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IDC HERZLIYA CAMPUS, ISRAEL
Learning Differently Now to Make a Difference in the Future

Prof. Uriel Reichman, IDC Herzliya’s founder and president, “moves civilization forward” by providing IDC students with the necessary tools to tackle the challenges of the 21st century.

“We’re living in a fascinating time with tremendous challenges.”
– Prof. Uriel Reichman, founder and president, IDC Herzliya

The central mission of IDC Herzliya is to educate the future leaders of Israel. To make a difference in their communities, society, and the world, students must not only learn about the 21st century’s major challenges, but must also have ample opportunity to discuss ways to meet these challenges.

This is precisely what Prof. Uriel Reichman, IDC’s founder and president, is determined to provide for students. “We are living in a fascinating time with tremendous challenges,” he says. “The important thing is to understand not only where we are, but what the missions for tomorrow are. Our outstanding faculty here at IDC has the knowledge and passion to impart to the students that will prepare them for confronting the future.”

The first challenge Reichman describes is that of sustainability. “The problems involved in providing for the future of almost eight billion people living on this planet are enormous,” he says.

Prof. Yoav Yair, dean of the School of Sustainability founded by Israel Corp., ICL & ORL, teaches the course “Planet Earth in the 21st Century: A Citizen’s Guide.” The course not only portrays the challenges and threats to the planet, but “also offers a vast array of solutions and ideas on how to make Earth a better place to live in in the future,” says Yair. “I hope to educate our students to understand what’s going on on our planet and maybe change the way they live.”

The second major challenge identified by Reichman is in biomedicine. “For the first time in human history, homo sapiens are changing and recreating themselves,” he says.

Dr. Daniel Levy, a cognitive neuroscientist, teaches the “Body and Mind: The New Life Sciences” course in the Baruch Ivcher School of Psychology. “Today, science is able to tame the forces of nature in a way that has never been possible in the past,” he says. “There have been tremendous advances in our understanding of genetics, but what are the implications for things like genetic engineering? Genetically modified crops and livestock? Are we creating monsters? This is a whole different way of thinking, an expansion of the mind to see the world in a different way.”

Another challenge facing today’s world is the next generation of the communication and information
technology revolution, which includes 3D printing and robotics. Dr. Guy Hoffman, co-director of MiLAB at the Sammy Ofer School of Communications, teaches the course “Networks, Cell Phones and Robots – Computers in the 21st Century.” The course examines how computing technology is shaping society and human life in a variety of areas, from security and privacy to robotics, artificial intelligence, and big data to human-computer interaction. “It doesn’t really matter what your background or field of study is, if you are interested in how computers shape your world and your life as a human on Earth today, then this class is for you,” says Hoffman. “I think of our students as the future leaders of this society, and as a leader of a society, you have to understand the forces that shape it.”

The fourth challenge, Reichman says, is globalization. “We are living in a global world,” he says. “There are no longer state economies; there is enormous cooperation between different countries that we must fully comprehend in order to fulfill any leadership role.”

Dr. Shavit Matias of the Lauder School of Government, Diplomacy & Strategy teaches a course on globalization in the 21st century. “You cannot really be an effective decision maker without understanding how the globalized world works and how it may affect you,” she says. “The truth is that globalization affects everything in every area. So to operate a successful business in today’s world, you have to understand how international institutions and regulations work, trade issues between states, and so on, but this is also true for academics and government officials.”

One thing is certain, and that is that the traditional models of university learning will not equip today’s students to adequately deal with all these issues. Says Reichman, “Our students are educated to be the gatekeepers of progress in society. I would like to see our graduates involved in moving civilization forward. This is an enormous challenge for IDC, and I’m very happy that we can lead the way in adapting education to the needs of the 21st century.”

– Ariel Rodal-Spieler

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The Campus Israel Fellows program, a joint initiative of the Jewish Agency for Israel and Hillel International, handpicks outstanding young Israelis to serve as “shlichim” (unofficial emissaries or peer ambassadors) on key North American college campuses. This ongoing Israeli presence exposes students and the broader community to Israel, provides opportunities for discussion, and helps inspire an enduring commitment to Israel. The Fellows work with student organizations, campus study abroad offices, Jewish and Israel studies departments, local Jewish federations, Israeli consulates, and Jewish community centers, as well as engage with Taglit-Birthright alumni.

Of this year’s crop of 35 new shlichim, six are IDC Herzliya alumni: Yaniv Matan Levy at Cornell University, Yoni Milo at Yale, Simcha Masala at Northwestern, Rebecca Avera at Stanford, Shachar Levi at the University of Texas in Austin, and Dotan Jakoby at Indiana University.

“IDC Herzliya is proud of its emissaries in North America, who were trained at IDC for academic excellence and leadership skills. Their success in spreading the word about Israel to thousands of students is part of the Zionist mission statement of IDC,” says Jonathan Davis, vice president of External Affairs, head of the Raphael Recanati International School and former Jewish Agency emissary in Boston, Cape Town, Rome and the former Soviet Union.

Levy, a graduate of IDC’s dual-track program in Sustainability and Government, headed the IDC Student Council’s External Relations department for two years and was one of the launchers of the IDC Public Diplomacy Center during Operation Protective Edge in the summer of 2014.

Through projects such as “Latte at the Library,” Levy and the staff of the Cornell Hillel create opportunities for Jewish and non-Jewish students to engage in open discussions on all things Israel.

“Our job is to promote and advocate for Israel on campus,” says Levy. “We teach them about Israeli history, geography, culture, technology, and the Arab-Israeli conflict, but also about the variety of...
Israel experience programs they can participate in. Focusing on social media is essential when working with the students and youngsters; after all they spend four hours a day online.”

**Indiana University**

**Dotan Jakoby**, a graduate of IDC’s Sammy Ofer School of Communications, holds three weekly classes on the Indiana University campus, in Krav Maga, Hebrew, and Israeli business culture. “I arrange camping trips, zip lining, sports games and more to create a connection with the students,” he says. “In addition, I organize cultural events, like screenings of the Israeli movies ‘The Band’s Visit’ and ‘Brave Miss World.’ I’m a source of knowledge for the students; they come to me to ask me questions about Israel.”

While the focus of their work is not necessarily the Israeli-Palestinian conflict, given the hostile environment towards Israel on many university campuses, much of the emissaries’ efforts are directed towards presenting a fair and balanced picture of the situation and defending Israel against the boycott, divestment and sanctions movement.

“The BDS movement on campus pulls in liberal groups, like LGBT groups and others,” says Levy. “They hide their true identity and goal to wipe Israel off the map, so we try to reveal their cause. We create open discussions with organizations like Students for Justice in Palestine; we form negative opinions towards Israel, the campus rabbi and I hosted a session to explain the situation accurately.”

