming home.

Looking back at a decade as an Israeli citizen, what has been one of the biggest highlights for you?
In 2003, I had a meeting with Ariel Sharon. He drew my attention to Beit Hatfutsot – the Diaspora Museum - one of the most important Israeli museums, which back then faced rough financial and organizational crises. It was a great opportunity for me to take my first steps as an Israeli citizen.

The NADAV Foundation that I founded in 2003 responded to the Israeli government’s request, and together we managed to save the museum. But in the process, we realized that it wasn’t enough. Many questions arose in Beit Hatfutsot and at the NADAV Foundation regarding the future of the museum. The final decision...
was huge: we decided that it was time for the Diaspora Museum to become the Museum of the Jewish People. The museum will tell the fascinating story of our people, and it will be the largest Jewish museum in the world. Obviously a project of this scale and ambition needs all the support it can get from the global Jewish community.

Has it been difficult to acclimatize to Israeli life?
Besides the actual acclimatization from the terrible Russian frost to the enormous Israeli heat? Well... Israeli life is a much happier experience for me and my family, so it is more challenging than difficult.

"I share Prof. Reichman's belief that high-quality educational programs can reinforce the younger generation's sense of belonging to the Jewish People."

You put so much of your energy and resources into promoting Zionism and the history and culture of the Jewish and Israeli people, what is the driving force behind this?
Many members of my family died in the Holocaust, so personally I believe that we have a special duty to preserve our people's traditions and heritage. At the same time, both in Israel and in the Diaspora, we face a strong Jewish identity crisis, which is widely misunderstood or denied. So we need to ensure that all the Jews, wherever they live, feel connected and committed to one another and to our shared destiny.

Where did the idea for the Nevzlin Center for Jewish Peoplehood come from?
Exactly ten years ago we founded the Nevzlin Research Center for Russian and East European Jewry at the Hebrew University in Jerusalem. Then in 2006, the NADAV Foundation initiated the establishment of the International School for Jewish Peoplehood Studies at Beit Hatfutsot.

So when my dear friend Prof. Uriel Reichman suggested the idea of creating the Center for Jewish Peoplehood at IDC, I liked it immediately. Together we aimed at transforming the innovative concept of Jewish Peoplehood into an academic discipline. I share Prof. Reichman's belief that high-quality educational programs can reinforce the younger generation's sense of belonging to the Jewish People.

The Nevzlin Center for Jewish Peoplehood was launched in 2010, and since then it has made enormous progress. This academic year started with 36 fascinating courses, reaching about 2,000 students from Israel and abroad. I personally thank the head of the center, Prof. Yoav Gelber, as well as Prof. Yair Zakovitch, Dr. Emanuela Rubinstein and other amazing teachers, without whom this program would not have existed.

What is your vision for yourself and your family for the next ten years?
We have many plans and dreams. Fortunately, my family shares my vision and is fully supportive. I am very proud that my daughter Irina was elected chair of Beit Hatfutsot's Board of Directors, and I expect great achievements from her. And as before, we will continue to promote the liberal concept of the Jewish Peoplehood, democracy and freedom of speech.

Special Message from Prof. Uriel Reichman
"On the occasion of his tenth anniversary in Israel, we salute our dear friend Leonid Nevzlin for his dedication to advancing the Zionist cause in Israel. It is thanks to his efforts over the past decade that so many young men and women in Israel connect so deeply with the history and culture of Judaism and Israel. We at IDC Herzliya are especially proud to house the Nevzlin Center for Jewish Peoplehood Studies, which impacts the lives of about 2,000 Israeli and international students each year. The feedback we have received regarding the center has been heartwarming, to say the least. We look forward to the growth of the program in the years ahead."

The Nevzlin Center for Jewish Peoplehood at IDC Herzliya is Impacting Lives:

Tal Solomon, final year, Efi Arazi School of Computer Science
Tal Solomon is currently studying “Jewish Identity in a Changing World – Eastern Europe,” with Prof. Yoav Gelber. He has already completed the courses “Israel and its Neighbors” and “The Evolution of the Israel Defense Forces and Israel’s Wars,” both also with Prof. Yoav Gelber. Following are Solomon’s reflections on what he has gained so far from the experience:

I chose these courses because I find the subject matter very interesting, and I am fascinated by the history and past of Israel and the Jewish people.

All of my courses were given by Prof. Yoav Gelber, whom I consider a genius. He delivers his classes in a riveting and relevant manner, and shares interesting stories and anecdotes about the times in question. Every one of the courses I had with him was fascinating.

These courses provided me with extensive and in-depth knowledge, and allowed me to understand the situation of Jews in Europe as well as the evolution of the Israeli-Arab conflict leading up to the Yom Kippur War.

Tal Solomon, final year, Efi Arazi School of Computer Science
Tal Solomon is currently studying “Jewish Identity in a Changing World – Eastern Europe,” with Prof. Yoav Gelber. He has already completed the courses “Israel and its Neighbors” and “The Evolution of the Israel Defense Forces and Israel’s Wars,” both also with Prof. Yoav Gelber. Following are Solomon’s reflections on what he has gained so far from the experience:

I chose these courses because I find the subject matter very interesting, and I am fascinated by the history and past of Israel and the Jewish people.

All of my courses were given by Prof. Yoav Gelber, whom I consider a genius. He delivers his classes in a riveting and relevant manner, and shares interesting stories and anecdotes about the times in question. Every one of the courses I had with him was fascinating.

These courses provided me with extensive and in-depth knowledge, and allowed me to understand the situation of Jews in Europe as well as the evolution of the Israeli-Arab conflict leading up to the Yom Kippur War.

This information has afforded me the opportunity to formulate a more accurate historical picture of Israel and Europe, as well as understand the evolution of the conflict, the issues leading up to the Yom Kippur War, and the history of European Jews leading up to World War II.”

Dor Bass, third year, Arison School of Business
During my first year at IDC Herzliya, I took the course “From Settlement to Statehood” with Prof. Yoav Gelber, and this semester I chose to take the course “The IDF and Israel’s Wars 1948-1967” with Prof. Yoav Gelber. I chose to take these courses because all my other courses focus on providing tools for my professional future and none of them focus on the fundamentals, values and our history as Israeli students in a Jewish state.

My father was a colonel in the Israeli army (retired), and my grandfather survived the Holocaust, came to Israel, joined the army and served as an officer. It was only natural for me to choose these courses. My Jewish identity is an inseparable part of who I am today and what I will become in the future, and I felt that these courses were crucial for me to take for my own Jewish and Israeli identity.

Dor Bass, third year, Arison School of Business
During my first year at IDC Herzliya, I took the course “From Settlement to Statehood” with Prof. Yoav Gelber, and this semester I chose to take the course “The IDF and Israel’s Wars 1948-1967” with Prof. Yoav Gelber. I chose to take these courses because all my other courses focus on providing tools for my professional future and none of them focus on the fundamentals, values and our history as Israeli students in a Jewish state.

My father was a colonel in the Israeli army (retired), and my grandfather survived the Holocaust, came to Israel, joined the army and served as an officer. It was only natural for me to choose these courses. My Jewish identity is an inseparable part of who I am today and what I will become in the future, and I felt that these courses were crucial for me to take for my own Jewish and Israeli identity.
For almost four decades, Nina Weiner has worked zealously through her ISEF Foundation to enable bright yet disadvantaged young Israelis to achieve higher education. And although she has now celebrated her 80th birthday, the ISEF founder and president shows no signs of slowing down.

“I am as passionate today as I was 40 years ago, when the idea for ISEF first arose,” she says happily. “In fact, my work has kept me feeling 20 years younger than I really am.”

Born in Alexandria, Egypt, Weiner studied psychology in Geneva, and several years later earned a master’s degree in vocational counseling from Columbia University. In between degrees, in the late 1950s, she began working with Sephardic immigrant children in youth immigration centers in the south of France and Israel – and discovered her life’s mission.

“The gap between these children in the maabarot (former transit camps where new immigrants lived upon their arrival to Israel) and other Israeli children was very visible,” she says. “They had no chance to get a good education, no chance to make something of themselves. It broke my heart, for them and for Israel. I wanted to narrow the gaps.”

In 1977, Weiner founded the ISEF Foundation, together with Lily and the late Edmond Safra. Their stated goal was to narrow socio-economic gaps in Israel by helping gifted students from disadvantaged backgrounds attain higher education. Since then, the foundation has awarded more than 20,000 annual scholarships, assisting almost 6,000 young Israelis, many of them for periods of 10 to 14 years. A significant number have gone on to hold prominent positions in Israeli medicine, science and government. While initially those helped by the foundation were Sephardic immigrants, in recent years this has expanded to Russian, Ethiopian and Druze students.

“ISEF is a dream that turned into a reality that was bigger than any of the goals we initially set,” Weiner says.

Some 20 to 25 IDC Herzliya students receive ISEF Foundation scholarships each year.

Some 20 to 25 IDC Herzliya students receive ISEF Foundation scholarships each year, and Weiner is full of praise for the institute and its founder and president, Prof. Uriel Reichman.

“Prof. Reichman has a very clear commitment to students, and the highest echelons of the institute cooperate with us to help the students together, in a very tangible way. It’s very exciting for me to be involved with IDC Herzliya,” she says. But she also strikes a somber note, saying that no Israeli government has done enough to try to close the education gap.

“It’s very sad for me to realize that there are still big gaps in Israeli society,” she says. “No government has paid enough attention to this issue. We have to redouble our efforts. The talent is there, among the poor, among those who can’t afford laptops and extracurricular activities. They need the right support and help at the beginning of the road. Each one of us, to the best of our ability, has to try to remove the education gap.”

Prof. Reichman blessed this dynamic woman saying: “Nina Weiner, through the ISEF Foundation, has been a stalwart supporter of IDC Herzliya since 1999. Nina shares our vision for Israeli education and leadership and that has enabled us to work together effectively to ensure that so many ISEF scholarship fellows have gone on to hold prominent positions in their chosen fields. We wish our dear friend of IDC Herzliya a very happy 80th birthday. May she be blessed to inspire and help many more young people for many more years to come, in good health and with much happiness.”

- Miriam Bulwar David-Hay
The Radzyner Law School Celebrates 20 Years and its New Home

IDC Herzliya hosts a special event marking two decades of the Radzyner Law School and Dr. Harry Radzyner’s 80th birthday

“Happy Birthday to you... happy birthday to you... happy birthday Dr. Radzyner... happy birthday to you” – sung by Prof. Uriel Reichman along with the former deans and current dean of the Radzyner Law School.

Above: Cutting the ribbon to officially inaugurate the new Radzyner School of Law building (L-R): Prof. Sharon Rabin-Margalioth, dean, Radzyner Law School; Prof. Amnon Rubinstein, former dean, Radzyner School of Law and former MK; Dr. Harry Radzyner, founder and benefactor, Radzyner School of Law, Moshe Zur, architect of the new building, and Prof. Uriel Reichman, founder and president, IDC Herzliya.

The beginning of the school year and IDC Herzliya’s 20th anniversary kicked off with a special event as the university officially inaugurated the Radzyner Law School’s new home and the school’s two decades of existence. The school’s new building, shared with the School of Sustainability Founded by Israel Corp., ICL & ORL, was designed by architect Moshe Zur.

Dr. Harry Radzyner, founder of the Radzyner Law School, stated: “Many of my friends were skeptical at the start of this endeavor 20 years ago, but the belief of Prof. Reichman in founding the school and the Interdisciplinary Center, without the support of the government, captivated me and today it is a leading law school in Israel and in the world.”

As a Holocaust survivor, Radzyner lost his childhood to the Nazi regime but he triumphed over the tragedy of his past to emerge a truly extraordinary victor who, over the past 20 years, has given hope and opportunity to the hundreds of students who have studied at the Radzyner Law School. Special video segments of students and graduates of the Radzyner Law School were exhibited throughout the event and the school’s faculty members spoke and sang “happy birthday” to Radzyner on the occasion of his 80th birthday.

Prof. Uriel Reichman, founder and president of IDC Herzliya, recounted how unique and special IDC’s relations with Radzyner were and how these relations have been strengthened through the years. He stressed the significance of Radzyner’s initial and ongoing contributions, which made it possible for IDC Herzliya to begin its journey, grow and succeed.
Celebrating the Life of Efi Arazi (z’l)

The Efi Arazi School of Computer Science hosts an evening to honor and remember the remarkable Efi Arazi (z’l), following his untimely passing.

Efi Arazi (z’l) was a giant in Israel, widely thought of as the founder of the country’s high-tech industry and, according to Prof. Shimon Schocken, founding dean of the Efi Arazi School of Computer Science, “the closest to Steve Jobs that I can think of in Israel.”

Tragically, Arazi was diagnosed with Alzheimer’s at an early age and deteriorated rapidly. Two months after his death, the Efi Arazi School of Computer Science decided to host an evening to celebrate his life, note his many achievements and simply have a number of people who knew and loved him share their anecdotes, stories and memories.

The Herzliyan met with Schocken after the event to discuss Efi Arazi, the man, and the evening that was held in his honor and memory.

The evening, which was held on the IDC Herzliya campus, was attended by IDC Herzliya staff, former high-level employees of Scitex, the company that Arazi founded, as well as some of the 50 graduate students who were privileged to have been Efi Arazi Fellows during their IDC Herzliya studies. “Before giving IDC Herzliya the donation for the school of computer science, Efi provided 50 tuition scholarships for students studying computer science. He truly believed in building up the future leaders of the high-tech industry. For the duration of their scholarships, Efi actively stayed in touch with these students, overseeing their training and even having them in his home on a regular basis. He really served as a mentor to each and every one of them,” said Schocken.

Throughout the evening, a number of former scholarship students stood up and spoke of their initiatives and achievements after graduating from IDC Herzliya. They also mentioned the impact that Arazi had made on their lives and where they are today. “This was probably the most touching element of the whole evening and really showed everyone present that the scholarships truly served their purpose and made a difference in the lives of these alumni,” Schocken continued. “When dealing with Efi, one felt like they had been touched by a magical person. When a young person was influenced by him, especially to the level that his scholarship students were, it must have been a feeling of such empowerment.”

Prof. Uriel Reichman, founder and president of IDC Herzliya, spoke about Efi’s entrepreneurial spirit and the spirit of the man himself. “Efi created things from nothing; he innovated. Every entrepreneur who wants to succeed needs to have a little bit of humility and a lot of courage. You cannot be an entrepreneur if you are afraid of failing, daring and taking chances. Efi was the prototype of the Israeli entrepreneur and came before his time – before the Start-Up nation. Efi was a man of vision and everything he touched came to life with fresh ideas and approaches. He created a whole new world, bringing a way of thinking that had never existed before. He had a powerful personality and was not afraid to face enormous failings. Disease was the only thing that, in the end, defeated him.”

“Efi was the prototype of the Israeli entrepreneur and came before his time – before the Start-Up nation.”

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

“Efi actively stayed in touch with the [scholarship] students, overseeing their training and even having them in his home on a regular basis.”

– Prof. Shimon Schocken, founding dean of the Efi Arazi School of Computer Science
Mentioning that Efi came to be an important personage in the history of IDC Herzliya, Reichman continued, “Efi came to us from San Francisco, after hearing our story. He arrived riding a bicycle and within a few minutes the chemistry was evident. All the universities pursued him and he chose IDC Herzliya. He looked for entrepreneurs and not good grades. He chose a few people, according to intuition, and they proved themselves as great entrepreneurs. He was aware of things that we weren’t aware of. He gave a chance to an unknown architect to build the Efi Arazi Computer Science building. Someone as unique as Efi has never been and never will be. Unique in his own way, he was a man of great standing. We will remember him always as an entrepreneur ahead of his generation. In terms of entrepreneurship, he was someone to look up to, a true mentor, and we here at IDC Herzliya will try to learn from and emulate his example.”

Upon their arrival at the event, all of the evening’s attendees passed through a huge, striking exhibition of posters depicting different stages of Arazi’s life and highlighting his many life achievements.

As stated in IDC Herzliya’s official obituary for this dear friend of the university, ”We are proud that Efi chose to give his name and support to the School of Computer Science at the Interdisciplinary Center Herzliya. His pioneering vision left its mark on our school.”

Dan Arazi, brother of Efi Arazi (z’l), Dan Tolkovsky, former commander of the Israeli Air Force and then managing director of DIC, the main investment arm of the Israel Discount Bankholding Corp., and Prof. Shimon Schocken, founding dean of the Efi Arazi School of Computer Science. Dan Tolkovsky was an old friend of Efi’s, who, in his capacity as managing director of DIC, was the first to give Efi a loan to open his first company – which eventually grew to be the Scitex Corporation.

“For this dear friend of the university, “We are proud that Efi chose to give his name and support to the School of Computer Science at the Interdisciplinary Center Herzliya. His pioneering vision left its mark on our school.”

― Prof. Uriel Reichman

Former Efi Arazi scholarship fellows remember their mentor and supporter

Dan Arazi, brother of Efi Arazi (z’l), Dan Tolkovsky, former commander of the Israeli Air Force and then managing director of DIC, the main investment arm of the Israel Discount Bankholding Corp., and Prof. Shimon Schocken, founding dean of the Efi Arazi School of Computer Science. Dan Tolkovsky was an old friend of Efi’s, who, in his capacity as managing director of DIC, was the first to give Efi a loan to open his first company – which eventually grew to be the Scitex Corporation.

“Efi came to us from San Francisco, after hearing our story. He arrived riding a bicycle and within a few minutes the chemistry was evident. All the universities pursued him and he chose IDC Herzliya.”

― Prof. Uriel Reichman

Former Efi Arazi scholarship fellows remember their mentor and supporter

Ben Matzkel, co-founder and chief strategy officer at Vaultive Inc.

Liat Mordechay Hertzanu, co-founder and head of marketing and operations at 24me.

Eyal Vardi, now the co-CEO of E4D Solution Ltd.

Smadar Ludomirski, expert solution manager at SAP.

Oded Poncz, founder and CTO, Ubimo.
Prof. Uriel Reichman, founder and president, IDC Herzliya, chose to take a look backwards, in his address at the 2013 ceremony honoring the new Honorary Fellows, Outstanding Students and Outstanding Researchers and Lecturers.

"Next year, IDC Herzliya will celebrate 20 years since its founding," Prof. Reichman said.

"And there is no better way to finish its 19th academic year than to discuss the foundations on which the institute was built. Indeed, without our friends and donors, our outstanding staff and students of unique quality, what has been called the 'Miracle of Herzliya' would never have occurred."

Prof. Reichman said that his generation, educated in the 1950s and 1960s, had wanted to pioneer new ways to serve Israel, and had seen a way to do so through IDC Herzliya.

"We came here with a sense of mission. A mission expressed in our official vision: to create an interdisciplinary university of world standard that would serve the State of Israel and the Jewish people," he said.

"We wanted to travel a different path [than existing institutions]. We did not ask for government subsidies, and we did not seek to turn the grooming of future leaders into a business enterprise.... The idea was to establish an outstanding, avant-garde academic institution, an institute born for the students, at once academic and educational, bequeathing theory alongside practical knowledge, based on the understanding that the future demanded interdisciplinary training and a reference to the international horizon. We saw ourselves as continuing the way of historical Zionism."

Prof. Reichman said IDC Herzliya had faced numerous difficulties before and after its
establishment, chief among them opposition from the "university cartel" and unrelenting bureaucratic obstacles from local and national government authorities.

“We did not anticipate the extent of the institutional torments we would face,” he said. “It is clear that without our friends, staff and students, we would have been worn out long ago in our incomprehensible battles against the authorities.”

Prof. Reichman then thanked each of the four new Honorary Fellows – Chaim Katzman, Prof. Aaron Kirschenbaum, Dr. Dori Klagsbald, and Dr. Bracha Zisser – for their unique contributions to Israel and to IDC Herzliya.

Making the keynote speech on behalf of the honorees, Chaim Katzman, real estate entrepreneur, praised Prof. Reichman for having overcome “innumerable difficulties” to establish IDC Herzliya.

“Prof. Reichman’s dedication, vision, leadership, ability to get things done, initiative and excellence are an outstanding example for all of us,” he said.

Katzman said that IDC Herzliya has some 6,000 students, his own daughter among them, with 12,000 graduates already having gone on to further studies or joined the workforce. He said that the university enables its graduates to become “efficient and productive” members of society.

“From tomorrow, you too bear the responsibility of shaping the face of Israel and the values that will educate the next generation,” he told the students.

“Remember, there are no rights without obligations. The more rights you gain and the more successful you become, the more your obligations increase, too – to society, to the community, and to the country of which you are a part.”

Following the speeches, certificates were presented to the Outstanding Researchers and Lecturers and the Outstanding Students. A dinner was then held in honor of the Honorary Fellows at the home of Zvi and Gila Limon, IDC Herzliya board members.

“Prof. Reichman’s vision, leadership and dedication are an outstanding example for all of us.”

– Chaim Katzman, Honorary Fellow 2013
Meet IDC Herzliya’s Four New Honorary Fellows

CHAIM KATZMAN

The founder and chairman of the multinational Gazit-Globe real estate company, Chaim Katzman is one of the world’s leading real estate entrepreneurs, responsible for overseeing more than $20 billion in assets in Israel, Europe and North America.

Katzman graduated from university with a law degree, but soon began developing and managing commercial and residential real estate in Israel and the U.S. As well as Gazit-Globe, he founded and chairs its parent company, Norstar Holdings, and also chairs Gazit-Globe’s affiliates and subsidiaries, including the Equity One real estate investment trust in the U.S., First Capital Realty in Canada, Atrium European Real Estate in central and eastern Europe, and Citycon in the Nordic and Baltic areas, all of which own, develop and operate supermarket-anchored shopping centers.

Katzman has always supported education as the means to eliminate gaps in society, and devotes most of his philanthropic activities to educational programs, granting hundreds of scholarships to students in higher education, investing in educational projects in dozens of cities, and contributing to the special-needs population.

In 2011, Katzman founded the Gazit-Globe Real Estate Institute at IDC Herzliya to educate the next generation of real estate executives and encourage innovation and entrepreneurship among them.

DR. DORI KLAGSBALD

Internationally renowned as one of Israel’s leading lawyers, Dr. Dori Klagsbald has represented senior political figures and leading commercial firms, and has handled many high-profile and precedent-setting cases in the areas of corporate law, constitutional law and economic criminal law.

Dr. Klagsbald was on the team that drafted the proposal for a constitution in Israel in the 1980s, and has advised Knesset members on drafting laws with constitutional implications. As well as maintaining his legal practice, he continues to lecture on constitutional law and conduct academic research.

He has been involved with IDC Herzliya since it was first established, working as a volunteer, teaching constitutional law and donating funds to provide scholarships for students in need. He played a prominent role in helping IDC Herzliya overcome many of the difficulties it faced in its early days, dedicating extensive time and effort to represent the institute before various bodies and help remove many of the bureaucratic and legalistic stumbling blocks that were placed in its path, while refusing to accept any compensation for his work. Dr. Klagsbald’s activities have accompanied IDC Herzliya throughout its development and have strengthened it in the process.

PROF. AARON KIRSCHENBAUM

After half a century of academic activity, Prof. Aaron Kirschenbaum is well known as one of the world’s foremost and most respected scholars in the field of Jewish law.

Prof. Kirschenbaum studied at several prestigious seminars in the U.S. and obtained a doctorate from Columbia University before moving on to Tel Aviv University, where he headed the Jewish law undergraduate and master’s degrees programs for many years. He was also editor-in-chief of the university’s annual journal of Jewish law, Dinai Israel, for 25 years.

Prof. Kirschenbaum founded the Shilo nonprofit organization, which organizes academic lectures on Judaism for the general public, and Youth for Jewish Law, which educates more than a thousand youths every year. He has been a visiting professor at leading universities in the U.S., and has published numerous books and articles on Jewish law. His latest book, Jewish Penology: The Theory and Development of Criminal Punishment among the Jews throughout the Ages (Hebrew University Magnes Press, May 2013), follows 12 years of research and is a monumental study of Jewish criminal punishment through time.

Prof. Kirschenbaum was among the first professors to join IDC Herzliya, helping to establish its academic standing, and has taught Jewish law at the center for 18 years.

DR. BRACHA ZISSER

A former hospital nurse who has dedicated her life to helping others and saving lives, Dr. Bracha Zisser is responsible for two major initiatives: the Ezer Mizion Oranit Guest Home in central Israel, which provides children fighting cancer and their families with a comfortable place to stay near major hospitals during their medical treatments; and the Ezer Mizion Bone Marrow Donor Registry, designated by the Knesset in 2011 as Israel’s official national registry.

Dr. Zisser, who holds a Ph.D. in pediatric oncology, and her husband, Motti, established the home after Motti was diagnosed with cancer in the early 1990s and was successfully treated. As well as providing accommodation, the home offers structured activities and therapies for the children and their parents.

In 1998, Dr. Zisser set out to find a donor for a youth who needed a bone marrow transplant, and found that Israel had no national database of donors. The youth died before a donor could be found, and the tragedy inspired Dr. Zisser to establish Israel’s first national bone marrow donor registry. It has since grown to become the fourth-largest such registry in the world and the largest Jewish one, and has saved more than one thousand lives to date.

The Zisser family has also supported and contributed to IDC Herzliya since its earliest days.

- Miriam Bulwar David-Hay
RAPHAEL RECANATI INTERNATIONAL SCHOOL

ACADEMIC PROGRAMS TAUGHT IN ENGLISH

- Study with a world-renowned faculty
- Interact with students from around the globe
- Scholarships available based on need
- Enjoy a wide array of extracurricular activities

- LLB & BA COMBINED DEGREE IN LAW & BUSINESS
- BA BUSINESS ADMINISTRATION
- BA COMMUNICATIONS
- BA GOVERNMENT
- BA PSYCHOLOGY
- BA COMPUTER SCIENCE

LIVE IN ISRAEL
STUDY IN ENGLISH

www.rris.idc.ac.il

ISRAEL
Tel +972 3 960 2801
rris.registrar@idc.ac.il

NORTH AMERICA
Tel +1 866 999 RRIS
rris.us@idc.ac.il
Some 270 supporters, donors and friends of IDC Herzliya came together for a very different Gala event at the university’s campus this year.

Sponsored by the Israel Friends of IDC Herzliya, this year, the event organizers decided to take a new approach, based on the TED (Technology, Entertainment, Design) conferences that have become increasingly popular around the world in recent years.

“I think the guests were amazed by the number of things that IDC has to offer.”

- Gili Dinstein, director of External Relations, Israel, IDC Herzliya

At TED conferences, speakers have a maximum of 18 minutes to present their ideas in the most engaging and innovative way they can, and the IDC Herzliya Gala followed that model. After mingling over cocktails, the guests sat on revolving seats, turning to watch as each of 12 speakers appeared in turn on one of three large screens dotted around the site. Headed by Prof. Uriel Reichman, founder and president, IDC Herzliya, the speakers included deans and department heads, each of whom gave the guests a brief and lively account of their faculty’s activities, values, achievements and challenges.

“It was a very different event from those we’ve had in the past, and there were amazing reactions to it,” says Gili Dinstein, director of External Relations, Israel, IDC Herzliya, and the event’s organizer.

“Usually we have a keynote speaker addressing a topic such as the Israeli-Palestinian conflict, or any other important issue. But this time we wanted the guests to go home with information about us. At the end of the day, they, our supporters and friends, are our most important audience, and we did not want to miss an opportunity for them to get to know us better and to be more involved. The guests were able to see us from different angles and take a dynamic part in the evening. I think they were amazed by the number of things that IDC has to offer.”

In addition to Prof. Reichman, the other 11 speakers were: Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School; Dr. Boaz Ganor, executive director, International Institute for Counter-Terrorism (ICT); Dr. Oren Zuckerman, founder and co-director of the Media Innovation Laboratory (miLAB); Dr. Noam Lemelshtich Latar, dean, Sammy Ofer School of Communications; Prof. Mordechai Shechter, founder and dean, School of Sustainability; Prof. Mario Mikulincer, dean, School of Psychology; Prof. Tami Tamir, dean, Efi Arazi School of Computer Science; Prof. Ron Shachar, dean, Arison School of Business; Prof. Zvi Eckstein, dean, School of Economics; Prof. Alex Mintz, dean, Lauder School of Government, Diplomacy & Strategy; and Prof. Sharon Rabin-Margalioth, dean, Radzyner School of Law.

Three international students spoke about their experiences at the Raphael Recanati International School, and Erez and Michal Fishler, IDC Herzliya alumni, told the audience how they met and conceived the idea for their gourmet chocolate business, Lia, during their studies at IDC Herzliya. Every guest at the Gala received a gift of Lia chocolates to take home.

- Miriam Bulwar David-Hay

Israel Friends of IDC Herzliya Breaks the Mold with TED-inspired Gala Event
Friends and Supporters Seen at the Gala Evening

Subhi and Suheir Tannous.

Staci Light Recanati and Oudi Recanati (center) with friends Rami and Bossi Mardor.

Lizika and Ami Sagy, Prof. Uriel Reichman and Baruch Ivcher.

Toasting to IDC Herzliya’s success, Jonathan Davis with Dan Chaimovski.

Adv. Adi Peled-Olmert with Alumni Association supporters, from left: Judith Pottick, Dan, Sharon, Odeda, Daniella, Sivan and Ephrat Geisler and David Pottick.

Debby and Adv. Kevork Nalbandian, graduate, Radzyner School of Law 2002, with Amnon and Malka Lion, 2012 Honorary Fellowship recipients, and Dr. Boaz Ganor.

Israel Borovich with Adv. Adi Olmert.

From left: Rafi Melman, Iris Melechson, Ruthi Gottesman, Gili Dinsein, Anat Aron and Orna Machnes.

Gili Dinsein (center) with Benny and Shira Birenbaum.
The world is changing rapidly and dramatically, but IDC Herzliya graduates are better equipped than most to face the new challenges, Prof. Uriel Reichman, founder and president, IDC Herzliya, emphasized in his keynote speech at the graduation ceremony for the class of 2013.

“The world in which you will operate is changing quickly, driven by three engines of progress,” Prof. Reichman told the graduates.

“First, humans, homo sapiens, are changing themselves. Cracking the code of how the human brain functions may improve abilities but carries the danger of manipulation by authorities. Genetic engineering developments…carry the promise of creating a super-human – but at the same time carry the danger of losing the nature and independence of being human.

“The second engine is the scientific and technological effort to stabilize the foundations for human survival on earth. Natural resources such as water, energy, arable land and clean air to breathe are all shrinking, and with them the ability to supply the world’s food needs. Sustainability is becoming a central issue.”

And third, Prof. Reichman said, is the computer revolution, which influences the other two engines, “but has a momentum of its own and unprecedented power.”

“This new world creates individual power that we did not know in the past. Young people, with just a little assistance, can develop mass technologies. Even inside authoritarian countries, the ability to make contact through the Internet and start a protest or a mass struggle changes the balance of power in favor of the individual against authority. Individual power is changing norms. Social structures are in transition.”

Significant gaps have already emerged between individuals and societies that are moving ahead...
“The world in which you will operate is changing quickly...this new world creates individual power that we did not know in the past.”
– Prof. Uriel Reichman

with the changing world, and those that are being left behind, he said.

“The world before you is challenging and not simple, but you are more ready than others to face it,” Prof. Reichman told the graduates.

“You can turn difficulties into opportunities and advantages...The ability to think originally and to do things in a way that differs from the accepted norm is the foundation stone [for success in the new world].”

Prof. Reichman said this year’s graduates form a “human mosaic” of ethnicities and religions, holding citizenship over 80 countries and speaking “all the languages commonly spoken in the world.” Yet what they all have in common is the world-class education they received from IDC Herzliya.

“We have embedded in you the ability to think independently...you can turn thoughts into deeds, dreams into reality.”
– Prof. Uriel Reichman

They made it to Israel and they made it through their undergraduate degrees in Government and Psychology, respectively. Refugees Adam Bashar from Sudan (far left) and Yikealo Beyene from Eritrea (far right), are seen here on IDC Herzliya’s graduation stage, singing the IDC anthem with its writer, Prof. Shimon Schocken, founding dean, Efi Arazi School of Computer Science, and Jonathan Davis.

Graduating stars from the Israel at Heart Ethiopian Scholarship program. Prof Uriel Reichman (third from right) and Jonathan Davis (second from left) with some of the graduates (from left): Rami Yaakov, Shlomit Berhanu, Isaela Falka and Barouch Awaka.

“We have embedded in you the ability to think independently...you can turn thoughts into deeds, dreams into reality.”
– Prof. Uriel Reichman

Dr. Boaz Ganor, executive director, International Institute for Counter-Terrorism (ICT) and deputy dean, Lauder School of Government, Diplomacy &Strategy, with Mandela Benson from Kenya, graduate MA in Counter-Terrorism.

They made it to Israel and they made it through their undergraduate degrees in Government and Psychology, respectively. Refugees Adam Bashar from Sudan (far left) and Yikealo Beyene from Eritrea (far right), are seen here on IDC Herzliya’s graduation stage, singing the IDC anthem with its writer, Prof. Shimon Schocken, founding dean, Efi Arazi School of Computer Science, and Jonathan Davis.

Jonathan Davis, vice president for External Relations and head, Raphael Recanati International School, with his daughter, Adi (left), law and government graduate and Prof. Sharon Rabin-Margalioth, dean, Radzyner School of Law.

Following Prof. Reichman’s speech, Gilat Shukrun, law and business management graduate, gave the valedictory speech on behalf of the students. She said that she discovered the special nature of IDC Herzliya at her first meeting with Prof. Reichman during orientation week.

“Prof. Reichman came into our class and told us it was important to him to get to know us,” she said. “For two hours he went from student to student, around 80 students in all, asking each one of us our names, ages, where we came from, and about our army service. That is the power of IDC Herzliya – it comes first from the people.”

- Miriam Bulwar David-Hay
The Israel Friends of IDC Herzliya kicked off the 2013-2014 academic year with a very special tour of Jerusalem, focusing on the Armenian Quarter, the smallest and least-known of the four quarters of the ancient city. The tour was organized and hosted by Kevork Nalbandian, a Radzyner School of Law alumnus of Armenian descent. Nalbandian brought some 80 friends, donors and alumni, as well as several students of Ethiopian descent from the Israel at Heart program, in two busloads to Jerusalem. Accompanied by a guide who provided historical explanations, the group visited the Armenian section in the Church of the Holy Sepulcher and the monument to the 1915 Armenian genocide, before being treated to a private audience with Nourhan Manougian, the recently appointed Armenian patriarch in Jerusalem, in his private quarters. At that meeting, Prof. Uriel Reichman, founder and president, IDC Herzliya, formally announced that the university would mark the 100th anniversary of the Armenian genocide with a commemorative event.

The visitors were then taken on a special walking tour over the rooftops of the Old City, which offered unique views of the city’s buildings and streets. They finished the day with dinner at the traditional Armenian restaurant, Bulghourgi.

“It was an extremely interesting day, with an excellent guide and a wonderful atmosphere,” said Malka Lion, Israel friend and long-time IDC Herzliya supporter, who went on the trip. “Even though we were a large group of people, the atmosphere felt very intimate and friendly. We met some new people and got to see old friends, and it was lovely to be able to do so in such a special setting. “We all learned a great deal about Armenian culture and history... and we could see how the city is divided between religions.”

– Malka Lion, long-time IDC Herzliya supporter

---

Gili Dinstein, director of External Relations Israel; Dr. Ayelet Ben-Ezer, vice president for Student Affairs; Jonathan Davis, vice president for External Relations and head, Raphael Recanati International School; His Beatitude Patriarch Nourhan Manougian; Prof. Uriel Reichman, founder and president; Adv. Kevork Nalbandian, graduate, Radzyner School of Law 2002; Dr. Dani Haimovich; and Father Paktad Bourjekian.
Other events being planned by Israel Friends of IDC Herzliya are:

✶ Dec. 21, 2013 – A screening on campus of “The New Anti-Semitism,” the much-lauded Canadian-Israeli documentary movie, presented by Yaakov Eilon, Israeli anchorman. The screening will be followed by a discussion moderated by Eilon and IDC Herzliya students.

✶ Feb. 4, 2014 – A visit to Google Israel’s Campus TLV, with a focus on entrepreneurship. Students from IDC Herzliya’s Zell Entrepreneurship Program will provide short pitches for their ideas, and alumni of the program will speak of their post-study successes.

✶ April 4, 2014 – An event in Savyon at the home of Miri and Henry Kraft, to present the varied social initiatives of IDC Herzliya students.