Jakoby, together with the Students Supporting Israel club, recently succeeded in passing a resolution at Indiana University to prohibit any kind of anti-Semitism, including BDS.

The shlichim undergo intensive training to prepare them for their roles as Campus Israel Fellows, including a two-and-a-half-week course in Jerusalem and a week-long course at Washington University in St. Louis. However, they unanimously credit their experiences at IDC for giving them the tools they need to succeed.

**Stanford**

**Rebecca Avera**, an alumnus of the Lauder School of Government, Diplomacy & Strategy, says the Stanford campus is “very complex.”

“The Jewish students are very divided in terms of their political opinions,” she says. “We recently used the Ethiopian Jewish holiday of Sigd as an opportunity to try to unite the Jewish campus body.”

Both Avera and Masala are alumni of the Israel at Heart Ethiopian Scholarship program, through which they took part in several delegations abroad that exposed them to university campus anti-Israel activities such as Israel Apartheid Week. Says Masala, “It was during these delegations for Israel at Heart that I realized that what I want to do with my life is advocate for Israel. Our trip to South Africa was the first time I was exposed to the BDS movement on campus, and I realized that I want to educate students around the world about the real face of Israel.”

Jakoby says that IDC prepared him for shlichut in several ways. “Even though I’m Israeli, I did my degree in English at the RRIS, which prepared me for my current role here in the U.S.,” he says. “I was the head of the marketing team of the IDC Student Union and helped lead the Public Diplomacy Center during Operation Protective Edge. These experiences taught me how to lead students and plan and execute programs. And finally, one of the reasons I chose IDC is the values on which it was established. The university’s Zionist approach and the continuous push we got to never be afraid to take on leadership positions gave me the confidence to move to an unfamiliar arena and promote Israel here by showing the many incredible things Israel has to offer.”

– Ariel Rodal-Spieler

**Northwestern**

**Shachar Levi**, a Lauder School graduate, says that, “IDC taught me to speak in public and disseminate materials efficiently and professionally. It also gave me an understanding of American college campuses, especially through my exposure to the RRIS.”

Both Avera and Masala are alumni of the Israel at Heart Ethiopian Scholarship program, through which they took part in several delegations abroad that exposed them to university campus anti-Israel activities such as Israel Apartheid Week. Says Masala, “It was during these delegations for Israel at Heart that I realized that what I want to do with my life is advocate for Israel. Our trip to South Africa was the first time I was exposed to the BDS movement on campus, and I realized that I want to educate students around the world about the real face of Israel.”

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– Simcha Masala, Hillel of Northwestern University

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Partners in life, academia, and social entrepreneurship, IDC Herzliya graduates Yael Stern and Gal Lin are growing from strength to strength.

From IDC to Harvard

Gal Lin and Yael Stern in front of the John F. Kennedy School of Government at Harvard University.
Yael Stern and Gal Lin are not exactly your average couple. Both alumni of the B.A. program at IDC Herzliya’s Lauder School of Government, Diplomacy and Strategy, they graduated first and third in their class, respectively. Both were accepted to the master’s degree program in Public Policy at the John F. Kennedy School of Government at Harvard University. And, they were both granted full scholarships.

Stern and Lin met in the early days of their IDC degree, when Lin organized a volunteer initiative to help a paraplegic classmate with academic tasks and social integration. Stern, a native English speaker, volunteered to help this fellow student with English assignments. The two have been an item ever since.

Among their extracurricular activities at IDC, Stern and Lin participated in the Jewish-Arab Dialogue Workshop, the Rothschild Ambassadors Program for Social Leadership and Entrepreneurship, the Media in Conflicts Seminar, the NOVA project for professional volunteerism, and internships at the International Institute for Counter-Terrorism.

Together for six years now, the pair has collaborated on a number of academic and social ventures. Along with Yuval Porat, an Israeli strategist who also studied at IDC, they initiated groundbreaking research that used innovative methodology to show that contrary to common perception, Iran has high potential to turn into a meaningful democracy. The research, which surveyed Iranians to examine their basic values, was academically acclaimed and presented to numerous research institutions. It was also featured in an op-ed in the Wall Street Journal and publicized extensively in Iranian media outlets.

Stern and Lin also partnered to set up the non-profit dating start-up Chiburim, which provides a social alternative to today’s often frustrating dating scene. Chiburim provides singles, mostly in their 30’s and 40’s, with tools to enter into healthy, positive relationships, as well as a personalized dating process facilitated by trained volunteers. The organization is also building a project to aid people with emotional challenges, the only organization in Israel to take on this challenge.

The couple are also steering committee members of The Schoolhouse, an initiative that provides adult education and transferable skills to African refugees and asylum seekers in Tel Aviv and in the Holot detention center. Some 500 students study at The Schoolhouse annually.

"This is one of the most inspiring initiatives I’ve been a part of, as the students’ thirst for knowledge and ambition to gain the tools necessary to take leadership positions in their communities is very apparent and moving, and The Schoolhouse does an extremely professional job answering this," says Stern.

At Harvard since August, Stern and Lin are the only two Israelis, and two of three IDC alumni, in the Kennedy School’s master’s program in Public Policy. They are both recipients of the Mary and David Boies Fellowship, a scholarship awarded in recognition of outstanding academic achievement and professional promise.

"What brought me to IDC initially is the same thing that brought me to Harvard," says Stern. "Aside from the academic programs and dedicated professors, such as Prof. Isabel Berman who had a big impact on us at IDC, the most attractive aspect to me is the focus on action and leadership. In addition, at Harvard I’m most looking forward to meeting my fellow classmates. The thing I gained most from IDC was the amazing people I met, including Gal, of course."

Adds Lin, "IDC cultivates an environment that encourages activism, entrepreneurship, and independent initiatives. In that respect, IDC is similar to Harvard, which is what drew us here."

The couple are planning to act as ambassadors for IDC Herzliya in the Greater Boston area, helping to promote its programs in schools.

"It is clear that this duo’s future is very bright. When asked where they intend to focus their efforts after completing their master’s degrees, Stern responds, “The Middle East is very volatile – we want to channel movement towards a more moderate direction and try to find solutions.”" Summing up their personal and professional partnership, Stern says, “It makes sense to be working with the closest person in my personal life in my professional life as well. The two complement each other.”

– Ariel Rodal-Spieler

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The Max Steinberg Lone Soldier IDC Herzliya Memorial Scholarship Fund

The new scholarship fund in memory of Max Steinberg z”l, who fell during Operation Protective Edge, will help lone soldiers study at IDC.