American Friends of IDC journeyed across the United States with Dr. Tal Ben-Shahar, head of the Maytiv Center, and Prof. Mario Mikulincer, dean of the School of Psychology, to raise awareness to the important work the center is doing in Israel and the United States. The Maytiv Center (Doing Good) is dedicated to training the trainers, and empowering these change agents to bring about positive change in their classrooms and communities.

AFIDC and our cross-country travelers were co-hosted by the Julis and Sassoon families in Beverly Hills. Mitch and Joleen Julis opened their beautiful home to a huge crowd of new and old friends as they took in all of Dr. Shahar’s tips on the keys to being happy. The Hay family also generously opened their home in Beverly Hills and again another full house of Dr. Shahar’s fans was present to be enlightened by his wisdom.

In New York, Gil Tenzer, AFIDC Board chair, and his wife Orit, hosted a packed crowd in their beautiful east side home overlooking the East River. Board members, alumni and supporters filled the room for another amazing event.

Featuring the American Friends of IDC Herzliya

Tal Ben-Shahar brings happiness to American Friends in NYC and LA
American Friends of IDC Herzliya

Yehuda and Liz Naftali, IDC parents and supporters, with Jonathan Davis.

Jacques Stambouli with Tina Hay, Mehrzad and John Hay, hosts.

Tali and Yoron Cohen.

Gil Tenzer, AFIDC Board chair, with his wife, Orit.

Dr. Tal Ben-Shahar and Leon Janks.

Thelma Julis with Carol and Ezra Kest.

Rabbi Joseph Schreiber and Mitch Julis, Beverly Hills host.

Rabbi Yosef Cunin, Rabbi Moshe Benzaquen and Elie Gindi.

Gil Tenzer, AFIDC Board chair, with Jonathan Davis and Jack Halpern.

Allen Rosenshine, AFIDC Board member, with his wife, Missy.

Avishag Bohbot, IDC alumna, with Alberto Vitale, AFIDC Board member.
Zell Fellows Share their Visions in Chicago

American Friends of IDC joined the Zell fellows in Chicago on their yearly tour of the US, where they visit leading companies to present their business ventures to potential investors. Andrew and Dana Taitz, our Chicago regional representatives, hosted the Zell fellows at their exquisite home in Highland Park in June. The evening was spent among IDC friends, parents and supporters, as well as prominent business people from the Chicago area, who eagerly listened to the presentations and had many questions for the fellows.

Introducing Galit Reichlin, New Executive Director of the American Friends of IDC Herzliya

We are thrilled to announce the new executive director of the American Friends of IDC, Galit Reichlin. Galit previously served as the Westchester area director of the American Israel Public Affairs Committee, where she was responsible for coordinating all of AIPAC’s activities in Westchester. Prior to AIPAC, Galit worked for the UJA-Federation of New York in their Long Island Office and spent eight years at the Anti-Defamation League as Associate Director of the Middle Eastern Affairs and International Analysis Department. Galit is a graduate of Barnard College and received a Master of International Affairs from Columbia University’s School of International and Public Affairs.
On a crisp fall evening in November, the American Friends of IDC gathered for a board meeting and cocktail party to welcome Prof. Uriel Reichman to NYC. The evening took place at the restaurant, La Brochette, where alumni, parents and supporters celebrated IDC Herzliya.


Naomi and Aryeh Davis; Jonathan Davis; and Andy Lewin and Joanne Landau, AFIDC Board members.

Gideon Argov, AFIDC Board member and founder of the Argov Fellow program, with Yoav Cohen, IDC and Argov alumn.

Zigi and Tsipi Ben-Haim with Prof. Uriel Reichman.
International Friends of IDC Herzliya – Going Global

The International Friends of IDC Herzliya enables the university’s ever-growing base of supporters from around the world to come together and deepen their commitment to IDC Herzliya.

Following its first two successful events, the International Friends of IDC Herzliya is looking forward to expanding its activities during the university’s 20th anniversary year, and to deepening existing relations with its many friends in Israel and around the world.

The International Friends Association was launched last year, to allow for the university’s ever-growing base of supporters from around the world to come together in Israel and abroad for evenings of fascinating lectures and various forms of entertainment, inspired by the common vision of extending support to IDC Herzliya.

The inaugural event, “A Taste of IDC Herzliya,” was held at the beautiful home of Oudi Recanati and Staci Light Recanati, and included moving presentations by Prof. Uriel Reichman, founder and president, IDC Herzliya, and others.

The second event was held at the home of Pierre Besnainou, co-chair of the Anti-Semitism Taskforce Committee of the Jewish Agency for Israel and a member of their Board of Governors. The evening focused on a number of extraordinary students, who eloquently delivered talks on a variety of topics related to IDC Herzliya, including their personal history, highlights of experiences on campus and peeks at their goals and aspirations.

In honor of its 20-year celebration, IDC Herzliya will be holding events throughout the year, culminating in a global mission that will bring a diverse delegation of International Friends to Israel in May.

“We want to bring together our friends from countries around the world, here in Israel, so they can meet us and each other, and to familiarize them with what we have here in this country and at the university. It’s especially fitting to host such an event during our 20th anniversary year, in order to reflect on past achievements and plan ahead together with our dear supporters and friends,” says Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School.

IDC Herzliya is in the process of establishing and enhancing Friends associations in Canada, South Africa, Hong Kong, Switzerland, Italy and France.

In addition to the events on the horizon for the university’s English-speaking friends, IDC Herzliya also plans to establish Friends associations in Canada, South Africa, Hong Kong, Switzerland, Italy and France. These will join the existing UK and German Friends associations.
Introducing Adv. Michal Cotler-Wunsh – Director of International External Relations

Michal Cotler-Wunsh grew up in Montreal, Quebec, in a universalist, humanist, Canadian, Zionist home. Having graduated from tri-lingual Herzliah High School, Cotler-Wunsh moved to Israel and became a student in the one-year program at the Hebrew University of Jerusalem. Resolving to remain in Israel, she joined the Israel Defense Forces as a “lone soldier” and became an officer, training new recruits throughout her service.

Cotler-Wunsh studied law and received her LL.B. from the Hebrew University of Jerusalem in 1996. Upon completion of her studies, she worked at the Israeli Ministry of Justice and in private practice. She moved to Montreal in 2001, where she resided until 2010, earning an LL.M. from McGill University in 2006, with a master’s thesis entitled, “Power Imbalances in Divorce Mediation: Family, Feminism and Foucault.” While in Montreal, Cotler-Wunsh dedicated her time to the fields of mediation and education, and was actively engaged in leadership roles in various community organizations.

In 2010, Cotler-Wunsh returned to Israel with her husband Rafi and their four children. She directed the Public Interest Law Program at Tel Aviv University until recently beginning her position at IDC Herzliya. As director of International External Relations, Cotler-Wunsh will be playing a key role in strategizing, developing and engaging with the International Friends of IDC Herzliya, focusing on Canada, the UK and Continental Europe. She will also be directing the many Israel public advocacy initiatives on campus and beyond.

“IDC Herzliya was founded in order to educate the future leaders of the State of Israel, of the Jewish people, indeed of the world at large,” says Cotler-Wunsh. “It has differentiated itself by placing the students at the center and viewing them as partners in the process. IDC Herzliya was founded on the values of “Liberty and Responsibility” and inculcates these values in us all. I am honored to represent IDC Herzliya, an excellent, internationally-recognized academic institution, and humbled to take part in sharing all that it stands for as it celebrates its 20th year.”

Michal looks forward to expanding and enhancing the interaction with all of our International Friends. Please don’t hesitate to contact her at: mcotler@idc.ac.il.
Meetings with IDC’s VIP International Friends

Martin Paisner and IDC Pay Tribute to the Dorset Foundation

Martin Paisner, trustee of the Dorset Foundation, and Michal Herzog, Dorset Foundation Israel representative, met with students of the "Israel at Heart" Ethiopian Scholarship program and unveiled two plaques in the new Radzyner Law School/School of Sustainability building in the name of the Dorset Foundation in memory of Harry M. Weinrebe. (l to r) Jonathan Davis, Prof. Amnon Rubinstein, Michal Herzog, Martin Paisner and Prof. Uriel Reichman.

Ronald Lauder Brings his Grandchildren to IDC Campus

Ronald S. Lauder visited IDC with his wife, JoCarole, and grandsons Jack and Will Lauder Zinterhofer. They toured the campus and Lauder School building, and met with Prof. Reichman, Prof. Alex Mintz and IDC students.

University of Texas Students Meet IDC President

Three students from LBJ, University of Texas, enjoyed the summer on the IDC Herzliya campus as the 2013 Kosberg Student Fellows. From left: Prof. Alex Mintz, dean, Lauder School of Government; Associate Prof. Eugene Gholz; MacKenzie Nunuz, LBJ graduate student, Prof. Uriel Reichman, founder and president, IDC Herzliya; Dustin Reynolds and Rob Wieczorek, LBJ graduate students; and Jonathan Davis.

Robert Wiener Inspires 20 Scholarship Students

Robert Wiener, longtime IDC Herzliya friend and supporter, met with the 20 new Bob Wiener Fellows whom he will be supporting and mentoring for the coming three years.

Alberto and Gioietta Vitale and Philip and Jane Rylands, meet with Prof. Reichman and IDC students.

Following a tour of the IDC Herzliya campus, Alberto and Gioietta Vitale and Philip and Jane Rylands enjoyed lunch with student representatives from IDC’s excellence programs: Zell Entrepreneurship, Argov Leadership and Diplomacy and “Israel at Heart” Ethiopian Scholarship.
Establishing the French Friends of IDC Herzliya

Pierre Besnainou, chairman of the International Friends of IDC, brought a delegation from the Fonds Social Juif Unifié to the IDC campus. Delegates enjoyed lunch with IDC’s French-speaking and Ethiopian students and heard addresses by Prof. Reichman, Pierre Besnainou, Jonathan Davis, Dr. Nadine Baudot-Trajtenberg and some of the students.

UK Friends of IDC Going Strong

Jonathan Davis with Gordon Hausmann, treasurer of UK Friends of IDC Herzliya.

Jewish Federation of Winnipeg

Delegates from the Jewish Federation of Winnipeg enjoyed a tour of the IDC Herzliya campus, accompanied by Canadian students studying at the university. Here they are seen in the classroom of the Radio Studio in the Sammy Ofer School of Communications building.

JFNA John Farahi Mission from Reno, NV

John Farahi is seen here with Shlomit Bukaya, “Israel at Heart” Ethiopian Scholarship student at the Sigd event on campus.

Amb. Michael Oren greets John Farahi. Amb. Oren was on campus preparing for his new position as the Abba Eban chair in International Diplomacy, situated in IDC Herzliya’s Lauder School of Government, Diplomacy & Strategy.

Dozens of IDC Students at Mega Birthright Event

IDC’s Raphael Recanati International students, all graduates of Birthright, were thrilled to have met Sheldon Adelson during Birthright’s recent mega event.
IDC Alumni Keep a Place in their Hearts for IDC Herzliya

Alumni flagship, “Makom Balev,” aims to enable past graduates to help future ones

IDC Herzliya’s 13,000 graduates are forging ahead in diverse fields in the workforce and academia, both in Israel and abroad. But the university that gave them their start continues to hold a special place in their hearts – and it is for this reason that the IDC Herzliya Alumni Association named its flagship program ‘Makom Balev,’ a ‘place in the heart.’ This program is unique among universities in Israel.

Launched in 2009 and based on similar programs at universities abroad, Makom Balev encourages past alumni to assist current students as a way of fulfilling the IDC Herzliya Alumni Association’s stated goal of working for a better future for young people in Israel.

The program enables alumni to contribute to a range of projects and scholarship funds, including a fund for economically disadvantaged students, a fund for outstanding students of Ethiopian descent and a fund for students with potential from development towns.

Gilad Hertzanu, Efi Arazi School of Computer Science, Class of 2006

“IDC Herzliya gave me a really good foundation in computer science, which has helped me along the way,” says Gilad Hertzanu, who graduated with a BA in computer science and went on to become the co-founder and CEO of 24me, a start-up that offers a new productivity app billed as the next generation of personal assistance technology. The app enables users to manage their daily lives in one place – pay bills, buy goods, receive reminders of important events, send emails and perform other errands in a dynamic, user-friendly way.

“I feel part of the university and I make sure to stay in touch and to visit from time to time. Being part of the alumni association is a natural thing for me,” Hertzanu says. “Being part of the IDC Herzliya family contributed so much to my professional development and I am grateful for that. Now, as an alumnus, I would like to give back to the community and join the many others who help the new generation realize their potential.”

Liat and Gilad Hertzanu, both graduates of the Efi Arazi School of Computer Science.
Erez and Michal Fishler, Radzyner School of Law and Arison School of Business, Class of 2011

Erez and Michal Fishler met while they were both studying law and business management at IDC Herzliya. It was during their time at the university that they launched their successful gourmet chocolate business, Lia, which employs people with special needs for all its production and packing processes.

“Lia Chocolates puts a big emphasis on contributing to the community. Our way of doing so is by employing people with special needs and helping them to integrate into society,” says Erez Fishler. “We enable people with special needs to feel at home and to be productive, developing work skills and earning a proper salary, all through a love for chocolate. Every purchase of our chocolates enables us to employ more of these hard-working people. That is our modest contribution to the community.”

Fishler says his connections with IDC Herzliya have proved invaluable in starting and running the business, which he is now looking to expand abroad.

“Everything began for us at IDC Herzliya,” he says. “We maintain close ties with the university and with the other alumni, both on a personal level and on a business level. I am always happy when I come back for a visit since I meet old friends and new people, I get to hear new ideas, and we all gain from each other.”

Jonathan Shaked, Arison School of Business Class of 2009 and Global MBA, Class of 2013

Jonathan Shaked graduated from IDC Herzliya with a bachelor’s degree in business management and a master’s degree in entrepreneurship and innovation. Together with Ben Ninio, a fellow graduate, he started Car2Go, the innovative car-share company. Car2Go allows members to rent cars by the hour from hundreds of locations all over central Israel and return them to the same locations, simply by swiping a smartcard. It’s an ideal solution for big-city residents who do not need or want a car on a daily basis but find themselves stuck when they need a vehicle for a few hours.

“My time at IDC Herzliya was probably the best period of my life,” says Shaked. “I met people there who became, and who still are, my best friends. Through IDC Herzliya I met Ben, who became my business partner – although, funny enough, we didn’t actually meet on campus, because he was studying in a different track. We actually met when we both were on an IDC Herzliya student exchange program at the Wharton School of the University of Pennsylvania. It was there that we first thought of the idea for Car2Go.”

Shaked says that since he graduated, he has stayed in close contact with the university, visiting frequently and speaking to undergraduates.

“I have a great history with the university and I maintain very close ties with it, visiting at every opportunity, and often speaking to the undergraduates,” he says. “I feel very strongly about past graduates helping future ones. We need to work with them, to give them a lift, to push them forward.”

As for Makom Balev, he says: “It is a wonderful program, and it is very important to me to support it. I know what it gives the students, and I get my satisfaction from that.”
Old and new alumni of the Raphael Recanati International School met recently on the IDC Herzliya campus for a walk down memory lane. They came to catch up with one another and the school’s current and former staff, to network and to celebrate the launch of the Raphael Recanati International School Alumni Association. The evening was generously sponsored by the Sufrin Group.

“I’m very happy to see all of you,” said Mr. Oudi Recanati, chairman of IDC Herzliya’s Board of Directors. “The International School is a dream come true. I remember my first conversation with Prof. Uriel Reichman, back in the days of the Intifada, when there were only a few dozen students in the school. Prof. Reichman made me believe in its vision, that we had to go on and that things would get better, and here we are today, with 1,500 students.”

Many of IDC Herzliya’s international graduates remain in contact with the institute in some way – via the staff who nurtured and cared for them, through the Makom Baleb Alumni Association, or through the more modern forms of social media. The evening was a chance for these graduates to revisit their memories and celebrate the time they spent on campus and with one another. Far from their families, these students found IDC Herzliya, and especially the RRIS, to be a real home away from home. The staff became family to each and every individual, always ready and willing to revel in good news and offer tissues, hugs and shoulders to lean on for those who needed advice, to feel less homesick or simply for a good cry.

“Today I’m sitting here with the school’s graduates and I see how we fulfilled the vision of bringing Jews from all over the world to Israel. There are students from over 80 countries studying in the school. This gives us great joy and satisfaction. I’m proud to be here and to see all of you,” Mr. Recanati continued.

“The leadership of the future... It’s about ambition, fearlessness and the ability to recognize and seize opportunities. To dare.”

“Every year, our Channukah event reinforces the notion that we are one people, the Jewish people, and that while our bond may be hard to explain, it is the secret of our future power. It is also the vision and strength of IDC Herzliya.”

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

“Sitting here with the school’s graduates… I see how we fulfilled the vision of bringing Jews from all over the world to Israel.”

- Mr. Oudi Recanati, chairman of IDC Herzliya’s Board of Directors

It was especially touching to witness the number of former RRIS staff who took the time to come to the evening to see their “children.” Mimi Laufer, head of marketing for RRIS, opened the evening’s proceedings by telling her audience, “I feel like I gave birth to some of you.”

Prof. Uriel Reichman, founder and president, IDC Herzliya, brought a tear to many an eye during his emotional address. He described the very beginnings of the international school, with Channukah-lighting ceremonies being held in his home. Today they are “held in the lobby of the Arison-Lauder building, where we play Channukah songs in different languages. Every year, that event reinforces the notion that we are one people, the Jewish people, and that while our bond may be hard to explain, it is the secret of our future power. It is also the vision and strength of IDC Herzliya.”

He continued to say that “the International School embodies the very story of the Interdisciplinary Center – a story that began with believers like Raphael Recanati and Oudi Recanati… We often speak about the future, but only you and others like you will determine that future. When I look at you, I believe the future is bright.”

Adam Grunewald, who graduated from the Raphael Recanati International School in 2010, having studied Government, Diplomacy & Strategy, now works at Google’s San Francisco headquarters and delivered the evening’s keynote address. He said, “Ivy League universities have been around for many years and they are very successful, but they are also plagued by bureaucracy and it is much harder to create and promote initiatives there. The situation at IDC Herzliya is reversed. Here we were free to promote initiatives and we kept hearing about the leadership of the future. I may not have understood what it fully meant when I was in school, but now, in the real world, I do. It’s about ambition, fearlessness and the ability to recognize and seize opportunities. To dare.”

Mr. Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School, served as MC for the evening.

At the end of the night, amidst much chatter and photo taking, the attendees were presented with gift bags of handmade chocolates from the Lia chocolate company, which is owned by Erez and Michal Fishler, Radzyner School of Law graduates, 2011.
Young and old, new immigrants and veteran ones, all come to grips with the Hebrew language at IDC Herzliya’s unique Summer Ulpan

Run by the Raphael Recanati International School in conjunction with the Education Ministry, the Immigrant Absorption Ministry and the Student Authority, and directed by Aviva Friedman, who also directs Ulpan Ra’anana, the Summer Ulpan is open to anyone aged 18 and older, and brings together a melting pot of nationalities, ages and occupations. Students are divided into six levels, and all teachers are qualified and licensed by the Education Ministry. Upon completing the course, kitah dalet (4th level) ulpan graduates are qualified to go on to study in Hebrew at Israeli universities and colleges. This year, more than 120 people completed the Summer Ulpan, a record number.

“I do not represent the class but I am sure that I can speak for all of us and say how much we enjoyed the course. Not only did we enjoy it, but we also progressed in our knowledge of Hebrew and Israeli culture….We all benefited from the experience and made new friends,” she writes. “It was also a treat to be able to sample life on the IDC Herzliya campus. I have studied in a few universities in my time, but this campus beats them all. I do hope the IDC students realize how lucky they are to be able to study in such conditions.”

And Rosalynn Cohen sums it up: “I would like to thank you so very much for offering such a wonderful Summer Ulpan and for enabling me to be part of it. The ulpan gave me confidence in my ability to function in Hebrew and the hope that my Hebrew abilities will continue to improve…. Please continue to offer this amazing program. So many people depend on it!”

Special thanks go to: Magi Koren, director of adult education, Education Ministry; Dr. Sarah Rubenstein, national supervisor of the adult education division, Education Ministry; Dr. Yossi Bar-Noy, regional supervisor, Education Ministry; and Orit Mor Sela, deputy director and Academic Department manager, Israel Student Authority.

- Miriam Bulwar David-Hay

The Summer Ulpan is open to the public. For information please contact Sarit Ben-Or at sbenor@idc.ac.il

Young and old, new immigrants and longtime veterans, native speakers of English, French, Spanish and assorted other languages – all came together for six intensive weeks at IDC Herzliya’s unique Summer Ulpan, the only Hebrew-teaching program of its kind in Israel.

Run by the Raphael Recanati International School in conjunction with the Education Ministry, the Immigrant Absorption Ministry and the Student Authority, and directed by Aviva Friedman, who also directs Ulpan Ra’anana, the Summer Ulpan is open to anyone aged 18 and older, and brings together a melting pot of nationalities, ages and occupations. Students are divided into six levels, and all teachers are qualified and licensed by the Education Ministry. Students are divided into six levels, and all teachers are qualified and licensed by the Education Ministry. Upon completing the course, kitah dalet (4th level) ulpan graduates are qualified to go on to study in Hebrew at Israeli universities and colleges. This year, more than 120 people completed the Summer Ulpan, a record number.

"Not only did we enjoy it, but we also progressed in our knowledge of Hebrew and Israeli culture."

– Dominique Kahtan, Summer Ulpan student

“We are lucky to have some of the best teachers in Israel at our ulpan, who return year after year and help us fine-tune the program and continually improve it,” says Rena Neiger, director of the RRIS.

“Some of our students come to us from other ulpanim, and they say we are the best in the country, both in the teaching level and in the environment, which we make very enjoyable. We are working to fulfill IDC Herzliya’s Zionist ethic to help our students succeed in their aliyah, and mastery of the language is of course a big part of that.”

A record number graduated from the Summer Ulpan.

Excerpts from letters written by students show their satisfaction with the program:

Barbara Shaw, 58, a trained nurse and reflexologist who moved to Israel from Ireland and did the Summer Ulpan with her husband, says that although she had attended various Hebrew courses, she never reached an “operational” level of Hebrew, and found herself frustrated when she began volunteering at her local hospital earlier this year.

“It made me fully realize that I could never fully integrate with Israeli society in a meaningful way without knowing Hebrew,” she writes. “Six weeks of intensive learning has brought me to an unexpected level of reading and writing. Also, speaking the language is now exciting. What is more surprising is that, despite the dedicated time and effort I invested, it never seemed to be hard work. I actually enjoyed every class and the subsequent time I spent completing the homework of the day.”

British immigrant Dominique Kahtan, 69, volunteers helping Israeli teens with their high school English matriculation examinations, and writes that she wanted to improve her Hebrew.

“I do not represent the class but I am sure that I can speak for all of us and say how much we enjoyed the course. Not only did we enjoy it, but we also progressed in our knowledge of Hebrew and Israeli culture….We all benefited from the experience and made new friends,” she writes. “It was also a treat to be able to sample life on the IDC Herzliya campus. I have studied in a few universities in my time, but this campus beats them all. I do hope the IDC students realize how lucky they are to be able to study in such conditions.”

And Rosalynn Cohen sums it up: “I would like to thank you so very much for offering such a wonderful Summer Ulpan and for enabling me to be part of it. The ulpan gave me confidence in my ability to function in Hebrew and the hope that my Hebrew abilities will continue to improve…. Please continue to offer this amazing program. So many people depend on it!”

Special thanks go to: Magi Koren, director of adult education, Education Ministry; Dr. Sarah Rubenstein, national supervisor of the adult education division, Education Ministry; Dr. Yossi Bar-Noy, regional supervisor, Education Ministry; and Orit Mor Sela, deputy director and Academic Department manager, Israel Student Authority.

- Miriam Bulwar David-Hay

The Summer Ulpan is open to the public. For information please contact Sarit Ben-Or at sbenor@idc.ac.il
United in Sport - International Sportsmanship at IDC Herzliya

At the end of every school year, a mix of soccer and basketball teams, with students from around the world, comes together for IDC Herzliya’s Annual International Sports Day. The event is run in partnership with the IDC Student Union.

Pictured here is the winning soccer team for 2013; all are Raphael Recanati International School students. From left: Airton Manuel from Luanda, Angola (Business Administration), Nathan Sadoun from Antibes, France (Government), Daniel Lopez Baez from Puerto de la Cruz, Spain (Government), Leo Cohen-Sabban from Bourg la Reine, France (Business Administration) and Paul Amos from Valenza, Italy (Government).

Maccabiah Magic at the Raphael Recanati International School

The Maccabiah is an athletic event that brings Jewish athletes together in Israel, every four years. Held under the auspices of the Maccabi Federation, affiliated with the Maccabi World Union, this international event is often referred to as the “Jewish Olympics.” The 19th Maccabiah Games were hosted in July 2013 and three Raphael Recanati International School students did us and their home countries proud on the sports fields.

Jaime Kauffman (third from right), 2nd year RRIS-Arison School of Business, played with the Peru soccer team.
Matthew Hoffman (right), 2nd year RRIS-Lauder School of Government, Diplomacy & Strategy student, represented Israel on the cricket field. Matthew is originally from South Africa.
Carole Dwek (second from right), 3rd year RRIS-Lauder School of Government, Diplomacy & Strategy, represented the Belgium tennis team.
World Summit on Counter-Terrorism: Terrorism’s Global Impact

“It takes a network to beat a network,” said Dr. Boaz Ganor, Ronald S. Lauder chair for Counter-Terrorism, deputy dean, Lauder School of Government, Diplomacy & Strategy, and founder and executive director, the International Institute for Counter-Terrorism (ICT), the Interdisciplinary Center (IDC) Herzliya, Israel, speaking at the opening of the 13th Annual Conference on Global Terrorism. Dr. Ganor described how ICT’s world summit on counter-terrorism provides a dynamic platform for over 800 leading experts and decision-makers to network, establish essential cooperation and exchange views on the challenges faced by counter-terrorism officials. Scheduled to coincide with and commemorate the 9/11 terrorist attacks on America, the conference has received worldwide acclaim since its inception.
Prof. Uriel Reichman, founder and president of the Interdisciplinary Center (IDC) Herzliya, proudly told conference attendees that this year marked 20 years of IDC Herzliya. He said that IDC Herzliya has brought a revolution to education in Israel, as it is the first private academic institute and trains the future leadership of Israel. Prof. Reichman spoke of the dark days of the Second Intifada, when terrorist attacks occurred in Israel on a regular basis. He recalled the 2002 suicide bombing of the Park Hotel in Netanya, in which the parents and grandparents of Shirley Fried, an IDC Herzliya student at that time, were tragically killed. Reichman explained that the intifada brought about the feeling that Israel had no partner in peace, noting that Israel still faces a "non-stop war" and that the surrounding region is filled with violence. However, he said that despite the atrocities, we must believe in a different solution - negotiations - as terrorism only brings about human suffering.

This year’s conference took place as the Israeli government was entering new peace talks with the Palestinians, and therefore according to Reichman, it is imperative that we “not forget the blessed memory of those who lost their lives to terrorism.” It was also a great honor that Lt. Gen. (Ret.) MK Moshe (Bogie) Yaalon, minister of Defense, Israel, said in his keynote speech about Syria, “We are preparing for the consequences of American action or inaction,” declaring that, “there will be consequences for us no matter the decision.”

“Let us remember the innocent civilians murdered by suicide bombers who did not distinguish between civilians of Israel. All in the name of Allah.”

Prof. Uriel Reichman, founder and president, IDC Herzliya
Sharing Expertise, Knowledge and Common Goals

This year’s world summit illustrated an underlying need for widening the counter-terror professional network in order to reinforce the counter-terrorist operational methods in an increasingly uncertain and radicalized world. Amongst the acclaimed speakers was Dr. Qanta Ahmed, associate professor of Medicine, State University of New York, and Templeton-Cambridge Journalism fellow in Science and Religion, University of Cambridge, U.S., who fervently said: “I refuse to give up Islam to the Islamists.” Ahmed began her speech during the plenary session, quoting an Islamist poem: “The mosques are our barracks; the minarets our bayonets; the domes are our helms, the believers are our soldiers.” She said that although this sounds like something out of the Al-Qaeda handbook, it was in fact an inflammatory speech, read out loud by the then-mayor of Istanbul in 1997. He was ejected from office and sentenced to jail by the Ankara High Court. However, today, that mayor, Recep Tayyip Erdogan, is prime minister of Turkey, a country with which Israel once had a strong strategic alliance. Ahmed explained that Erdogan has slowly but relentlessly pushed secular Turkey, a member of NATO, towards a radical Islamist future. She noted that whilst Israel has long led the world in knowledge of Islamist jihadist ideology and its many complexities, it is taking Muslims everywhere far longer to recognize the consuming threat emerging from among them. From recent tensions in Turkey to the bloodshed in Egypt and Syria, it is the underlying struggle marking Islamist forces against secularists as well as Sunnis against Shias that is fueling the fire. Ahmed said, “Make no mistake, this conflict within Islam is originated by Muslims, is being waged by Muslims, and the vast majority of its victims are Muslims. These conflicts are deepening the abyss between major sects in Islam. Unless we confront Islamism or unless we castrate it, we will only see a region with pseudo-democracies.”

Major Dr. Bryan Price, executive director, Combating Terrorism Center, United States Military Academy, West Point, United States of America, presented a fascinating study during the plenary sessions, in which he compared the holistic approach to treating cancer to that of combating terrorism: “We cannot say we can defeat terrorism, we cannot cure an incurable disease, but we can combat it more effectively.” He cited the recent example of the Boston Bombing attacks, noting failures found in the lack of collaboration between the authorities. He suggested that if an holistic approach would have existed, perhaps the attack might never have reached fruition. As Dr. Boaz Ganor remarked, international cooperation is the key to the counter-terrorism puzzle since, “Not all the agencies have all the parts.” Therefore, by disseminating knowledge, counter-terrorist professionals will have greater potential to coordinate all parts of the puzzle and prevent attacks. This was demonstrated by both speakers and participants from over 40 countries, comprised of: current and former ministers, members of parliaments, heads of security agencies and police departments, first responders, leading academics, professional experts in the field of counter-terrorism, jurists, businesspeople and students.

(1 to r) Plenary session moderated by Mr. Jonathan Davis, vice president for External Relations & head of the Raphael Recanati International School, IDC Herzliya. Expert panelists included MK Yaakov Peri, minister of Science and Technology & former director of the Israeli Security Agency (ISA), Israel; Mr. Ivan Koedjikov, Counterterrorism coordinator & head of Action against Crime Department, Council of Europe; Prof. William Banks, founding director, Institute for National Security and Counterterrorism (INSC), Syracuse University, U.S.; Dr. Qanta Ahmed, associate professor of Medicine, State University of New York, and Templeton-Cambridge Journalism fellow in Science and Religion, University of Cambridge, U.S.; and Major Dr. Bryan Price, executive director, Combating Terrorism Center, U.S. Military Academy, West Point, U.S.
Defying the Threats on an Operational Level

Leading police and military experts described the challenges faced by law enforcement today. Commissioner Yohanan Danino, general commissioner of Police, Israel, described the special challenges Israel has to face with regards to criminality, accidents and terrorism. He noted how the Israeli police are always prepared to face threats, and able to act immediately from routine to emergency. He said: “We always tried to be prepared for every scenario and any threat.”

Ambassador Yitzhak Levanon, former ambassador to Egypt, senior associate, The International Institute for Counter-Terrorism (ICT), and lecturer, IDC Herzliya, Israel, noted the importance of policing and the challenges he saw firsthand in the Sinai Peninsula due to the absence of police in the region. Gen. (Ret.) John Abizaid, distinguished chair, Combating Terrorism Center, United States Military Academy, West Point, and former commander of the United States Central Command (CENTCOM), United States of America, highlighted the importance of international collaboration between the authorities in the international community, commenting: “We need to internationally organize in order to deal with our enemy,” stressing that, “These challenges require international commitment for Counter-Terrorism, which will cast off intense pain on our enemies.”

This year the conference was privileged to enjoy a large British contingent, who shared their experiences and challenges. Assistant Commissioner Cressida Dick, assistant commissioner for Specialist Operations, Metropolitan Police, City of London, United Kingdom, claimed that the collaboration between the Metropolitan Police and British intelligence agency MI5 has significantly reduced the operational capability of terrorist groups. She noted that terrorist plots increasingly span multiple countries, and therefore the need for international collaboration is greater than ever. She also said: “Despite all our efforts, there is much we don’t understand, and we cannot and should not pretend we can reduce the risk of terror attacks to zero.”

ICT’s Project of Crafting Israel’s Counter-Terrorism Strategy

This year, as a special feature of the conference, ICT was proud to launch Israel’s first Counter-Terrorism Strategy. Conference participants were privileged to preview this pioneering interim report, which ICT’s senior staff and fellows are crafting. This ambitious project examines central processes in Israel’s counter-terrorism policy in partnership and cooperation with over 60 Israeli academic experts and practitioners, divided into 12 committees, each tackling pressing counter-terrorism issues. These include: International Cooperation; Intelligence; Public Diplomacy; International Law and Criminal Justice; Offensive Action; Defensive Action; Prevention; Public Resilience; Cyber-Terrorism; External Threat; Threat from Within; and Terrorism Financing. The project was launched and introduced by Dr. Boaz Ganor during the opening day of the conference. According to Dan Diker, who heads the Public Diplomacy Committee, Israel faces a more complex challenge in its intensifying war against radical Islamic terror groups like Hamas and Hizballah, who have dual identities as “semi-terror, semi-government organizations.” This two-headed threat requires a multidimensional public diplomacy strategy, provided by ICT, as part of an overall counter-terror strategy by Israel.
Workshops: An Opportunity for Discussions and Formulating Conclusions

The political events taking place in the Middle East provided an especially rich content for this year’s series of workshops, held on the last two days of the conference. The workshops provided an interactive opportunity for conference participants to discuss with expert panelists and draw conclusions about current issues, such as events in Syria and Egypt and the repercussions of the Arab Spring or “Arab Tsunami,” as it is so often referred to by leading speakers, including Maj. Gen. (Res.) Aharon-Ze’evi Farkash, former head of IDF Military Intelligence.

The series of workshops held on September 10th were devoted to terrorist actors and their ideologies: the cornerstone of the terrorist threat. During these sessions, participants were able to ask questions of leading experts on topics such as the threat of the Sinai Peninsula and the Gaza Strip and how to counter communications and incitement. The workshop, “From A-Z: Al-Qaeda Central and its Affiliates” was held in memory of Lt. Col. Emmanuel Moreno (z’l), former IDC law alumnus, killed in the Second Lebanon War. During this workshop, leading army lawyers and academics from around the world, including Lt. Col. Chris De Cock, a senior Belgian army lawyer; Judge Jean-Louis Bruguiere, former head, Counter-Terrorism Unit, Paris District Court and former leading French magistrate for Investigating Counterterrorism, France; and Prof. Marco Sassoli, professor and director, the Department of Public International Law and International Organization, the University of Geneva, Switzerland, explained the legal issues of humanitarian rights when prosecuting militants and described how to keep international law relevant to the complex battlefield scenarios of the 21st century. Other workshops in this series addressed various tactics, strategies and modus operandi currently being used by various groups, including home-grown terrorism, cyber-terrorism and pharma-terrorism.

The series of workshops on September 11th were dedicated to the broader context within which contemporary forms of terrorism thrive. The workshop, “Failed States and Under-Governed Territories in the Arab and Islamic World,” was held in memory of Major Eyal Ragonis (z’l) (1958-1995). Ragonis served as an intelligence officer in elite units, including the Chief of Staff’s Corps (Sayeret Matkal), and excelled in planning and execution. Participants in these workshops had the opportunity to discuss the challenges of counter-terrorism due to the evolving conception of the nature of the enemy, regional development changes and dilemmas faced by democracies. The workshop on “Defining Terrorism: A Fundamental Counter-terrorism Measure” was held in memory of Prof. Ehud Sprinzak (z’l), who was the founding dean of the Lauder School of Government, Diplomacy & Strategy at IDC Herzliya. He was a world-renowned researcher and lecturer on topics of public affairs, religion and fundamentalism, violence and terrorism in Israel, the Middle East and the US.

During these sessions, participants were able to ask questions of leading experts on topics such as the threat of the Sinai Peninsula and the Gaza Strip and how to counter communications and incitement. The workshop, “From A-Z: Al-Qaeda Central and its Affiliates” was held in memory of Lt. Col. Hagay Shefi (z’l), who was killed in 9/11 on the 106th floor of the World Trade Center. In a moving tribute, Shefi’s father, Brig. Gen. (Ret.) Dov Shefi, former chief military advocate general of the IDF & general counsel to the Israeli Ministry of Defense, read a virtual letter written to his son, which is displayed at the World Trade Center memorial.