Stuart and Evie Steinberg of Los Angeles had never visited Israel until they had to come for the hardest task of all: to bury their beloved 24-year-old son Max, a lone soldier serving in the Israel Defense Forces who was killed in Operation Protective Edge in July 2014.

“Prior to Max’s death, my wife and I had never been to Israel,” says Stuart Steinberg. “Upon Max’s passing, we made the difficult decision to bury Max in Israel and went there with our other children for this sole purpose. When over 30,000 people attended Max’s funeral we knew we had made the right decision.

“Since then, our family has been actively engaged in identifying ways to honor our beloved son and brother and to give back to the country he loved and sacrificed his life for.”

“We hope these soldiers understand that they are indispensable to Israel’s future even after they take off their uniforms.”

— Jake Steinberg

That decision has now resulted in the creation of the Max Steinberg Lone Soldier IDC Herzliya Scholarship Fund, a joint initiative between the Families of Lone Soldiers organization and IDC, which will help lone soldiers in financial need who have completed their military service to study at IDC.

Los Angeles-raised Max Steinberg first came to Israel at the age of 22 on a Taglit-Birthright Israel trip with his brother, Jake, and sister, Paige. He felt an immediate bond with the country, and three months after his trip, returned to Israel and enlisted in the IDF as a lone soldier, the name given to soldiers without family in the country. He pushed to be accepted into the Golani Brigade’s 15th Battalion, where he served as a sharp shooter. When he was killed, thousands of mourners showed up at this funeral in an outpouring of support and appreciation.

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Max’s brother, Jake, says he hopes the scholarship will “help lone soldiers realize the depth of our gratitude. These young men and women passionately serve and often risk their lives for the State of Israel as they protect the Israeli people and safeguard Israel’s future. But more importantly, we hope these soldiers understand that they are indispensable to Israel’s future even after they take off their uniforms. We look forward to watching them fulfill their potential, and we are eager to see how these promising young men and women positively impact Israeli life.”

Max’s mother, Evie, says her son would have been proud to know that a scholarship in his name was being created to connect lone soldiers to IDC. “Max always gave of himself to others,” she says. “People always tell me that he was like a big brother to the other soldiers in his unit. He always wanted to help other people, whether it was volunteering to spend weekends on base or using his own money to buy hand warmers for his fellow soldiers when it was cold outside. I am 100 percent sure that he would want do everything possible to support higher education for lone soldiers.”

The Steinberg family met Prof. Uriel Reichman, IDC’s founder and president, and Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School, in Los Angeles at an event hosted by Families of Lone Soldiers.

“We approached them with the idea of providing scholarships for lone soldiers who have completed their service in the IDF,” says Stuart. “IDC was supportive of the idea, resulting in this wonderful partnership. We thought it most appropriate that the first to qualify for scholarships from the Max Steinberg Lone Soldier IDC Herzliya Memorial Scholarship Fund be soldiers in financial need from the Greater Los Angeles area who served in a combat unit.”

IDC has declared its resolve to care for soldiers part of its mission statement. “We are ranked number one in the country with regard to our treatment of reserve soldiers,” says Reichman. “Moreover, we have the most lone soldiers and especially immigrant soldiers per capita of any university in the country.”

For Davis, who himself was a lone soldier from California, launching the scholarship fund brings him full circle.

“For me to now have the honor to head an international school that does all it can to assist lone soldiers is as good as it gets,” he says. “With this fund we can ensure that tuition is almost completely covered for our lone soldiers.”

Just one month later, Paige Steinberg decided to follow in her brother’s footsteps and move to Israel, where she is now a student at IDC Herzliya’s Baruch Ivcher School of Psychology.

“Moving away from my family only one month after my brother passed away was very difficult,” she says. “However, the moment I started studying at IDC my worries seemed to slip away. IDC is guiding me down a road that offers me opportunity and self-growth. My peers on campus and the caring administrative staff have truly been my support system. I could not be happier or more secure with my decision to study here.”

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— Ariel Rodal-Spieler

To make a donation to this special scholarship fund, please contact a friends association in your country (details on the back of the magazine), or email lgreenberg@idc.ac.il
Joining in IDC Herzliya’s Sigd celebrations: Shlomo Berihun, CEO, David Foundation, Jonathan David, founder, David Foundation, Bezawit Getaneh, office manager and public relations, David Foundation, and Melkamsra Geta, graduate of the Leaders of the Future with Ester David, Israel at Heart Ethiopian Scholarship Program coordinator. The David Foundation supports causes that focus on excellence in education and leadership development, particularly within the Ethiopian Jewish community in Israel.

For over 2,000 years the Jews of Ethiopia expressed their longing to return to Jerusalem with the annual Sigd holiday, held on the 29th of Heshvan, 50 days after Yom Kippur. On that day they would make pilgrimages to certain sites, fast and pray, and later feast and rejoice. Today the holiday is kept in celebration of having returned to Jerusalem, and in 2008 Sigd was named an official state holiday in Israel. Every year, IDC Herzliya’s Israel at Heart Ethiopian Program students put together their own Sigd event on campus, including traditional foods, drink and dancing, to share their heritage with the rest of the student body. The Sigd Celebration at IDC Herzliya is generously supported by the Maidenbaum Family.

IDC’s Israel at Heart Ethiopian Scholarship Program students with Jonathan Davis and Ester David (fourth and third from the right).
Carol and Joey Low Name Historic IDC Building

The Carol and Joey Low Lecture Halls, and the Low Family Promenade outside of the halls, serve as a permanent reminder of the good that the Low family has done for the Ethiopian community in Israel, for IDC, and for the State of Israel.

Of the many spots on campus that are dear to Prof. Uriel Reichman’s heart, the “Hangar” [now the Carol and Joey Low Lecture Halls] is a building that stands in testament to the true resilience of IDC, the start-up university.

As one leaves or enters the IDC Herzliya campus, there is one building which is impossible to miss – a building that holds history and emotion in its walls.

Of the many spots on campus that are dear to IDC Founder and President Prof. Uriel Reichman’s heart, the “Hangar” is a building that stands in testament to the true resilience of IDC, the start-up university, and will forever be etched in the memories of those who put their faith in the university during its early days.

In its original state, the building was used by the IDF to service their vehicles. Later, the same structure was used as a meeting area to celebrate a milestone in the life of IDC Herzliya. Reichman remembers: "It was a basic, dirty structure flood-ed with rain. We took plastic sheets and sealed up the entire north wing as best we could. I announced our receipt of accreditation by the Council for Higher Education after a 3-year battle. The students got up and cheered. Prof. Shimon Schocken, who is the founding dean of the Efi Arazi School of Computer Science, wrote the words of the 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. This was one of my most uplifting moments in the creation of IDC Herzliya."