The workshop, “Contending with Counter-Terrorism Strategies and Approaches” was held in memory of Lt. Col. Emmanuel Moreno (z’l), former IDC law alumnus, killed in the Second Lebanon War. During this workshop, leading army lawyers and academics from around the world, including Lt. Col. Chris De Cock, a senior Belgian army lawyer; Judge Jean-Louis Bruguiere, former head, Counter-Terrorism Unit, Paris District Court and former leading French magistrate for Investigating Counterterrorism, France; and Prof. Marco Sassoli, professor and director, the Department of Public International Law and International Organization, the University of Geneva, Switzerland, explained the legal issues of humanitarian rights when prosecuting militants and described how to keep international law relevant to the complex battlefield scenarios of the 21st century. Other workshops in this series addressed various tactics, strategies and modus operandi currently being used by various groups, including home-grown terrorism, cyber-terrorism and pharma-terrorism.

During these sessions, participants were able to ask questions of leading experts on topics such as the threat of the Sinai Peninsula and the Gaza Strip and how to counter communications and incitement. The workshop, “From A-Z: Al-Qaeda Central and its Affiliates” was held in memory of Lt. Col. Hagay Shefi (z’l), who was killed in 9/11 on the 106th floor of the World Trade Center. In a moving tribute, Shefi’s father, Brig. Gen. (Ret.) Dov Shefi, former chief military advocate general of the IDF & general counsel to the Israeli Ministry of Defense, read a virtual letter written to his son, which is displayed at the World Trade Center memorial.

The workshop, “Contending with Counter-Terrorism Strategies and Approaches” was held in memory of Lt. Col. Emmanuel Moreno (z’l), former IDC law alumnus, killed in the Second Lebanon War. During this workshop, leading army lawyers and academics from around the world, including Lt. Col. Chris De Cock, a senior Belgian army lawyer; Judge Jean-Louis Bruguiere, former head, Counter-Terrorism Unit, Paris District Court and former leading French magistrate for Investigating Counterterrorism, France; and Prof. Marco Sassoli, professor and director, the Department of Public International Law and International Organization, the University of Geneva, Switzerland, explained the legal issues of humanitarian rights when prosecuting militants and described how to keep international law relevant to the complex battlefield scenarios of the 21st century. Other workshops in this series addressed various tactics, strategies and modus operandi currently being used by various groups, including home-grown terrorism, cyber-terrorism and pharma-terrorism.

During these sessions, participants were able to ask questions of leading experts on topics such as the threat of the Sinai Peninsula and the Gaza Strip and how to counter communications and incitement. The workshop, “From A-Z: Al-Qaeda Central and its Affiliates” was held in memory of Lt. Col. Hagay Shefi (z’l), who was killed in 9/11 on the 106th floor of the World Trade Center. In a moving tribute, Shefi’s father, Brig. Gen. (Ret.) Dov Shefi, former chief military advocate general of the IDF & general counsel to the Israeli Ministry of Defense, read a virtual letter written to his son, which is displayed at the World Trade Center memorial.

The workshop, “Contending with Counter-Terrorism Strategies and Approaches” was held in memory of Lt. Col. Emmanuel Moreno (z’l), former IDC law alumnus, killed in the Second Lebanon War. During this workshop, leading army lawyers and academics from around the world, including Lt. Col. Chris De Cock, a senior Belgian army lawyer; Judge Jean-Louis Bruguiere, former head, Counter-Terrorism Unit, Paris District Court and former leading French magistrate for Investigating Counterterrorism, France; and Prof. Marco Sassoli, professor and director, the Department of Public International Law and International Organization, the University of Geneva, Switzerland, explained the legal issues of humanitarian rights when prosecuting militants and described how to keep international law relevant to the complex battlefield scenarios of the 21st century. Other workshops in this series addressed various tactics, strategies and modus operandi currently being used by various groups, including home-grown terrorism, cyber-terrorism and pharma-terrorism.

During these sessions, participants were able to ask questions of leading experts on topics such as the threat of the Sinai Peninsula and the Gaza Strip and how to counter communications and incitement. The workshop, “From A-Z: Al-Qaeda Central and its Affiliates” was held in memory of Lt. Col. Hagay Shefi (z’l), who was killed in 9/11 on the 106th floor of the World Trade Center. In a moving tribute, Shefi’s father, Brig. Gen. (Ret.) Dov Shefi, former chief military advocate general of the IDF & general counsel to the Israeli Ministry of Defense, read a virtual letter written to his son, which is displayed at the World Trade Center memorial.

The workshop, “Contending with Counter-Terrorism Strategies and Approaches” was held in memory of Lt. Col. Emmanuel Moreno (z’l), former IDC law alumnus, killed in the Second Lebanon War. During this workshop, leading army lawyers and academics from around the world, including Lt. Col. Chris De Cock, a senior Belgian army lawyer; Judge Jean-Louis Bruguiere, former head, Counter-Terrorism Unit, Paris District Court and former leading French magistrate for Investigating Counterterrorism, France; and Prof. Marco Sassoli, professor and director, the Department of Public International Law and International Organization, the University of Geneva, Switzerland, explained the legal issues of humanitarian rights when prosecuting militants and described how to keep international law relevant to the complex battlefield scenarios of the 21st century. Other workshops in this series addressed various tactics, strategies and modus operandi currently being used by various groups, including home-grown terrorism, cyber-terrorism and pharma-terrorism.
Unfortunately, the threat of global terrorism and the diversity of modus operandi used by the terrorist groups are constantly evolving and not disappearing. Experts on Al-Qaeda such as Prof. Rohan Gunaratna, director, International Center for Political Violence and Terrorism Research (ICPVTR), Nanyang Technological University, Singapore and Mr. Daveed Gartenstein-Ross, director, Center for the Study of Terrorist Radicalization (CSTR), Foundation for Defense of Democracies, United States of America, noted that although the core leadership of Al-Qaeda has largely been defeated, its affiliated groups, such as Al-Qaeda in the Arabian Peninsula (AQAP), Al-Qaeda in the Islamic Maghreb (AQIM) and Al-Qaeda in Iraq (Islamic State of Iraq) amongst others, pose enormous and ongoing threats to Western society. Although counter-terrorism successes have occurred in recent years, the challenges remain, due to the evolving conception of the nature of the enemy; rapidly changing regional developments; terrorist actors’ persistent motivation to harm their enemies; and the dilemmas faced by democracies, in particular, that attempt to effectively confront the challenge of terrorism.

Iran and Hizballah: A Dangerous Team

The topic of the Iranian threat and Hizballah once again occupied much of the discussion at this year’s conference, especially due to the continued threat of the Iranian enrichment program and the recent European Union blacklisting of Hizballah, in which Dr. Eitan Azani, ICT deputy executive director, IDC, Herzliya, recently gave testimony before the Committee on Foreign Affairs of the European Parliament, Brussels. According to Dr. Boaz Ganor, the threat of a military nuclear Iran is much greater for Iran’s neighbors than for Israel, since Iran would use nuclear military capacity as deterrence to promote its interests in and beyond the region. However, Tarek Fatah, founder of the Muslim Canadian Congress, claimed that the threat posed by Pakistan and Islamabad’s nuclear activity was an even greater threat to Western society and especially Israel. He questioned why Israel’s media, think tanks and the Israeli government focus their attention towards the Iranian threat, rather than on the exponential threat from Pakistan. In his speech he noted that “Every terror incident, anywhere in the world, committed by Pakistani terrorists, is always pointed to as having to do with the State of Israel.”

Syria: To Bomb or Not to Bomb?

The conference was held against the backdrop of the US decision on whether or not to use military force against Syria, in light of President Assad’s alleged use of chemical weapons particularly following the August 21, 2013 attack in Damascus that killed over 1,400 civilians, including many children. During the conference, ICT presented a report that demonstrated, as of June 2013, that Syrian President Bashar Assad holds one of the world’s largest caches of mustard gas, sarin and the lethal nerve gas VX. The report described the manner in which President Assad attained his inventory as well as warning of the possibility that the unconventional munitions could fall into the hands of terrorist groups active in Syria. According to Dr. Ely Karmon, a senior ICT researcher, it is the responsibility of Israel and the US to prevent these arms from reaching Hizballah or rebels: “In such a case, the usage (of chemical weapons) would spiral out of control. No one could guarantee that there wouldn’t be future usage.”
Sinai: Egypt’s Wild West

The political instability in Egypt from Cairo to Sinai, particularly in the post-Mubarak era, occupied much discussion during the conference. According to Maj. Gen. (Res.) Amos Gilad, director, Policy and Political-Military Affairs, and chair, Security Relations with Regional and Strategic Partners, Ministry of Defense, Israel, there have been positive moves in Egypt to counter the Jihadist threat. He praised Egypt’s latest military operation against armed groups in the Sinai. He described Egyptian Defense Minister, General Abdel Fattah al-Sisi, as a new leader “that history will remember”, noting that he is combating the Muslim Brotherhood, a “movement that envelopes the region.” During the workshop, “The Sinai Peninsula and the Gaza Strip: A Hub for Jihadists,” participants heard firsthand from Ambassador Yitzhak Levanon, former ambassador to Egypt, about the problems in the area, particularly regarding the cultural differences with the Bedouins, smuggling tunnels and absence of police. Panel chairman Col. (Res.) Jonathan Figel, Senior ICT researcher, and panelist Dr. Dan Schueftan, director, The National Security Studies Center, The University of Haifa, Israel, painted a somewhat worrying picture explaining that despite efforts by security forces to try and maintain law and order, the area continues to be lawless. This echoed recent remarks by Israeli Prime Minister Benjamin Netanyahu, who described the Sinai Peninsula as the “Wild West” of the Middle East.

Cyber-Terrorism: Is the Western World Adequately Prepared to Respond to a Threat?

“We have not had the 9/11 yet in cyber, but it will come.” These were the predictions of Commissioner Adrian Leppard, commissioner of the City of London Police, United Kingdom, who said the Western world needs to brace itself for a cyber-attack of unprecedented proportions. Citing the examples of electronic jihad groups in Iran and Syria, Dr. Eitan Azani said that state-sponsored organizations had the best operational capabilities today of all those active in cyber-terrorism and therefore posed the biggest challenge to the West. Mauro Miedco, a senior official at the terrorism prevention branch of the United National Office on Drugs and Crime in Vienna, noted that approximately 90 percent of recent terror attacks have been prepared, planned and incited through the Internet: “The Internet today is the most powerful tool that terrorist organizations have at their disposal.” The enemy attacks with social networks such as Facebook, Twitter and YouTube, so in response, the international community should wage the same online counter-terror campaign.

“The Internet today is the most powerful tool that terrorist organizations have at their disposal.”

- Mauro Miedco, a senior official at the terrorism prevention branch of the United National Office on Drugs and Crime in Vienna
In keeping with the conference’s tradition, a memorial ceremony was held on the evening of September 11, 2013, for the victims of 9/11 and of terrorism worldwide. H.E. Daniel Shapiro, ambassador of the United States to Israel, noted that no country has borne the threat of terrorism more than Israel and that the United States has learned and continues to learn from Israel’s expertise. He said that, “As terrorists adapt their methods of attack, we have also had to adapt – making use of new technologies, and at times creating them, in order to stay a step ahead of those who would do us harm.” He added that the US is proud to stand firmly as a partner with Israel in this task.

Gen. (Ret.) John Abizaid, distinguished chair, Combating Terrorism Center, United States Military Academy, West Point, and former commander of the United States Central Command (CENTCOM), United States of America, paid tribute to all those who lost their lives in 9/11 and other terrorist attacks. He reflected on his years in the US military and said his aim is to create a world in which his grandchildren will no longer have to face the evil that exists in the world today.

The event was also attended by ICT Conference supporters Evelyne Tamman Douek, Daphna and Gerald Cramer, and Bonnie and Steven Stern, all longtime friends of IDC Herzliya and ICT conference supporters with Prof. William Banks (center), founding director, Institute for National Security and Counterterrorism, Syracuse University, U.S.

The event concluded with a thought-provoking speech by Prof. Uriel Reichman, who recalled the events of the Yom Kippur War, in light of its 40 year anniversary marked this year. Mr. Shabtai Shavit, chairman of the Board of Directors, The International Institute for Counter-Terrorism (ICT), IDC Herzliya, former director of the Mossad, Israel, together with Prof. Rafi Melnick, provost of IDC Herzliya, were both honored and flattered to receive a congressional citation in recognition of their remarkable contributions to the counter-terrorism community. Congressmen Peter King, member of the Homeland Security Committee and chairman of the Sub-Committee on Counter-Terrorism and Intelligence, was unable to personally present the citation and therefore requested on his behalf, that Mr. Denis Monette, chairman, Stop Terrorism Aggressive Response Coordinated Operational Management (STARCOM), presented Prof. Rafi Melnick, IDC Herzliya provost, and Mr. Shabtai Shavit, chairman of the Board of Directors, ICT, IDC Herzliya, and former director of Mossad, Israel, with citations in recognition of their contribution to the counter-terrorism community.

Mr. Denis Monette, chairman, Stop Terrorism Aggressive Response Coordinated Operational Management (STARCOM), presented Prof. Rafi Melnick, IDC Herzliya provost, and Mr. Shabtai Shavit, chairman of the Board of Directors, ICT, IDC Herzliya, and former director of Mossad, Israel, with citations in recognition of their contribution to the counter-terrorism community.
The museum at the Sammy Ofer School of Communications aims to display the significant historical contribution that communication technologies have made to culture and to human relations without boundaries. The museum presents the development of world media technologies from the beginning of the 20th century, and places special emphasis on documenting the media’s activities before and during the establishment of the State of Israel. In the museum, visitors are exposed to unique and rare means of broadcasting from throughout the world, exhibited in Israel for the first time.

1. Written Communications
   - The first stop in your journey through the Museum of Communications is “Written Communications,” displaying images and artifacts concerning the early ages of Hebrew printing and journalism, as well as the introduction of the mail service. Here you will also enjoy a display focusing on the development of Hebrew letters and fonts, as well as the Gutenberg Plaque (seen here). The plaque is a representation of Johannes Gutenberg and Johann Fust, who were responsible for the first ever printed Bible.

2. The Start of Radio
   - Moving along, stop two displays the early years of radio, including rare devices from the United States: the first battery, the first speaker, the first military Morse code device from World War I, Lee de Forest’s radio and other unique radio sets.

3. Communication at the Nation’s Founding
   - Communications devices during the World War II period are the third stop in your meander through the exhibition. Radio devices from the Third Reich and Britain; the Lehi organization’s transmitter (originally used by Geula Cohen during the underground period); the recording of Israel’s Declaration of Independence; a collection of rare microphones; and some of the first records manufactured in Israel.

4. Sports Corner
   - Moving on to the world of sports, there are excerpts from the Sports News newspaper and radio broadcasts from Nehemia Ben-Avraham, including an audio segment of his broadcasts.

5. Radio Days
   - IDC Herzliya’s radio lobby is your next stop, where you will see not only the impressive 106.2FM station but also a display of furniture dating from the 1920s to 1990s, with built-in radios and gramophones. In those days, this furniture was placed in the center of a private residence and people would gather around to listen to the radio.
@ The Route to Beginnings and Inventions

Your next stop focuses on the beginnings of, and inventions throughout, the history of Communications: cinema, radio, television, international television networks, computers and the Internet.

The Marconi Room

The Marconi Room exhibits the transmitter invented by Guglielmo Marconi for Morse code transmissions form ships. The room also has on display radios and speakers that are typical of the 1920s and 1930s.

The Daniel Pearl Newsroom

The Daniel Pearl Newsroom provides visitors with a sneak-peek into the world of news editing and production. The world’s biggest television companies enjoy identical systems.

The Television Studio

IDC Herzliya’s television studio gives visitors a taste of the process of live broadcasts and filming.

Cinema and the Start of Television

The tenth stop is a dream for movie buffs, with items displaying the early years of cinema and television in Israel. The display includes: 35mm cameras from the early days of cinema; the first commercial television; “Oded the Wanderer,” the first silent film made in Israel; a collection of photographs of movie theatres that have closed down in distant locations since the arrival of the television era in Israel; and the transition of movie theaters into shopping malls.

Gallery of Student Works

The ninth stop is a gallery of changing exhibitions displaying the works of IDC Herzliya students for media and public organizations.

Early Animation and Graphics in Israel

Early animation and graphics in Israel is a rare exhibition of graphics from before the age of computers, when graphic artists used only pencils, paint, craft knives and cameras.

Digital Studio

The final stop is IDC Herzliya’s digital studio, where students learn how to create images for television and utilize unique software for graphics, animation, editing and sound.

New Addition to the Museum

In 1842, Minister Moshe Montefiore sent a printing press to the Beck printing firm in Jerusalem. At the time, printing was done on wooden roller presses, and the introduction of the new press ushered in a new era in the history of printing in Israel. The first book printed in Jerusalem on this press was “Avodat HaKodesh,” (“The Sacred Service”) a collection of essays on matters of halacha [religious law], customs and ethics, written in 1816 by Rabbi Chaim Yosef David Azoulai (known as the Chida, from the Hebrew acronym of his name).

Highlights in the life of the Montefiore printing press

- 1863: the first Hebrew newspaper, Havatzelet, [Lily] was printed on this press.
- 1898: Theodore Herzl visited Jerusalem and asked to see the press.
- 1935: the press was moved to a display at the A. Levin Epstein printing house, which was later incorporated into the Ma’ariv Group.
- 2013: the press was transferred for preservation and display at the Sammy Ofer School of Communications Museum.

Contact the Museum of Communications
museumcomm@idc.ac.il
www.idc.ac.il/museum
Competitive Research Grants
In recent months, since the last edition of this magazine, IDC Herzliya researchers have won nineteen new research grants from competitive excellence-based foundations, from Israel and abroad. Our annual portfolio of external funding now surpasses 20 million NIS. This includes several grants from the European Commission, the Israel Science Foundation and the German-Israeli Foundation for Scientific Research and Development.

Who have we hosted on campus lately?
- US University Presidents Delegation
- Faculty Fellowship Summer Institute in Israel
- George Mason University Students
- Prof. Mahendra Gupta, dean, Olin School of Business at Washington University in St. Louis
- Prof. Michael J. Feuer, George Washington University
- Dr. Sean Riley, president, St. Francis Xavier University
- Mr. Tom Meredith, general partner of Meritage Capital, LLC
- FTP University Delegation, Vietnam
- Mr. Phillip Erzinger & Prof. Johannes Berchtold, St. Gallen Foundation for International Studies

Trip report: the provost and academic secretary meet with English counterparts
During August, Prof. Rafi Melnick and Dr. Eric Zimmerman travelled through England, meeting with prospective partners. The trip started in Leeds, took them to Warwick, Oxford and Essex, and concluded with two days in London. At each institution visited, study abroad collaborations and developing research ties were discussed. Already we may report that the University of Leeds and IDC Herzliya have agreed to exchange students beginning in the 2014-2015 academic year. We anticipate concluding no fewer than two more agreements in the coming months, with other leading institutions.

During the week-long trip, IDC Herzliya also concluded an agreement to sponsor a bi-national three-day workshop on Behavioral Economics at IDC in June 2014.

Recent Faculty Promotions
- Alon Rosen was promoted to the rank of Assoc. Prof. (Computer Science)
- Anat Bremler-Barr was promoted to the rank of Assoc. Prof. (Computer Science)
- Assaf Moghadam was promoted to the rank of Assoc. Prof. (Government)
- Barak Libai was promoted to the rank of Full Prof. (Business)
- Gurit Birnbaum was promoted to the rank of Assoc. Prof. (Psychology)
- Yael Moses was promoted to the rank of Assoc. Prof. (Computer Science)
- Amit Lavie-Dinur was promoted to the rank of Senior Lecturer (Communications)
- Liza Ireni-Saban was promoted to the rank of Senior Lecturer (Government)
- Yair Amichai-Hamburger was promoted to the rank of Assoc. Prof. (Communications)
- Michal Schnaider Beeri was promoted to the rank of Full Prof. (Psychology)

Newly Accredited Academic Programs
- MA in Financial Economics
- BA double-major program in Business and Economics
- MA in Social Psychology
- MA in Clinical Psychology

Recently Signed Agreements
- Comillas Pontifical University (Spain)
- George Washington University (USA)
- Leeds University (United Kingdom)
- Ludwig-Maximilians University (Germany)
- ZHAW School of Management & Law (Switzerland)

Visiting Faculty Appointments
Evan H. Caminker, Dean Emeritus, Branch Rickey Collegiate Professor of Law, University of Michigan. Completed a 10-year term as dean of the University of Michigan Law School in August 2013. During his tenure he helped design and oversee a significant expansion and renovation of the school’s historic facilities, emphasized and shaped a curricular and co-curricular focus on skill-based and experiential learning and helped nurture the unique culture at Michigan Law that creates a vibrant and collegial student-faculty community. Prior to his deanship, Caminker wrote, taught and litigated about various issues of American constitutional law. His scholarship and professional activities have focused on matters concerning individual rights, federalism and the nature of judicial decision-making. He has taught in the fields of constitutional law, civil procedure and federal courts, and has lectured widely before various...
Ronan Avraham, Thomas Shelton Maxey Professor in Law, The University of Texas at Austin. Prof. Avraham was previously the assistant and then associate professor of Law at Northwestern University for the academic years 2003-7. He taught a course in Torts and Insurance law and co-led the Law and Economics Colloquium. Prior to that, Avraham served as visiting assistant professor at Northwestern University for the academic year 2002-3, where he taught a course in Insurance Law and a seminar in Distributive Justice. Avraham served as a visiting assistant professor at Tel Aviv and Bar Ilan Universities, where he instructed on Distributive Justice and Economic Analysis of Law. In 2005, he visited The University of Michigan Law School as a lecturer. He co-taught (with Jim Krier) a seminar in Behavioral Econ and served as a lecturer (with Kyle Logue) in a Distributive Justice in the Law seminar. Avraham’s primary research interests in 2010 are in economic analysis of torts and healthcare law, specifically in the study of how liability reform can influence healthcare reform. In addition, he writes about contract theory and theories of justice.

Omer Moav, professor of Economics at the Hebrew University of Jerusalem and at the University of Warwick. He received his PhD in Economics from the Hebrew University of Jerusalem and spent a year at MIT as a post-doc fellow. Moav was awarded the Landau Prize in 2012 from the National Lottery of Israel, for his achievements in research in macroeconomics; he was awarded the Rector’s Prize in 2006 from the Hebrew University for his research and teaching; and he served as the head of the advisory board to the Israeli minister of Finance in 2009. Moav’s research focuses on economic growth and development and is published in the leading economic journals. He often comments in the Israeli and international media on the Israeli economy.

Recent Faculty Appointments

Udi Boker received his PhD in Computer Science from Tel Aviv University. After his studies, he continued to a post-doc in the Hebrew University and in the Institute of Science and Technology (IST) Austria. His research is in the areas of formal verification, automata theory, computational models, computability and logic. In the industry, he was an R&D director in Mercury Interactive (later acquired by HP), initiating and leading the development of a new approach to load-testing over the web.

Moran Yarchi, after serving as a soldier in the IDF spokes-person’s unit, started her first and second degree at the University of Haifa; she had received her BA (summa cum laude) in communication and political science in 2003, and her MA in political communication at the School of Political Science (summa cum laude - graduated with honors from the Dean of Graduate Studies) in 2004. Yarchi’s MA thesis dealt with the Israeli press’s coverage of terror attacks – center versus periphery - and was written under the supervision of Prof. Yariv Tsfati and Prof. Ami Pedhazur. Yarchi received her PhD from Hebrew University of Jerusalem in 2012. Her dissertation, “Public diplomacy in the age of terrorism,” was written under the supervision of Prof. Gadi Wolfsfeld, and won her the Nina Wain’s Prize for public and international communication for 2012 and the Inbar Fund scholarship for 2013. Yarchi recently finished her post-doctoral fellowship at the Herzl Institute at the University of Haifa. Her post-doctoral study, "Two stories of two nations – public diplomacy in the Israeli-Palestinian conflict," won her the Hecht Prize for 2012-3, and deals with the ability of Israel and the Palestinians to promote their messages in the foreign press under different circumstances.

Adam Shinar is a lecturer (assistant professor) at the Radzyner School of Law. He holds SJ and LLM degrees from Harvard Law School, where he served as the Clark Byse Fellow and an LLB from the Hebrew University in Jerusalem. He clerked for Prof. Aharon Barak, former president of the Israeli Supreme Court, and worked as an attorney for several human rights NGOs in Israel and India. He specializes in constitutional law and theory, American constitutional law and labor law. His academic interests also include administrative law, legal theory, sociology of law and political philosophy. His research has been published or is forthcoming in the Connecticut Law Review, Florida State University Law Review, Constitutional Commentary, and the International Journal of Constitutional Law, among others.

Shay Mozes received a PhD from Brown University and completed his post-doc at MIT. Mozes’s main research interests lie in theoretical computer science, specifically the design and analysis of efficient algorithms and algorithmic graph theory. His main expertise is in fundamental combinatorial optimization problems on planar graphs. Mozes is broadly interested in using mathematical tools to obtain algorithmic insights and results. For example, he is studying the use of spectral methods for solving systems of linear equations. Other research interests include approximation algorithms, data structures, string matching algorithms, methods to speed up dynamic programming and quantum information.

Yair Galily, PhD, is an applied sociologist, mass media and management researcher and senior lecturer at IDC Herzliya. His latest publications include, The Playing Field: Sport and Society at the Threshold of the 21st Century (2009 with R. Lidor and A. Ben-Porat/Open University Press) and Sport, Culture and Ideology in the State of Israel (2013 with A. Ben-Porat/Routledge). Galily is the founder and head of the research unit at the Israel Football Association and a member of the UEFA club licensing committee. Lieutenant Colonel (Res.) Galily serves as chief (Organizational and Instructional) sociologist of the Israel Defense Forces Combat Fitness Center.

Other recent appointments include:
· Dr. Geva Shenkman (Psychology)
· Dr. Anat Rosenberg (Law)
· Dr. Eliav Liebleich (Law)
· Dr. Itzik Cooper (Psychology)
· Dr. Anna Getmansky (Government)
· Dr. Jennifer Shkabatur (Government)
Internationalization

IDC Students are spending a semester abroad at the following institutions:

<table>
<thead>
<tr>
<th>Home Institute</th>
<th>Country</th>
<th>(Home)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Royal Melbourne Institute of Technology</td>
<td>Australia</td>
<td></td>
</tr>
<tr>
<td>University of Graz</td>
<td>Austria</td>
<td></td>
</tr>
<tr>
<td>Katholike University Leuven</td>
<td>Belgium</td>
<td></td>
</tr>
<tr>
<td>University of Ottawa</td>
<td>Canada</td>
<td></td>
</tr>
<tr>
<td>Tsinghua University</td>
<td>China</td>
<td></td>
</tr>
<tr>
<td>Colegio Estudios Superiores de Administracion</td>
<td>Columbia</td>
<td></td>
</tr>
<tr>
<td>Anglo-American University</td>
<td>Czech Republic</td>
<td></td>
</tr>
<tr>
<td>Charles University of Prague</td>
<td>Czech Republic</td>
<td></td>
</tr>
<tr>
<td>Copenhagen Business School</td>
<td>Denmark</td>
<td></td>
</tr>
<tr>
<td>Masaryk University</td>
<td>France</td>
<td></td>
</tr>
<tr>
<td>Sciences Po</td>
<td>France</td>
<td></td>
</tr>
<tr>
<td>Carlos III University of Madrid</td>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>HWR Berlin</td>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>Konstanz University</td>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>Zeppelin University</td>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>Tilburg University of the Netherlands</td>
<td>Holland</td>
<td></td>
</tr>
<tr>
<td>Hong Kong University</td>
<td>Hong Kong</td>
<td></td>
</tr>
<tr>
<td>NALSAR University of Law</td>
<td>India</td>
<td></td>
</tr>
<tr>
<td>University of Bologna</td>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>Bocconi University</td>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>LUISS Guido Carli University of Rome</td>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>Trento University</td>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>University of Korea</td>
<td>Korea</td>
<td></td>
</tr>
<tr>
<td>Comillas Pontificial University</td>
<td>Spain</td>
<td></td>
</tr>
<tr>
<td>Catholic University of Lisbon</td>
<td>Portugal</td>
<td></td>
</tr>
<tr>
<td>Nova School of Business &amp; Economics</td>
<td>Portugal</td>
<td></td>
</tr>
<tr>
<td>Singapore Management University</td>
<td>Singapore</td>
<td></td>
</tr>
<tr>
<td>Lund University</td>
<td>Sweden</td>
<td></td>
</tr>
<tr>
<td>Stockholm University</td>
<td>Sweden</td>
<td></td>
</tr>
<tr>
<td>Koc University</td>
<td>Turkey</td>
<td></td>
</tr>
<tr>
<td>University of California-Berkeley</td>
<td>USA</td>
<td></td>
</tr>
<tr>
<td>Duke University</td>
<td>USA</td>
<td></td>
</tr>
<tr>
<td>University of Pennsylvania</td>
<td>USA</td>
<td></td>
</tr>
<tr>
<td>University of Southern California</td>
<td>USA</td>
<td></td>
</tr>
<tr>
<td>Washington University in St. Louis</td>
<td>USA</td>
<td></td>
</tr>
</tbody>
</table>

This Semester IDC Herzliya is hosting students from the following institutions:

<table>
<thead>
<tr>
<th>Home Institute</th>
<th>Country</th>
<th>(Home)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universite Libre du Bruxelles</td>
<td>Belgium</td>
<td></td>
</tr>
<tr>
<td>Colegio Estudios Superiores Administracion</td>
<td>Colombia</td>
<td></td>
</tr>
<tr>
<td>Masaryk University</td>
<td>Czech Republic</td>
<td></td>
</tr>
<tr>
<td>Pole-ESG</td>
<td>France</td>
<td></td>
</tr>
<tr>
<td>Sciences Po</td>
<td>France</td>
<td></td>
</tr>
<tr>
<td>Sciences Po-Aix-en-Provence</td>
<td>France</td>
<td></td>
</tr>
<tr>
<td>Sciences Po-Strasbourg</td>
<td>France</td>
<td></td>
</tr>
<tr>
<td>European Business School (EBS) University</td>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>HWR Berlin</td>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>Jacobs Bremen University</td>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>Zeppelin University</td>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>NALSAR University of Law</td>
<td>India</td>
<td></td>
</tr>
<tr>
<td>Bocconi University</td>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>LUISS Guido Carli University of Rome</td>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>Vytautas Magnus University</td>
<td>Lithuania</td>
<td></td>
</tr>
<tr>
<td>Syddansk University of Southern Denmark</td>
<td>Netherlands</td>
<td></td>
</tr>
<tr>
<td>Singapore Management University</td>
<td>Singapore</td>
<td></td>
</tr>
<tr>
<td>National University of Singapore</td>
<td>Singapore</td>
<td></td>
</tr>
<tr>
<td>Carlos University of Madrid</td>
<td>Spain</td>
<td></td>
</tr>
<tr>
<td>Universidad Pompeu Fabra</td>
<td>Spain</td>
<td></td>
</tr>
<tr>
<td>Lund University</td>
<td>Sweden</td>
<td></td>
</tr>
</tbody>
</table>

IDC student wins award

This year, the first David Gritz Memorial Scholarship was awarded to Barak Gatenyo, a graduate of the Lauder School of Government, Diplomacy & Strategy at IDC Herzliya. In the army, Barak was appointed the head of an intelligence research team and was awarded the prize for Creative Research Project by the head of the intelligence corps. As a student at IDC Herzliya, Barak also had the opportunity to participate in the Maxwell School of Citizenship at Syracuse University in the Unites States. After being notified that he had won the David Gritz Scholarship, Barak commented: “I cherish the opportunity given to me by the David Gritz Fund and I am honored to be a part of it. I will do my best to represent this program and its values.”
On November 3, 2013, 1972 interns sat the written exam in Tel Aviv. Of those, 69% passed.

According to the figures, the highest percentage of graduates who passed were those from IDC Herzliya, with a 98% pass rate. Tel Aviv University and Bar-Ilan University graduates reached a 96% pass rate.

The following chart details the division of results for the interns who sat the Bar Exam for the first time, divided according to their academic institution.

### IDC Herzliya FIRST in the Country for the November Bar Exam with a 98% Pass Rate

<table>
<thead>
<tr>
<th>Name of the Institute</th>
<th>No. of Examinees</th>
<th>% Passed</th>
</tr>
</thead>
<tbody>
<tr>
<td>IDC Herzliya</td>
<td>244</td>
<td>98</td>
</tr>
<tr>
<td>Tel Aviv University</td>
<td>115</td>
<td>96</td>
</tr>
<tr>
<td>Bar-Ilan University</td>
<td>54</td>
<td>96</td>
</tr>
<tr>
<td>Hebrew University</td>
<td>93</td>
<td>95</td>
</tr>
<tr>
<td>The College of Management Academic Studies</td>
<td>115</td>
<td>94</td>
</tr>
<tr>
<td>Haifa University</td>
<td>72</td>
<td>90</td>
</tr>
<tr>
<td>Zefat Academic College</td>
<td>6</td>
<td>83</td>
</tr>
<tr>
<td>Netanya College</td>
<td>88</td>
<td>81</td>
</tr>
<tr>
<td>The Academic Center for Law and Business</td>
<td>115</td>
<td>72</td>
</tr>
<tr>
<td>Ono Academic College</td>
<td>303</td>
<td>70</td>
</tr>
<tr>
<td>Sha’arei Mishpat</td>
<td>103</td>
<td>67</td>
</tr>
<tr>
<td>New immigrants</td>
<td>15</td>
<td>67</td>
</tr>
<tr>
<td>Carmel Academic Center</td>
<td>94</td>
<td>59</td>
</tr>
<tr>
<td>Israelis who studied abroad</td>
<td>21</td>
<td>19</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

98\% IDC Herzliya 244 examinees

---

**SCHOOL OF ECONOMICS**

Dean, Prof. Zvi Eckstein

**Recent Activities at the School of Economics**

**The School of Economics Visits the Israel Shipyards**

The School of Economics students and faculty were the guests of Israel Shipyards Ltd at Haifa Bay. The visit started with a presentation by Avi Shahaf, Israel Shipyards’ CEO, who reviewed the company’s history and products - naval, commercial and industrial. This was followed by a lecture from Zvika Shechterman, Israel Shipyards Port’s CEO, who talked about the port’s unique status as the first and only private seaport in Israel. Other presentations described the Free Trade Area and the offshore gas drilling process. The visit also included a tour of the shipyards and port area.

**Third Year Graduation Evening and Policy Paper Presentations**

At the end of every year, third year graduates celebrate the completion of their studies in an evening dedicated to their final year projects. This year, the evening opened with a poster session, in which the thirty policy papers were on exhibition for parents, faculty and invitees to view and challenge. Papers covered aspects of policy from taxation and public service cost reduction to optimizing government expenditures, and touched varied themes such as transportation, health and productivity. The evening culminated in a short presentation of the best papers.

**Economics at IDC Summer Workshop:**

The IDC Summer Workshop fosters a research environment with interactions and an exchange of ideas for the mutual benefit of researchers in Israel and their Israeli colleagues from leading research institutions abroad. Each year during the workshop, researchers from Israel, the U.S. and Europe present their work and works in progress, with time dedicated to questions and comments from other participants. This year, the workshop was organized around three themes: macroeconomics and finance; theory and experimental economics; and applied microeconomics. The highlight of the workshop was the keynote address, given by Stanley Fischer, former governor of the Bank of Israel, who discussed the current state of the Israeli economy and the challenges we face ahead.
What's up ahead for the Arison School of Business?

The vision of the Arison School of Business is to serve as a vibrant meeting point between students, alumni, researchers, faculty, adjunct faculty, administrative staff, business leaders and decision makers in Israel, to influence public management discourse. With that vision in mind, the Arison School of Business will hold a series of events. Following is just a taste of what's planned:

1. IDC Herzliya is parting from Prof. Amir Barnea, the founding dean of the Arison School of Business. To mark his retirement, two evening conferences were held, related to Barnea’s professional activities in recent years: “Debt Settlements – The Status Quo,” and “Valuations – Methodology and its Implementation in Public Companies.”

2. As the Arison School of Business is proud of its three values - innovation, agility and connectedness - in June, a Knowledge Happening will be held for the second consecutive year, in three different complexes, each of which will engage with one of the values. The lectures will be short, in TED format.