Some 16 years after that emotional day, the Hangar was transformed into beautiful, state-of-the-art lecture halls and earlier this year, long-time IDC supporters Carol and Joey Low took the initiative to provide the much-loved building with a new identity: the “Carol and Joey Low Lecture Halls.”

His Honorary Fellowship scroll, which was bestowed on him in 2006, stated: "Joey Low, an ardent Zionist and a great philanthropist, is
working to improve Israel’s image around the world. His commitment to strengthen students’ connection to Judaism and the State of Israel has made him a friend and a strong supporter of IDC Herzliya.”

Low’s drive to do everything possible to contribute to Israel’s positive image around the world led to his founding of the Israel at Heart organization in 2002. The organization was founded on the belief that face-to-face meetings with young, articulate Israelis from diverse backgrounds would help to shift public opinion to see Israel in its true light, rather than what the media tries to portray. At the time, many of IDC’s students were Israel at Heart delegates, which helped to establish Low’s connection with IDC.

This led to the formation of the “Israel at Heart Ethiopian Scholarship program” at IDC. The purpose of the program is to attract top university-age Ethiopian students who have served their country – whether in the army or via national service – and to provide them with full scholarships, tutors when necessary, job placement assistance and more. The ultimate goal of the program is to prepare these students to take on leadership positions in their chosen fields and help them to serve as role models for their community.

But no one can change the world alone, and Low has had his family by his side in every respect. It is his wife Carol who welcomes the many visiting students into her home in New York with open arms. and each family member has had the unique opportunity to get to know the students that are assisted within the Israel at Heart Scholarship program.

During an interview with the IDC Herzliyan a few years ago, Joey said: “Only at a place like IDC could a program like ours be launched, nurtured and grown into a model of how Ethiopian Israeli students could effectively be integrated into Israeli society. There is no doubt that this is what IDC is all about: The Zionist vision of being a home to all Jewish people and encouraging them to be the best they can be so that Israel can be a guiding light to all nations.”

Now the Carol and Joey Low Lecture Halls, and the Low Family Promenade outside of the halls, serve as a permanent reminder of the good that the Low family has done for the Ethiopian community in Israel, for IDC, and for the State of Israel. ★
Baruch Ivcher School of Psychology
Inaugurated in Festive Ceremony

“I chose to name the School of Psychology believing that this school will improve the individual and society in Israel and promote a healthy, creative and developed world.”

— Baruch Ivcher, benefactor

IDC Herzliya’s School of Psychology, dedicated to training the future generation of psychologists in Israel, has officially been named as the Baruch Ivcher School of Psychology, after the businessman who has contributed generously to the school, which has already gained an international reputation. Ivcher attended the inaugural event with his family, who traveled from Peru to be by his side as the building’s plaque bearing his name was unveiled.

Following the reception, Prof. Uriel Reichman, founder and president of IDC Herzliya, told guests: “In 1963, I started studying law at the Hebrew University of Jerusalem. Those were fascinating years in which the independent Israeli law system began forming. Many classmates have reached outstanding achievements: a Supreme Court judge, professors, fine lawyers, judges and successful businessmen. Indeed, an impressive group of people. But there is no doubt who has the most international influence—Baruch Ivcher.” Reichman called Ivcher “a heroic international figure, not only because of his business success, his acquaintance with world leaders or his humanity and friendship. He is a role model due to his belief in the freedoms of expression, the press, and speech, and his amazing courage. In Peru, he set an example to all of South America in the struggle towards democracy.” Ivcher, the majority shareholder in a Peruvian television station, was stripped of his Peruvian citizenship by then-President Alberto Fujimori when the station’s investigative program exposed government corruption.

Prof. Mario Mikulincer, IDC provost and founding dean of the School of Psychology, thanked Ivcher for upholding the values of justice and pursuit of the truth. He recalled meeting with then-provost Moshe Barniv in 2006, and discussing his vision of establishing a new psychology school. “From the first time I set foot in IDC Herzliya, I felt that there was something different...
about this institution,” said Mikulincer. “And when I met with Prof. Reichman, I felt young again hearing about IDC’s values, that I could change the world.”

Prof. Aharon Barak, former Supreme Court president and now senior lecturer at IDC’s Razyner Law School, also addressed the guests and Ivcher, his former student. “I wish to congratulate you, Baruch, for your important contribution, which has helped build this wonderful building. I am so pleased for this renewed encounter with you,” Barak said. He also mentioned IDC’s Law and Government program, which he said “deals with the legal aspects of psychology and the psychological aspects of law.”

Prof. Eran Halperin, dean of the Baruch Ivcher School, told guests that “our primary message here at the Baruch Ivcher School of Psychology is to teach future psychologists to actually care about people and not to be holed up in the lab or the clinic. Our goal is to make a positive change in the world. All of our research is aimed at improving society. This school is a family, and now this family has a home and a father.”

Four short “Ted”- style lectures gave the audience a taste of the Baruch Ivcher School. Prof. Dan Ariely, professor of Psychology and Behavioral Economics at Duke University, presented two fascinating experiments: one on the nature of lying and cheating, and the other on the most effective ways to encourage people to save money. An interesting finding of the first experiment, he said, was that when people can justify their dishonesty, the lie often doesn’t get picked up by a lie detector. “Lie detectors detect emotional arousal when we feel uncomfortable,” he said. “When people cheat for their own gain, the lie is detected. But when people are asked to cheat for a charity, the lie detector doesn’t catch anything, because there’s no emotional conflict.”

Dr. Nava Levit-Binnun, who runs IDC’s Sagol Center for Brain and Mind, discussed ways in which to train the brain, which is plastic and can change throughout one’s life, and improve it, for example through mindfulness.

Prof. Tamar Saguy, senior lecturer at the Baruch Ivcher School, discussed ways of dealing with tension and hostility between groups, one of the biggest problems in Israeli society. She explained some of the psychological processes associated with power differences between groups, saying that “While common goals can help unite different groups, sometimes this can backfire when the group with less power expects greater equality than the high power groups.”

Baruch Ivcher is a heroic international figure.”
– Prof. Uriel Reichman, founder and president, IDC Herzliya
Ivcher concluded the evening, saying, “My wife, Neomi, and I are thankful for this opportunity to contribute to IDC Herzliya. Twenty years ago, I visited the campus and decided to give a donation towards the auditorium, which was then an anti-aircraft simulator. I am happy to be here once again to inaugurate the School of Psychology, which was established with the vision of innovation and excellence. I chose to name the School of Psychology believing that this school will improve the individual and society in Israel and promote a healthy, creative and developed world.” Thank you to everyone, and especially to Uriel Reichman, the man with the vision.”

Reichman thanked Ivcher, saying, “You are a true friend. Thank you for your contribution and for what you stand for.”

– Ariel Rodal-Spieler

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In Memoriam: Michael Recanati z”l

IDC Herzliya has lost one of its dear friends and visionaries with the passing of Michael Recanati z”l, following a courageous three-year battle with cancer.

Michael was one of the dreamers who envisioned the Raphael Recanati International School, named for his father,” said Prof. Uriel Reichman, IDC’s president and founder. “He became the school’s chairman, and was enthusiastic and supportive from the outset. His passing is a great loss to the IDC family.”

Recanati lived in New York and was an ardent Zionist, coming to Israel to volunteer for service in the IDF. Passionate about bringing together Israeli and Diaspora Jews, and specifically in involving American Jews with IDC, he was one of the founders of the American Friends of IDC Herzliya.

Jonathan Davis, IDC’s vice president for External Relations and head of the RRIS, said:

“Almost 15 years ago, when I began working at IDC Herzliya, Michael Recanati was the indefatigable chairman of the American Friends of IDC, the creation of which he pioneered. He put his heart, soul, and passion into the job. We owe him a tremendous debt of gratitude for paving the way for us in the United States.”

Michael’s brother, Oudi Recanati, said his brother was extremely proud of the achievements of IDC and the RRIS. “He dreamed of having a lot of students one day, but he did not imagine we would have as many as we have today,” he said.

We owe Michael a tremendous debt of gratitude for paving the way for us in the United States.”

– Jonathan Davis, vice president for External Relations and head of the RRIS

Along with his brother Oudi, Michael Recanati is survived by his mother Dina, his son Rafe, and his partner Tom Schalk. ★

– Ariel Rodal-Spieler

Michael Recanati was a dedicated philanthropist, with a particular focus on education, the arts, and politics. Among the institutions he supported were the Israel Museum, the Rabin Medical Center, and the Child Study Center at New York University.

He was also an avid art collector. “As the sons of an artist, we both loved art,” said Oudi Recanati. “He also loved to travel, see new things, and meet new people. He had a fantastic sense of humor, and was a lot of fun to be with; this made him a great patient. When he was diagnosed, the doctor said he would live six months to a year, max. He lived another three. He wanted to live – he suffered and suffered but did not give up – he just kept pulling through.”

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In Memoriam: Zvi Meitar z”l

IDC Herzliya lost a great friend with the passing of Zvi Meitar on July 2, 2015. A legal and business giant and renowned philanthropist, Meitar’s generosity produced the Zvi Meitar Institute for Legal Implications of Emerging Technologies at IDC’s Radzyner Law School.

Meitar was born in Tel Aviv on October 12, 1933. He lost his father at the age of 12, and spent much of his teens in the Veteran Scouts Club of Tel Aviv. Meitar was a graduate of the Israel Defense Forces’ Officers’ Course, and served as a commander in the Golani Brigade.

In 1957, he graduated from the Hebrew University of Jerusalem with a master’s degree in Jurisprudence (LLM). In 1962, after two years of interning, Meitar established his own law firm, which eventually grew into Meitar Liquornik Geva & Leshem Brandwein, Israel’s leading corporate and international business law firm. Although Zvi Meitar left the company in 2001 and moved to London, it continues to bear his name.

From 1983 to 1995, Meitar was chairman of the Tel Aviv District Bar Association as well as a member of the Judiciary Election Committee, which appoints all judges in Israel.

In the 1970s, Meitar also became involved in international business ventures. He was a founder and owner of the AUREC Communications Group, one of Israel’s largest telecommunications conglomerates, which included the Israeli Yellow Pages (Dapei Zahav), the cable television provider Arutzei Zahav, and Amdocs.

Meitar was also a renowned collector and philanthropist. He established the Meitar Collection, Ltd., and contributed significantly to cultural enterprises and universities through the Zvi and Ofra Meitar Family Fund. Established in 2004, the Fund sponsors a wide range of institutions and activities pertaining to education and culture in Israel and overseas.

Meitar held a number of honorary degrees and titles, including Waynflete Fellow of Oxford’s Magdalen College, Royal Albert Hall Fellow, Honorary Commodore of the National Maritime Museum in Greenwich, Fellow of the Oxford University Chancellor Court of Benefactors, and member of the International Board of the Metropolitan Opera of New York.

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This year’s Honorary Fellows, as well as distinguished graduates and outstanding researchers and lecturers, were honored at a gala ceremony in an eventful week of graduation festivities at IDC Herzliya.

Oudi Recanati, chairman of the IDC board, and Prof. Uriel Reichman, IDC founder and president, presented scrolls to the Honorary Fellows in recognition of their outstanding contributions to the State of Israel, the Jewish people and IDC.

This year’s recipients of Honorary Fellowships, IDC’s highest honor, are: Shimon Peres, Israel’s ninth president and Nobel Peace Prize laureate; Doris and Mori Arkin, longtime philanthropists and founders of IDC’s Zilama Arkin Parent and Infant Relations Institute; Ori De-Levie, fighter pilot, IDC graduate, and founder of IDC’s Keren Or scholarship program for young people from disadvantaged backgrounds; Shlomo Eliahu, philanthropist and main shareholder of the Migdal Insurance Company; and Miriam and Bernard Yenkin, educators, philanthropists, and long-time IDC supporters.

In addition, the Wind Annual Social Entrepreneurship Award was granted to Pierre Besnainou, in recognition of his contribution to European Jewry.
Zionism, and social entrepreneurship. Speaking at the ceremony, Besnainou said that "Jews should be inspired to make aliyah out of choice, because of the excellence that exists in Israel. There is excellence here at IDC. I made aliyah because I had the chance to meet people like Uriel Reichman and Oudi Recanati, who are making Israel a better place."

Reichman greeted guests, saying, “Twenty-one years ago, we announced the establishment of IDC Herzliya. We stand here today on a developed campus that has 10 schools, 7,000 students, of which 1,600 come from over 80 countries, 16,000 graduates, international research and publishing funds, the finest lecturers, and a unique spirit of commitment to society and excellence accompanied with a unique institutional culture. All that has been achieved is thanks to the people here tonight. Our Honorary Fellows are committed, determined, sensitive and patriotic to the State of Israel."