3. Summer Events at the Arison School of Business will be held for the second consecutive year this June and July. The school is considered nowadays to be a leader in one of the hottest topics in management: managerial, agility and innovation. The Summer Events are a series of international research events on the subject. A rare list of researchers and experts from around the world will participate, coming from leading universities such as: INSEAD, Wharton, Columbia, NYU, UCLA, Duke, Northwestern and London Business School, as well as a selected group of executives from leading companies.

OWASP Conference at IDC Herzliya

The 2013 annual OWASP Israel conference, an application security conference, was held at IDC Herzliya in October. The conference was academically sponsored by the security specialty program of the Efi Arazi School of Computer Science. There were over 450 participants, and Oren Poleg, a master’s degree student at the school, gave a talk entitled, “Automatic trust-based segregation for content providers for mobile devices.” The talk was based on a research that was part of his master’s degree studies under the guidance of Dr. David Movshovitz.
Zell Students Take on the US – Coast to Coast

The yearlong Zell Entrepreneurship Program culminates with a ten-day study trip to the US, in order to broaden students’ horizons and expose them to the opportunities of the US corporate and economic environment. Traditionally, the trip consists of stops in New York and Chicago, and, for the last two years, Silicon Valley – where students get to visit the likes of LinkedIn, eBay, Facebook, and Google Headquarters and startups like Gogobot – founded by IDC Herzliya Grad and Zell 1 Alum Ori Zaltzman.

In Chicago, students participated in a two-day study program at the University of Chicago, Booth School of Business - one of the top business schools in the US. They also presented their ventures to Sam Zell, and were invited to an incredible dinner in a restaurant at Sam Zell’s Waldorf Astoria hotel, where they joined Matt and Rivka Zell and Ellen Havdala, one of Sam Zell’s partners at Equity Group Investments. On another night, the students were hosted for dinner by Lowell Kraff of Trivergence, where the now annual “elevator pitch” competition was held. The competition resulted in a tie with the judges’ final decision yet to come. The students were also hosted for a dinner at the beautiful home of Andrew Taizt, chairman of the Friends of IDC in Chicago, where they met and pitched their ventures to members of the local business community.

The students then headed to New York, where they had two full days of visits to Estée Lauder, Goldman Sachs, Outbrain, Graj and Gustavsen and more. Following a seven-year tradition, the students also presented their ventures to a roomful of 100+ people at Tech Aviv New York (hosted at Columbia University), and again at Tech Aviv Palo Alto (hosted at Google Headquarters).

For some students, the trip is an opportunity to present their ventures to high-value individuals in the tech and business world. For others, it gives them the ability to explore and become exposed to new fields and interests so that they can choose the right career path when they graduate. Regardless of their expectations going into the trip, all students return to Israel with a fresh perspective on the world, lots of new ideas and the eagerness and inspiration to think big and fulfill their dreams!

Zell SIP - Boot Camp to Select Next Year’s Zellots

Panel of judges at the Zell Gives Back project with the Israeli Juvenile Diabetes Research Association.

After six months of entry exams, summer assignments, and six personal interviews with IDC Herzliya faculty members, alumni and representatives of the advisory board, 37 IDC Herzliya students from multiple faculties were selected to participate in the Summer Induction Program (SIP) – the culmination of the long and grueling application process and the final test to get into the Zell Entrepreneurship Program.

As part of the SIP process but before the actual ten-day program, a pre-program is conducted in the final weeks of the semester. This allows students an opportunity to feel the pressures of taking part in Zell while studying, by undertaking a community project that benefits a social cause. This year, the Zell program paired up with Deloitte Innovation Team and the Juvenile Diabetes Research Foundation (JDRF) to think of ways in which to use technology to improve the lives of those stricken with juvenile diabetes. The teams presented their ideas to the JDRF in a final event on campus. The ideas will later be presented at an international conference.

After the first wave of exams, the real deal began. Likened to the traditional army boot camp that all IDF soldiers must complete upon entering the Israeli Army, SIP is an intensive 10-day “entrepreneurial boot camp” at IDC Herzliya that is designed to test what the Zell applicants are truly made of and provide a taste of what the Zell Program is all about. With long, busy days working from the early hours of the morning until the IDC gates close at the end of the night, students participate in a wide variety of activities, lectures and learning-by-doing projects, where they work in new groups every day. The pinnacle of the experience is the Ideathon, where for 24 hours, teams work to develop ideas they may want to work on in the program. The candidates present the ideas at an Idea Fair on campus, where faculty, mentors, alumni and friends of the program come to meet the candidates and offer feedback on their ideas.

On the last day, candidates are chosen to spend the coming year testing their limits, obtaining the necessary entrepreneurial tools to succeed, and hopefully learning more about who they are along the way. This year, 22 students from the faculties of law, business, computer science, communications, government and economics were chosen as the Zell 13 class. The group consists, in overlap, of seven women, nine programmers, ten officers, three RRIS students, of which two are new immigrants from the US and the Netherlands, one musician, one scuba instructor and eight students who have previously founded their own companies.
Mega Conference in Political Psychology

More than 500 scholars from 200 universities in 45 countries participated in a four-day international conference in July in the field of political psychology, hosted by the Lauder School of Government, Diplomacy & Strategy at IDC Herzliya. Entitled, “Political Psychology of Global Conflict, Protest and Reconciliation,” the conference marked the 36th annual meeting of the International Society of Political Psychology (ISPP).

Top universities were represented, including: Harvard, Yale, Berkeley, Stanford, Columbia, Princeton, Duke, Georgetown, NYU, UCLA, USC, Columbia, Oxford and Cambridge. The meeting featured 160 panel sessions, divided into 14 sections. The panels focused on a host of theoretical and policy-oriented topics, such as: U.S. foreign policy on Iran and Syria, the Israeli-Palestinian conflict, the recent protests in Turkey, the Arab Spring, the psychology of the European financial crisis, the psychological profiles of IT informants and more.

“This was the largest social sciences conference held in Israel this year, positioning IDC Herzliya and the Lauder School’s Political Psychology and Decision Making Program (POPDM) as an important world center for political psychology,” said Prof. Alex Mintz, dean of the Lauder School and the conference’s chairperson. “Academia overcame political differences in this case,” Prof. Mintz continued, referring to the participation of scholars from all over the world, including from Turkey, Malaysia and Indonesia, despite vigorous attempts by various groups to boycott the conference.

The Certificate Program in European Studies

The Certificate Program in European Studies is meant for students in their second, third or fourth year of BA studies or for those students who already have a bachelor’s degree. The aim of the program is to deepen the students’ knowledge about the European Union and its institutions, and enhance job prospects for participating students. The program is taught in English and can be completed in one or two years. The courses are practical and up-to-date, and taught by Israeli and European experts who have first-hand knowledge of the subject matter.

Earning a certificate in European Studies improves students’ chances of finding a job after graduation, since the European Union is a leading political and economic actor in the world, and Israel’s main trading partner. Second, it gives selected students who successfully complete the program the opportunity to study in Europe for a semester during their BA studies. Third, by participating in the program, students receive individual guidance in applying for scholarships and choosing an appropriate academic institution to continue their studies in Europe. Fourth, the Certificate Program in European Studies offers the opportunity to network with graduates of the program, many of whom have found prestigious positions in the private and public sectors.

“The European Studies Program at the IDC is a must for anyone aspiring to work with major firms or institutions in the European market.” – Adv. Amir Elizur, associate at Goldfarb, Seligman & Co., International Corporate and Securities Department

“Participating in the Certificate Program broadened my knowledge on European issues, particularly in areas of International Relations and Diplomacy. I warmly recommend this program to anyone interested in broadening their knowledge of European issues.” - Einat Elazari, political advisor at the Permanent Mission of Israel to the United Nations
The Argov Fellows Program in Leadership and Diplomacy

In the name of: Amb. Shlomo Argov (1929-2003)

Argov Alumni Worldwide


Sharon Savario (Class of 2011): Founder, Leaderz, a social management platform designed to help public organizations (e.g., non-profits and political organizations) manage their communities and promote their causes.

Allison Rudy Epselson (Class of 2011): IDF officer, the personal assistant to the deputy coordinator (unit’s second in command). Allison is also an active volunteer at Kav LaOved, the migrant’s hotline.

Rony Kakon (Class of 2010): Founder of TENLEV, a social business venture aiming to revolutionize philanthropy. He is also working for Guysen TV, an Israeli news channel in France.

Ronal Gur (Class of 2009): Senior Advisor to Israel’s Deputy Foreign Minister.

Roy Cohen (Class of 2008): Senior law clerk at the Supreme Court for Justice Meir Shamgar, former Supreme Court president. Roy also serves as the secretary of a committee at the Defense Ministry.

Asaf Tzachor (Class of 2009): Senior supervisor for strategic planning and sustainability at the Ministry of Environmental Protection.

Ronit Appel (Class of 2008): Heading her own recently-opened law firm in Manhattan for New York and Israeli legal matters.

Mira Marcus (Class of 2008): International press director at the Tel Aviv Municipality.


Taly Gerber (Class of 2011): Assistant to Israel’s deputy permanent representative to the United Nations.

Shani Mizrahi (Class of 2011): Working at Goldfarb Seligman, a major Tel Aviv law firm, in the commercial litigation department.

Dave Nissan (Class of 2010): Founder, Precise Pilot Flight Simulations, and helping his father, brother and their partners with two additional startups.

Yossi Cohen (Class of 2011): Regional emissary (shaliach) for the Jewish Agency in Westchester, New York serving the general Westchester County.

Yoav Cohen (Class of 2011): Regional emissary (shaliach) for the Jewish Agency in Westchester, New York serving the general Westchester County.

Ran Michaelis (Class of 2010): CEO of the Debate Company, specializing in training and consulting for executives in global enterprises and government offices.

Lior Shoham (Class of 2012): Professional trainer and consultant at Barry Katz Ltd., one of Israel’s leading sources of professional communication training, serving companies locally and internationally. Lior also works as a senior trainer and content developer at PresenTense.

Steven Schmerz (Class of 2008): Public affairs manager at Evonik Industries, one of Germany’s leading chemical corporations. He is also a board member of NAFFO, an advocacy group.

Danielle Brown (Class of 2010): Political and parliamentary assistant to MK Erel Margalit (Labor Party).

Tel: +972 (0)9 9527611 / argov@idc.ac.il
www.idc.ac.il/argov
www.facebook.com/argov.idc
Delegation of British Labour Members of Parliament Visit the International Institute for Counter-Terrorism (ICT)

The International Institute for Counter-Terrorism (ICT) at the Lauder School of Government, Diplomacy & Strategy at IDC Herzliya recently hosted a delegation of Members of Parliament of the British Labour Party.

The members of the delegation were led by Rt. Hon. Jim Murphy MP, shadow defence secretary (he has since been elected as the Shadow Secretary of State for International Development), and also included:

- Rt. Hon. Anne McGuire MP, LFI chair
- Baroness Ramsay of Cartvale, LFI chair in the Lords
- Dave Watts MP, chair of the Parliamentary Labour Party
- Gemma Doyle MP, shadow defence minister
- Pat Glass MP, member of the Education Select Committee
- Louise Ellman MP, LFI vice chair
- Dr. Tristram Hunt MP, shadow minister for education
- Steve Reed OBE MP, MP for Croydon North
- Lynsey Jackson, political advisor to the shadow defence secretary

The members of the delegation met with Jonathan Davis, vice president for External Relations; Dr. Boaz Ganor, founder and executive director of ICT and deputy dean of the Lauder School of Government, Diplomacy & Strategy; Dr. Eitan Azani, deputy executive director of ICT; and senior researchers from the institute: Col. (Res.) Jonathan Fighel, Dr. Ely Karmon and Dr. Amichai Magen.

The visit was sponsored by The Garrard Family Foundation and Labour Friends of Israel. During their visit at ICT, the distinguished delegation also met with students from the "Israel at Heart" Ethiopian Scholarship program. Six students are recipients of scholarships in the name of the late Lady Maureen "Binky" Garrard, and they shared with the delegation their personal stories and the challenges and hopes faced by the Jewish Ethiopian Community in Israel.

This visit was part of the long list of briefings that ICT has performed in Israel and abroad, with recipients including:

- The European Parliament
- The US Congress
- The US Department of Homeland Security (DHS)
- The US Department of States
- The US Department of Justice
- The FBI
- The Australian Parliament
- The Knesset Foreign Affairs and Defense Committee
- The Israeli National Security Council

The members of the delegation also received briefings from Mr. Shabtai Shavit, chairman of the Board, ICT, and former director of the Mossad, and Brig. Gen. (Res.) Nitzan Nuriel, research associate, ICT, and former director of the Counter-Terrorism Bureau at the Prime Minister’s Office. Shavit and Nitzan discussed the regional challenges facing Israel and the dilemmas in countering terrorism.
IPS held a symposium on Israel’s national security to mark the 40th anniversary of the 1973 Yom Kippur War. In his opening remarks, Prof. Uriel Reichman spoke of his personal experience in the Yom Kippur War and the role of soldiers’ spirit and courage during the war. Prof. Alex Mintz pointed out that not all of the flaws of national security decision-making that were exposed in 1973 have been addressed. Dan Meridor, former deputy prime minister, addressed the challenge of formulating Israel’s national security strategy in an ever turbulent Middle East. Prof. Galia Golan of IDC’s Lauder School discussed the role of the Arab-Israeli conflict in Israeli national security thinking since the 1970s. Prof. Uzi Arad, IPS founder and former National Security advisor to the prime minister, opined that Israel’s asserted strategic self-reliance is somewhat misplaced and that ever since the 1970s Israel has relied on the US. Concluding the discussion, Major General Gadi Eisenkot, deputy chief of the IDF General Staff, delivered his first-ever major policy address.

Herzliya Forum for Diplomacy
Organized by the Institute for Policy and Strategy (IPS), the Herzliya Forum for Diplomacy’s lecture series hosts senior statepeople, ministers and diplomats, from all over the world. The main goal of the forum is to link the diplomatic arena with academia. In the past few months, the Forum staged several symposia featuring distinguished speakers.

Senator George Mitchell, former Special Envoy of the United States for Middle East Peace
Senator Mitchell gave a talk to faculty and students on the topic of: “Conflict Resolution in a Divided Society.” The senator, who served as the United States special envoy for Northern Ireland, spoke of his personal experiences in the Yom Kippur War and the role of soldiers’ spirit and courage during the war. He emphasized the importance of conflict resolution and peacebuilding.

The Foreign Policy Simulation Unit at the IPS and MA students of the Lauder School of Government, Diplomacy & Strategy held a simulation entitled: “An Israeli-Palestinian Agreement: The Day Before.”

Thirty senior policy makers, academic experts and top diplomats participated in the exercise, including a delegation from the Palestinian Authority. The goal of the simulation was to explore the political, regional and international conditions necessary to move the Palestinians and Israelis towards an agreement. Concluding the simulation at the closing panel, Prof. Uriel Reichman, founder and president of IDC Herzliya, expressed optimism that both the Israelis and the Palestinians possess the ability and the will to reach an agreement. Ashraf al-Ajrami, former Palestinian minister, stressed the need to focus on a comprehensive agreement that addresses all of the dispute’s core issues. Amb. Danny Ayalon discussed the serious challenges and dilemmas facing Israel. Amb. Zalman Shoval provided insights on the dilemmas facing the United States in its efforts to secure an end to the Israeli-Palestinian conflict.

Lithuania’s Minister of Foreign Affairs at IDC Herzliya
H.E. Linas Antanas Linkevičius, Lithuania’s minister of Foreign Affairs, gave a talk to students, faculty and many distinguished guests from the diplomatic community. Minister Linkevičius talked about Lithuania’s role as the incoming EU President in a lecture entitled: “Incoming Lithuanian EU Presidency for Credible, Growing and Open Europe.”

-Israeli Ambassador to the US Addresses IDC Faculty and Students
Ambassador Michael B. Oren gave a fascinating talk on the evolution of the Israel − U.S. Relations, to faculty, students and other distinguished guests.

Media in Conflicts Seminar exposes foreign journalists to journalism in conflict zones
The Media in Conflicts Seminar (MICS) is an academic and professional communication seminar held annually at IDC Herzliya. Since its establishment in 2009, MICS has exposed over 100 young journalists from 31 countries to the fascinating world of conflict-journalism. During the seminar participants develop skills to face the challenges of conflict reporting.

Delegates of the most recent Media in Conflicts Seminar held at IDC Herzliya.
The first international conference marking the grand opening of the Ziama Arkin Parent and Infant Relations (PAIR) Institute took place in October. The conference aimed to present cutting-edge research and leading therapeutic approaches in the field of early parent-infant relations. Leading international and Israeli researchers and clinicians presented empirical findings and clinical processes that focused on the long-term effects of parent-infant relationships (beginning at the prenatal stage) on children’s evolving emotional, social and cognitive capacities. Among the speakers were Prof. Joan Raphael-Leff and Prof. Tessa Baradon from the Anna Freud Centre, UK; Prof. Arietta Slade from the Yale Child Study Center, USA; and Ms. Yael Segal, director of the PAIR clinical unit, who presented clinical material from parent-infant psychotherapy and provided insights regarding the influence of early experiences on children’s emotional functioning. Prof. Jay Belsky from the University of California, Davis presented vast empirical evidence suggesting that children’s genetic factors can make them more susceptible to both positive and negative influences of parental care, and Prof. Ariel Knafo from the Hebrew University further discussed the issue of genetics in the development of empathy. Prof. David Oppenheim from the University of Haifa and Prof. Nurit Yirmiya from the Hebrew University discussed the contribution of parent-infant relations to the later development of children diagnosed with autism. Prof. Lynne Murray from the University of Reading, UK illustrated how maternal postnatal depression impacts children’s functioning and presented her inspiring interventions with high-risk mothers in South Africa. Finally, Dr. Dana Shai, director of the PAIR research unit, discussed the importance of nonverbal parent-infant mentalizing in research and therapy. Prior to the conference, Prof. Arietta Slade led a workshop that provided a comprehensive understanding of parental reflective functioning and trained clinicians and researchers to use the Parent Development Interview, a widely used measure of parental mentalizing capacities.
Global MBA
from the ARISON SCHOOL OF BUSINESS
» INNOVATION & ENTREPRENEURSHIP
» STRATEGIC CONSULTING

MA in Government
from the LAUDER SCHOOL OF GOVERNMENT,
DIPLOMACY & STRATEGY
» DIPLOMACY & CONFLICT STUDIES
» COUNTER-TERRORISM & HOMELAND SECURITY STUDIES
» RESEARCH TRACK (THESIS REQUIRED)

MA in Organizational Behavior & Development (OBD)
from the SCHOOL OF PSYCHOLOGY
& ARISON SCHOOL OF BUSINESS
» NON-RESEARCH TRACK
» RESEARCH TRACK (THESIS REQUIRED)

- Study with a world-renowned faculty
- Interact with students from around the globe
- Scholarships available based on need
- Enjoy a wide array of extracurricular activities
The Sight of a Neglected Child No Longer Moves Us Like It Used To

The advertising lab - Adventure IDC - of the persuasion specialization operating in the Sammy Ofer School of Communications, is attempting to develop new models for the advertising industry through the creation of campaigns for actual clients.

No child should be left outside – a campaign for the Or Shalom Organization

The Or Shalom organization provides foster homes for 1,300 children removed from their homes due to severe abuse or criminal neglect. For years, the organization has been airing campaigns to find foster families, as well as to solicit donations, but the advertisements have neither made waves nor led to significant results.

Last year, Michael Fischer, the organization’s director of development, decided to entrust the advertising campaign to a group of students from the Sammy Ofer School of Communications. Only a few months passed before the new campaign got underway. The campaign integrated traditional media with new media, and used a number of tools, beginning with personal blogs written by the mothers of foster families.

In the blogs, the mothers described the special journey they are on with their new family member, with all of the difficulties, fears, thoughts, hopes and happy moments. The blogs — which, thanks to the students’ editing, looked like captivating drama series — elicited hundreds of shares and emotional reactions, and raised awareness of the issue of foster care and of Or Shalom.

But the campaign didn’t end there:
Five thousand people were surprised to discover a small child at the entrance to their houses holding the doorknob and desperately trying to turn it. After a double-take, they understood that it was not a real child, but a large photograph cut in the shape of a child’s body. But the initial impact did its job. Text printed on the back of the photo, discussing children in need of a foster home, moved many a heart, created a buzz and led to increased media attention — attention that is worth a lot of money.

In order to add content and reinforce the campaign, the students created a small and smart video describing a lonely child standing at the door of a happy family and listening to the sounds of laughter and joy. The moving video was uploaded to the organization’s website, as well as to its Facebook page, and received appreciative reactions and shares. In the wake of this reaction, the video received a great number of showings on commercial channels — all for free.

The Or Shalom staff has once again entrusted its advertising budget to our students this year.

A campaign that cost $12 and achieved exposure worth hundreds of thousands of dollars

A new project of Magen David Adom in Israel (the Israeli counterpart of the Red Cross), created by students from the Adventure IDC lab at the Sammy Ofer School of Communications, proved that for exposure worth hundreds of thousands of dollars, all you need is one thing: a great idea.

The group chose to draw on sidewalks the familiar chalk-outline icon from crime and cop shows, but added a caption with a great twist: “Here We Saved a Life,” signing it with the MDA logo and an additional phrase: “First Aid Course.” Passersby who were intrigued by the strange sight whipped out their smartphones and quickly photographed and shared the image. Thus, in just a few weeks, the campaign achieved amazing exposure on social networks, in print media (which takes popular themes from the social networks), leading websites, blogs, etc.

The rest of the projects created in the persuasion lab can be viewed on the website of the Sammy Ofer School of Communications.
Exploring Thought-Controlled Technology

The Advanced Reality Lab (http://avl.idc.ac.il) took an active part in the first Israel Brain Technologies conference (http://conference.israelbrain.org), which was held in Tel Aviv in October. The conference is part of an attempt to place Israel at the forefront of the next big revolution, which would arguably be based on brain technologies. Dr. Doron Friedman, director of the lab, moderated a roundtable discussion on the prospect of “brain-computer interfaces for the masses,” i.e., can we soon expect the wide adoption of low-cost devices that allow us to control various applications by thought alone?

Friedman also served as a judge in the first ever brain hackathon competition, (http://brainhack.org/) which took place the weekend before the conference, on the Tel Aviv Google campus. Approximately 200 programmers, hackers and neuroscientists teamed up for 48 hours to try and develop demonstrations of future products involving “brain-reading” devices. A team of IDC students from the Efi Arazi School of Computer Science also took part in the competition. Projects included: A computer program that can detect a decrease of attention during online learning and act accordingly; brain-generated visual art, music, and poetry; and brain-controlled robotic devices.

Dr. Beatrice Hasler, ARL fellow, is co-organizing the 3rd European Immersive Education (iED) Summit that will take place in London in November 2013. The summit will explore what the future holds as we move into a phase of more widespread adoption of immersive education.

Participants in the first-ever brain hackathon wearing electroencephalogram (EEG) caps for recording brain waves.
The Asper Institute is Taking on The World

On October 1st, 2013, the IDC International Radio, one of the flagship projects of the Asper Institute for New Media Diplomacy, participated in the second “World College Radio Day.” Out of 700 participating college radio stations, 24 were handpicked to broadcast for an hour each, and the IDC International Radio was one of them.

The topic on the agenda was “sustainability” and each station addressed the issue in relation to its own country. The shows were heard throughout the world, including by Joe Biden, the vice president of the United States, who emphasized the importance of college radio. Beyond IDC Herzliya’s existing collaborations broadcasting in English, and is operated by students of the Raphael Recanati International School, who come from over 80 countries. The IDC International Radio is unique in offering this group of diverse students the opportunity to broadcast, host, produce and edit professional shows on a variety of topics and share with the world their experiences of life in Israel.

In addition to the IDC International Radio, the Asper Institute for New Media Diplomacy runs NoCamels.com, the world’s leading news website on Israeli innovation.

In addition to the IDC International Radio, NoCamels reaches millions of readers worldwide, including many from Arab and Muslim nations. The website, which has recently been re-launched with a cutting edge design, partners with some of the world’s leading news websites, including Fast Company and TheMarker, and is the media partner for conferences, including the Israel Conference in Los Angeles.

IDC International Radio is the only international college radio station in Israel broadcasting in English, and is operated by students of the Raphael Recanati International School, who come from over 80 countries.

Recently, a NoCamels article on an Israeli medical company that turns tumors into “ice balls” garnered over 60,000 Facebook likes and 100,000 views.

In addition to the IDC International Radio, the Asper Institute for New Media Diplomacy runs NoCamels.com, the world’s leading news website on Israeli innovation.
Happenings at CIP

Welcoming a New Team Member

The Center for Internet Psychology (CIP) is delighted to announce that Tali Solomon recently joined the team. Tali, who hails from South Africa, is a very recent immigrant to Israel. Tali holds a master’s degree in Organizational Psychology and will be working as a research assistant in the Center. The center believes that she will prove to be a tremendous asset and its members all look forward to working with her.

International Research Collaboration

During the month of August, CIP was honored to host Prof. Steven Goldman from Lehigh University, a world–authority on Information Technology. Prof. Goldman helped found the Lehigh University Press, and is a recipient of the Lindback Distinguished Teaching Award from Lehigh. He is a co-founder of the National Association of Science, Technology, and Society Studies, and has served as a national program consultant for the National Endowment for the Humanities. During his stay, a research project was established between CIP and Prof. Goldman, around the topic of resistance to change in the digital age.

After Sukkot, Prof. Yair Amichai-Hamburger returned the gesture when he visited New York and met Prof. Goldman there. He also had meetings in New York with other leading academics, including: Prof. George Rodman of Brooklyn College, an international authority on communication and well-being. Both Prof. Goldman and Prof. Rodman contributed chapters to Amichai-Hamburger’s, The Social Net.

Another important meeting was with Prof. Asi Burak from NYU. Prof. Burak is the inventor of the internationally acclaimed, virtual peace game, PeaceMaker.

One of the aims of these meetings is to put together an Internet platform to teach communication skills so as to improve inter-group reconciliation. The vision is to create a joint project of all the organizations across the world working in this field. One of the leading partners in this project is Prof. Jeff Cole from the USC Annenberg School for Communication. Prof. Cole, who is one of the foremost figures in digital media in the world, founded and directs the World Internet Project (WIP).

Launch of New Online Internet Psychology Course

The Center for Internet Psychology was delighted to receive an exciting offer from Prof. Joe Walthers, of Michigan State University, to teach an online course. The course will be taught in three institutions: IDC Herzliya, Michigan State University and the University of Amsterdam. Details have yet to be finalized, but the idea is that as part of the course, virtual teams from the three universities will be established. Prof. Walthers is the world’s foremost expert on computer-mediated communication, and much of his research focuses on social and interpersonal dynamics of computer-mediated communication - in groups, personal relationships, organizational and educational settings. He is noted for creating social information processing theory in 1992, and the hyper-personal model in 1996. The Center hopes to have this new and innovative course up and running as soon as possible, and knows that it will be of tremendous benefit to IDC Herzliya students and an exceptional opportunity to learn from one of the great masters.

CIP Steps Up its Public Relations

The Center has upgraded its PR capacities and has established direct contact with TV channels and newspapers. Over the last months, Prof. Amichai-Hamburger has appeared frequently on TV, radio and in newspaper features. Prof. Amichai-Hamburger has also joined the famous American magazine, Psychology Today, and Oxford University Press, as a blogger.
IDC Herzliya’s radio station - 106.2 FM, aired an all-Bach broadcast day. Johann Sebastian Bach is considered to have been one of the greatest composers of western music, and his influence on the generations of composers that succeeded him is unprecedented. The day’s programs included academic content, light interviews, demos and live studio performances that displayed the array of elements in Bach’s music, from the popular to the complex and sublime.

Prof. Amnon Rubenstein conducted a fascinating interview with Prof. Noam Sharif, the renowned composer and conductor, who referred to the popularity, memory and canonization in Bach’s music and presented rare recordings of his works. Rika Bar-Sela, one of the veteran broadcasters of Israel’s ‘Voice of Music’ radio station, presented listeners with a brief biography of Bach.

As part of the collaboration with the Herzliya Conservatorium, the head of the piano department, Dr. Marc Shviner, met with three young pianists: Michelle Abrahamov (11), Alon Yerushalmi (17), and Omer Sheinhart (18), for an interview and some grand-piano playing, in a program that explored Bach’s pedagogical works for keyboard. Shalev Ad-El, an international continuo player and the conductor of the Netanya-Kibbutzim Orchestra, conversed with Elad Ozen, head of the classical music division of Radio 106.2 FM and a graduate research student at Radzyner Law School, about the cantata competition that led to the nomination of Bach as the choir director of the St. Thomas Church in Leipzig.

Dr. Massimo Torfranca, a musicologist and the host of the classical music program “Class” on Radio 106.2 FM, spoke with the renowned musicologist and scholar, Iddo Abravia, about harmony and euphony in Bach’s works. Later, Rubenstein joined Ozen and violinist Ayal Klass for a talk about Bach’s solo violin works - a program that concluded with a live performance of Bach’s sublime piece: Chaconne in D Minor. Dr. Uri Lashman, musicologist, composer and conductor, hosted a program that compared Bach’s early secular cantatas vis-à-vis his later religious ones. Another guest was Avi Avital, the international mandolin player, who recently recorded an album of Bach’s music adapted for mandolin.

This special broadcast day concluded with a live studio broadcast that hosted members of Barrocade, the acclaimed baroque ensemble: Amit Tiffenberg (viola de gamba), Shlomit Sivan-Rosen (baroque violin), soprano Yaale Avital, and harpsichordist Dr. Dan Tidhar, who discussed the religious and mystical elements in Bach’s works.

This special and successful day was initiated and produced by Ozen, whose programs have brought about “a new perspective in the classical broadcasting in Israel,” according to Noam Ben-Zeev, the senior music critic of Haaretz.
Dr. Guy Hoffman Discusses his Unique Approach to Creating Robots

Dr. Guy Hoffman, lecturer at the Sammy Ofer School of Communications, and co-director of the Media Innovation Lab, was selected to be a keynote speaker at the 22nd IEEE International Symposium on Robot and Human Interactive Communication, in Gyeongju, Korea this year. This conference is the oldest and largest academic forum dealing with theories, technologies and studies in human-robot interaction and communication, and related issues such as artificial intelligence, human factors, social relationship, haptic interaction, application and evaluations.

Dr. Hoffman was the youngest among the keynote speakers, and shared the stage with two of the most prominent researchers in robotics from Korea and Japan, Prof. Dong-Soo Kwon, president of Robot Convergence Forum of Korea, and Prof. Minoru Asada, IEEE Fellow and president of the International RoboCup Federation.

His keynote addressed the importance of designing fluid movement into robots that interact with humans. Hoffman described his unique approach of using 3D animation and industrial design techniques to make robots move in a way that moves us, and different artificial intelligence systems that enable robots to move in a fluid way and thus become real team-members and not just sophisticated tools.

Scratch - Creating an Active Israeli Community of Creators, Mentors and Educators Using Innovative Software

Scratch is a programming language and online community where children from all over the world can program and share interactive media such as stories, games and animation. As children create with Scratch, they learn creative thinking, collaboration and systematic reasoning. Scratch is designed and maintained by the Lifelong Kindergarten group at the MIT Media Lab.

Scratch mentor in action on Scratch Day at IDC Herzliya.

The “Scratch Israel” group took its first steps in 2011, led by Dr. Oren Zuckerman, Noa Morag, Orad Weisberg and Tali Gueta from IDC’s Media Innovation Lab. The main purpose was, and remains to this day, to create an active Israeli community of creators, mentors and educators using the software.

Recently, a new collaboration began with “Tovanot Bahinoch,” an organization that aims to create change in the education world. The goal is to teach children aged 10-16 how to be a Scratch mentor. These children use the knowledge they gain to mentor other children in Scratch workshops, thus spreading creativity among the young generation.

This past October, IDC’s Media Innovation Lab hosted twomentoring workshops, the first with 10th graders from “Hertzog” high school in Holon, and the second with 5th and 6th graders from “Moriah” elementary school in Hadera. The children learned to use Scratch and were trained in becoming mentors – with emphasis put on the differences between being a “teacher” versus a “mentor.”

More workshops are being planned for the near future, some with children and some with teachers who also want to get to know the “Scratch” world and learn how to provide these useful tools to their students.

For more information, visit: www.scratch.org.il
Dina Lakao-Worko’s pregnant mother walked through the Sudan desert for three weeks to get to Israel – now Dina has just completed her BA in law and government and is studying for her master’s degree in business law, all with the help of the “Israel at Heart” Ethiopian Scholarship Program at IDC Herzliya.

“I want people to stop being surprised when Ethiopians succeed. I want to remove that stain. This whole country is made up of immigrants, and people from every immigrant group succeed eventually.”

“But first everyone had to get to Sudan, hundreds of kilometers away from their villages in Ethiopia. They had to hide any sign that they were leaving. My parents already had eight children between them, and my mother was heavily pregnant. They left at night, on foot, in a group with other relatives. For three weeks, they walked by night and hid by day. There were bandits who attacked and killed people and raped women. Many children died along the way.”

Lakao’s family was several days from their destination when her mother went into labor. “He was born small, because my mother was starving. And she had no milk to give him. Two hours after he was born, she had to start walking again. Three days later, they arrived. My mother and brother were both so sick they weren’t allowed to fly to Israel. They had to stay there for a month until they were healthier.”

Lakao’s brother received the Hebrew name Shimon and the Amharic name Avraro, meaning “hope for good,” because of the difficult conditions in which he was born. Dina was born a year later.

Lakao says her family’s ordeal imbued her with a desire to succeed and with the feeling that she could. “We didn’t have money for extras while I was growing up, but we lived with the spirit of victory, the feeling that we had survived this terrible journey and made it to Israel, and that if we work hard here we can succeed at anything,” Lakao says.

“My father always tells me that I can do anything I want here, even become prime minister. I have the ambition to do something not just for myself, but for others.”

Asked what she would most like to achieve, Lakao says simply: “I want people to stop being surprised when Ethiopians succeed. I want to remove that stain. This whole country is made up of immigrants, and people from every immigrant group succeed eventually. There is nothing to stop us. We are people just like everyone else.”

- Miriam Bulwar David-Hay
ACADEMIC PROGRAMS TAUGHT IN ENGLISH

- LLB & BA COMBINED DEGREE IN LAW & BUSINESS
- BA BUSINESS ADMINISTRATION
- BA COMMUNICATIONS
- BA GOVERNMENT
- BA PSYCHOLOGY
- BA COMPUTER SCIENCE
- MBA BUSINESS ADMINISTRATION
  - INNOVATION & ENTREPRENEURSHIP
  - STRATEGIC CONSULTING
- MA GOVERNMENT
  - DIPLOMACY & CONFLICT STUDIES
  - COUNTER-TERRORISM & HOMELAND SECURITY STUDIES
  - RESEARCH TRACK (THESIS REQUIRED)
- MA ORGANIZATIONAL BEHAVIOR & DEVELOPMENT (OBD)

THE RAPHAEL RECANATI INTERNATIONAL SCHOOL THANKS

» ALEXANDER MUSS HIGH SCHOOL IN ISRAEL
» THE DAVID PROJECT » GARIN TZABAR » HESG » HILLEL » ISRAEL AT HEART » ISRAEL MINISTRY OF EDUCATION » ISRAEL MINISTRY OF IMMIGRANT ABSORPTION » THE JEWISH AGENCY FOR ISRAEL & WZO » THE JEWISH FEDERATIONS » MASA » NEFESH B’NEFESH » OLIM ORGANIZATIONS » STAND WITH US » STUDENT AUTHORITY » TAGLIT-BIRTHRIGHT » THE ZIONIST YOUTH MOVEMENTS

for helping us bring 1,500 students from 86 countries to study for a full, academic degree taught in English.

www.rris.idc.ac.il

LIVE IN ISRAEL, STUDY IN ENGLISH

ISRAEL
Tel +972 9 960 2801  rris.registrar@idc.ac.il

NORTH AMERICA
Tel +1 866 999 RRIS  rris.us@idc.ac.il
You can contact IDC Herzliya, wherever you are...

Israel Friends of IDC
Gili Dinstein
Phone: +972-9-952-7212 • gdinstein@idc.ac.il

International Friends of IDC
Michal Cotler-Wunsh
Phone: +972-9-952-7321 • mcotler@idc.ac.il

American Friends of IDC
Galit Reichlin
Phone: +1-212-213-5961 • galit@afidc.org

IDC Alumni Association
Adi Olmert-Peled, adv.
Phone: +972-9-952-7249 • adipeled@idc.ac.il

Raphael Recanati International School
Rena Neiger
Phone: +972-9-960-2801 • rris.registrar@idc.ac.il