“We also celebrate tonight the achievements of our outstanding researchers and lecturers and the achievements of our finest graduates. Israel needs new leadership, and you are our biggest hope. It is a great privilege to lead an institution which contains wonderful and capable individuals such as yourselves.”

Shlomo Eliahu spoke on behalf of the Honorary Fellows. “Because I wasn’t able to receive what today’s generation can, no one can appreciate education more than me,” he said. “Education is the key to life, to success. I am committed to opening accessibility to IDC Herzliya to the entire population, not only to those with means. Twenty years ago, Prof. Reichman had a vision that no one would have imagined would come to fruition. His dream is that the next generation of Israeli leadership will come from this institution. I share this dream and believe that the next generation of clean politics and brave public service will come from here. On behalf of the Honorary Fellows and the guests here tonight, I would like to thank Prof. Reichman for the institution he established.”
Doris and Mori Arkin

Doris and Mori Arkin have been involved in diverse social and cultural philanthropic ventures in Israel via their family foundation, through which they also founded IDC’s Ziama Arkin Parent and Infant Relations Institute.

Moshe (Mori) Arkin was born in Ramat Gan and graduated in psychology from Tel Aviv University. He assumed management of the family business, Agis Commercial Agencies, and turned it into a leading manufacturer of generic pharmaceuticals, founding the Agis Industries facility in the Negev town of Yeruham, which has contributed deeply to the local community. In 2005, Arkin joined the Apax-Saban-Arkin consortium, which purchased the controlling interest in Bezeq Telecommunications, and became chairman of the board. In 2007, he partnered with Sphera Funds Management to form the Sphera Global Healthcare Fund, a hedge fund that specializes in pharmaceutical and biotech investments. Arkin Holdings currently invests in around 20 Israeli companies developing pharmaceutical drugs and equipment.

Doris Arkin was born in Uruguay and immigrated to Israel in 1973. She too graduated in psychology from Tel Aviv University, and worked as a child psychologist. In 2002, Doris Arkin graduated from the sculpture program at the Basis School of Art in Herzliya, and she continues to serve as chairwoman of the school’s nonprofit organization and to champion its development and standing in the Israeli art community. Since 2005, she has focused on her sculpting, and serves on the boards of the Israeli Friends of the Israel Museum Association and the Yehoshua Rabinovich Foundation for the Arts’ Cinema Project. Doris and Mori Arkin have a long relationship with IDC, and two of their three children are IDC alumni.

Shlomo Eliahu

Shlomo Eliahu, the most influential figure in the Israeli insurance industry, is an Israeli success story. Born in Baghdad in 1936, Eliahu was 14 when he immigrated to Israel with his parents and eight siblings and no resources. Following the death of his father, Eliahu became the family’s primary breadwinner, working as a messenger for the Migdal Insurance Company. He quickly decided to become an independent insurance agent, and in 1955 opened an agency in a motorcycle repair shop in south Tel Aviv. In 1966, at the age of 30, he founded the Eliahu Insurance Company, Israel’s first licensed insurance firm. Eliahu joined the Democratic Movement for Change before the 1977 Knesset elections, and was elected, becoming chairman of the Knnesset’s subcommittee on capital markets. Following the dissolution of the Knnesset in 1981, Eliahu left politics and entered the world of real estate. He built Eliahu House in Tel Aviv’s Ibn Gabirol Street, and was part of a group of investors who developed the Gan Ha’ir project in central Tel Aviv. In the 1980s, he became the primary private shareholder in Bank Leumi, and holding the controlling interest in the Union Bank of Israel. In 2012, Eliahu fulfilled a long-time dream and returned to Migdal, having purchased controlling interest in the company. Married with four children, Eliahu serves on the Boards of Governors of both Tel Aviv University and the Hebrew University of Jerusalem. In 2010, he was awarded Dun & Bradstreet’s Manager of the Year Award for Excellence in Management, and in 2012, he received the Worthy Citizen of Tel Aviv title. As part of his desire to help young people become influential members of Israeli society, Eliahu awards annual scholarships to IDC students.
Ori De-Levie

Ori De-Levie was born in the Jezreel Valley moshav of Kfar Yehoshua and joined the Israeli Air Force’s pilot training course, graduating in 1977. He continued to fly F-16 jets for the next 20 years on reserve duty with the IAF, and in 2009 was awarded the IAF Medal of Honor, reserved for pilots with at least 25 years of active flying in the IAF. De-Levie founded and heads business ventures in the agriculture and food industries, and has partnered with fellow IAF veterans in ISYS Operational Management Systems, which develops time management software for intensive work environments. At the age of 40, he enrolled in the second class of the Efi Arazi School of Computer Science at IDC, and graduated with honors. In 2000, he founded the Keren Or (“Ray of Light”) scholarship program for undergraduate computer science and business administration students, which assists applicants whose disadvantaged backgrounds prevent them from meeting the admission requirements of institutions of higher education. After contributing to Israel’s security for many years as a fighter pilot, De-Levie is contributing to the education of the next generation of leaders and businesspeople through the unique Keren Or scholarship program at IDC. He is married with six children.

Shimon Peres

Shimon Peres, Israel’s ninth president, is a Nobel Peace Prize laureate and a world-renowned statesman who has served the State of Israel in key public positions for more than 60 years. Born in 1923 in Wisniew, Poland (now Vishnyeva, Belarus), Shimon Peres (originally Perski) was 11 when his family immigrated to Israel. He began his public career at the age of 20, when he was elected secretary of the youth movement Hanoar Haoved Vehalomed from the Mapai party, the precursor to the Labor party, soon afterward joining Mapai’s national secretariat. Peres served in the Haganah and joined the Defense Ministry, where at the age of 29, he became the ministry’s youngest director-general. He was the driving force behind the development of the Dimona and Soreq nuclear research centers, and was instrumental in organizing clandestine arms sales from France to Israel in the years of the military embargo. Peres was first elected to the Knesset in 1959, and served in various ministerial posts before becoming Labor party leader and briefly acting prime minister until the party’s loss in the 1977 elections. In 1984, after several years as opposition leader, Peres became prime minister in the new national unity government. He served in that position for two years until, under the rotation agreement between the parties, he traded places with Yitzhak Shamir and became foreign minister. During this period, Israel emerged from the worst economic crisis in its history. Peres was the first to recognize computer software as an export industry, thus laying the groundwork for Israel’s high-tech industry, and worked to bring Soviet and Ethiopian Jews to Israel. In 1992, as foreign minister in Yitzhak Rabin’s government, Peres oversaw the covert negotiations with the Palestinians that led to the 1993 Oslo Accords. Peres, Rabin and the PLO’s Yasser Arafat received the Nobel Peace Prize in 1994, and later that year, Rabin and Peres oversaw the Israel-Jordan peace treaty. Following Rabin’s assassination in November 1995, Peres again became prime minister, until the 1996 elections. In 1996, he founded the Peres Center for Peace, dedicated to the promotion of sustainable development, regional cooperation, and peace-building in the Middle East, and over the next decade, he continued to serve in the Knesset in various ministerial posts. He stepped down from the Knesset when he was elected president in 2007, and retired in 2014. Peres received an honorary knighthood from Queen Elizabeth II in 2008, the Presidential Medal of Freedom from U.S. President Barack Obama in 2012, and the Congressional Gold Medal in 2014. He has been named an IDC Honorary Fellow in recognition of his public, political, defense, and diplomatic work on behalf of Israel. Peres and his late wife, Sonya, have three children, eight grandchildren, and three great-grandchildren.
Miriam Schottenstein Yenkin and Bernard Yenkin

Miriam Schottenstein Yenkin and Bernard (Bernie) Yenkin have taken leadership roles in humanitarian, educational, and cultural causes for decades in their home community of Columbus, Ohio, and in the global Jewish community. For the past 15 years, they have been active members of American Friends of IDC Herzliya. In the 1960s, shortly after they married, Miriam Yenkin moved to the forefront of the National Young Leadership Committee of the Council of Jewish Federations, then in its formative stage, and went on to become both a national vice-president of the CJF and a national vice-chair of the UJA, making numerous trips to Israel and Eastern Europe during the efforts to free Russian Jewry and rescue Jewish Ethiopian community. Meanwhile, Bernie Yenkin was a member of the first United Jewish Appeal National Young Leadership Cabinet, and a national officer of the Jewish Education Service of North America, and accompanied her on many of the trips. Both took on leadership roles in promoting support for Jewish education and identity, serving at different times as chairs of the Columbus Jewish Federation board. Miriam Yenkin was the first woman in the federation’s history to serve in that position. She also chaired a local initiative to fund Jewish identity programs that served as a model for other communities. Bernie Yenkin was board president of the Jewish day school, and founding chairman of a new approach to afternoon Hebrew education. Both were also active in support of the arts, and they have received numerous honors in their home city. In 1999, after hearing Prof. Uriel Reichman, founder and president of IDC Herzliya, speak in Columbus, they decided to donate land to IDC that had been bought in Herzliya in the 1920s by Bernie’s father, Abe Yenkin. That land was sold to developers six years ago and has become the Herzliya Bet neighborhood, and the proceeds from the sale have enabled the continued development of IDC’s infrastructure. The Yenkins also offer annual scholarships to IDC students as part of their desire to assist young men and women and see them become productive and influential members of Israeli society.

Meet IDC Herzliya’s Wind Annual Social Entrepreneurship Award Recipient

Businessman Pierre Besnainou, one of the heads of the Jewish community of France, is a leader in the fight against anti-Semitism in Europe, and a recent immigrant to Israel, where he studied Hebrew at IDC’s Summer Ulpan. Born in Tunisia in 1955, Besnainou arrived in France when he was 17 and in 1981 founded the Kaisui Group, which soon became one of the largest electronics importers in France. In 1999, Besnainou founded Liberty Surf, an Internet access provider that soon became the second largest in its field in France. Besnainou’s business ventures also include the successful Fauchon gourmet food chain and real estate investments in France, and partnerships in the Shefa and Sibus retail food chains, Carmel Winery, and Burger King in Israel. For the past 15 years, Besnainou has dedicated most of his time to European, and particularly French, Jewry. He is a former president of the United Jewish Appeal in France and a former member of the Israel-France Chamber of Commerce and Industry. In 2004, Mr. Besnainou founded AMI, a French aliya organization that has helped thousands of French Jews immigrate to Israel. In 2005, he was named president of the European Jewish Congress, a position he held for two years. He has also served as the co-chairman of the Jewish Agency’s Anti-Semitism Taskforce Committee, and on the Jewish Agency’s Board of Governors. In 2007, he was inducted into the French Legion of Honor by then-President Jacques Chirac. Besnainou currently serves on the Peres Center for Peace’s Board of Trustees and on the Weizmann-France-Europe Board of Governors, and is president of the European Friends of IDC Herzliya. Speaking at the award ceremony, Besnainou said: “Jews should be inspired to make aliya out of choice, because of the excellence that exists in Israel.” Besnainou is married with three children.

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– Pierre Besnainou

Meet this year’s Honorary Fellows

In 1999 Bernard and Miriam decided to donate land to IDC. That land was sold to developers six years ago. The proceeds from the sale have enabled the continued development of IDC’s infrastructure.

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In 1999 Bernard and Miriam decided to donate land to IDC. That land was sold to developers six years ago. The proceeds from the sale have enabled the continued development of IDC’s infrastructure.

Meet IDC Herzliya’s Wind Annual Social Entrepreneurship Award Recipient

Meet this year’s Honorary Fellows
Brothers in Arms
Join Hands to Provide Scholarships for IDF Soldiers

The camaraderie between two former paratroopers and a veteran U.S. marine leads to scholarships for IDF soldiers.

Rick and Kathy Lieb are two of IDC Herzliya’s strongest supporters when it comes to helping Israeli soldiers, and especially combat veterans, complete their educations. Rick Lieb, a Vietnam War veteran, speaks of the importance of supporting soldiers and recalls how he formed an immediate bond with Prof. Uriel Reichman, founder and president of IDC Herzliya, and Jonathan Davis, vice president of External Relations and head of the Raphael Recanati International School, both also former soldiers, albeit in different countries.

“When I first met Uri and Jonathan, I think it was at the Philadelphia train station a number of years ago, we sat and drank coffee and talked about how our military experiences as leading men in combat had an incredibly positive impact on our professional careers,” Lieb says.

IDC Herzliya has a deliberate policy of assisting students serving in the Israel Defense Forces, and students who are mobilized for military duty can be assured that they have the support of faculty, administrative staff and other students, and that missing classes will not affect their grades. IDC also supports graduates of U.S. and other military academies.

“This was not the case when I attended Wharton graduate school,” says Lieb. “I quickly learned not to say anything about the four years I had spent as an officer in the U.S. Marine Corps, including my tour in Vietnam as an infantry officer. It would have negatively affected my standing. By way of the annual scholarships that we provide, it is truly our pleasure and honor to be able to contribute in some way to the important work at IDC.”

When I first met Uri and Jonathan ... we talked about how our military experiences as leading men in combat had an incredibly positive impact on our professional careers.”

- Rick Lieb

Prof. Uriel Reichman, a young paratrooper in the 1960s.

Rick Lieb, a young captain in the Marines, stationed in Vietnam.

Jonathan Davis, a young paratrooper during the Yom Kippur War.
Despite the stifling heat wave, not a spare seat was to be found at this year’s IDC Herzliya graduation ceremony, with some 8,000 family members and friends gathering to see 2,000 first- and second-degree graduates throw their tasseled caps into the air. The event began with a procession of faculty and graduates, adorned in robes and accompanied by drummers, led by IDC’s founder and president, Prof. Uriel Reichman. Herzliya Mayor Moshe Fadlon was among those in attendance. Musical interludes were provided by the IDC Herzliya choir, who performed classics such as “It’s Time to Say Goodbye.”

Among the graduates were Adi Altshuler, founder of Krembo Wings, a youth movement for children with disabilities, and Merav Lapidot, spokeswoman for the Finance Ministry. Shimon Peres, Israel’s former president, who was also named an honorary fellow of IDC Herzliya, gave the keynote address.

“Do not hesitate, do not procrastinate,” Peres told the graduates. “The future will not be served to you on a silver platter. You must be the silver platter of the future of Israel. Your IDC diploma is your ticket to the new future of Israel.”

In the midst of Peres’ speech, the heat wave broke and droplets of rain began to fall on the crowd, lending to the charged atmosphere and sense of new beginnings. “It is better to dream than to remember,” said Peres. “The past belongs more to me than to you, but the future belongs to you. Your generation needs to be released from the past.”

Reichman also spoke, telling the graduates: “You have received an interdisciplinary education that allows you to see things broadly, and the most
advanced knowledge in the world. But the main thing we have instilled in you is the ability to think independently and with that, the realization that you can turn thoughts into action, dreams into reality.

“We live in a harsh world and neighborhood. However, the security issue must not distort our vision. The biggest threat to our national existence is here at home, with rampant corruption in the corridors of government and religion, and violence and hatred often inflamed by political parties. I am aware of your talents, strengths, entrepreneurship, commitment, sensitivity, love of country, and openness to the world. As I stand here today and see your strengths collectively, I am filled with hope and confidence in the leadership of tomorrow. The State of Israel and the world are waiting for your leadership, leadership that will be loyal to the moral vision of the Jewish state and the Declaration of Independence, for the sake of a country that is part of the family of nations, defending itself and seeking peace. You will lead a society of excellence, a nation of solidarity and kindness, equality, honesty and truth.”

Gadi Domb, a Business and Law graduate, gave the valedictory speech on behalf of the graduates, saying, “The students and faculty of IDC Herzliya live the values for which it stands: freedom and responsibility.”

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Gadi Domb, a Business and Law graduate, gave the valedictory speech on behalf of the graduates, saying, “The students and faculty of IDC Herzliya live the values for which it stands: freedom and responsibility. We must strive toward change without giving up hope. We are prepared to take risks. As President Peres says, ‘People who don’t fantasize don’t do fantastic things.’”

After a rousing rendition of IDC Herzliya’s anthem, in which everyone joined, the graduates dispersed into their respective schools to receive their diplomas, relieved at the renewed breeze wafting through the campus. ★

— Ariel Rodal-Spieler
Government, business and academic leaders from Israel and around the world convened in June to address pressing national, regional and global issues at the 2015 Herzliya Conference, the flagship event of IDC Herzliya’s Institute for Policy and Strategy (IPS). The conference is Israel’s foremost annual global policy gathering, providing a forum for informed debate on challenges and possible responses. The conference agenda covered a broad array of issues, from nuclear proliferation and the Middle East peace process to world finance and energy security. Alongside plenary sessions, senior officials and experts met in roundtable sessions for in-depth discussions. This year’s conference drew together an exceptional number of renowned keynote speakers from Israel and abroad, including President Reuven Rivlin, Prime Minister Benjamin Netanyahu, former President Shimon Peres, former Prime Minister and Defense Minister Ehud Barak, Czech Foreign Minister Lubomír Zaorálek, former French President Nicolas Sarkozy, internationally acclaimed economist Prof. Nouriel Roubini, and Mrs. Kathleen Kennedy-Townsend.

After welcoming remarks from IPS director and Herzliya Conference chair Prof. Alex
Mintz and IDC president and founder Prof. Uriel Reichman, the conference went into full swing, with President Rivlin calling on Israelis to confront their shifting identities in his presentation “Israeli Hope: Toward a New Israeli Order.”

“The demographic processes that are restructuring Israeli society have created a new reality in which there is no longer a clear majority, nor clear minority groups,” Rivlin told the audience. “This is a reality in which Israeli society is comprised of four principal ‘tribes.’ By 2018, first grade classes will be composed of about 38% secular Jews, about 15% national religious, about one quarter Arabs, and close to a quarter Haredim.”

He questioned whether these sectors share a common denominator to link them together in the Jewish and democratic State of Israel.

“In the past, the IDF served as a tool for fashioning the Israeli character. However, in the emerging Israeli order, more than half of the population does not serve in the military,” Rivlin said. “The lack of a common language between these four populations increases the tension between them. We need a new perception of cooperation between the different sectors – this is a mission for the entire Israeli society.”

The challenge of the boycott, divestment and sanctions movement was discussed in-depth at the conference.

Referring to the comments by the CEO of French telecom giant Orange saying that he planned to cut ties with Israel, Education and Diaspora Affairs Minister Naftali Bennett said that “the Orange incident is a watershed moment. Many of our friends cried out against Orange and demanded to disconnect from their services. And the pressure worked. Orange receded and apologized. Up until today it was very easy to hit Israel, because you didn’t pay a price. No longer. Let it be clear to any company or organization that is considering boycotting us: We will hit back.”

At a roundtable discussion entitled “Islam and BDS in Europe: A Strategic Threat?” Rabbi Lord Jonathan Sacks, chief rabbi emeritus of the United Hebrew Congregations of the Commonwealth, said, “The assault on Jews has always justified itself using the language of the highest authority.” In the Middle Ages, religion was the highest form of authority, and in the 19th century it was science, Sacks said. “Now, human rights are the highest form of authority, so the new anti-Semitism has to be spoken in that language. The BDS movement tries to put Israel in a moral crisis, and is succeeding in dividing the Jewish public.”

At a session entitled “Towards a Two-State Solution or a One-State Eventuality?” Opposition Leader Isaac Herzog warned that the creation of a binational state would endanger Israel and the continued existence of a national home for the Jewish people. “I do not want 61 Palestinian members in the Knesset. I do not want my country to be called ‘Israstin,’” he said.
My father was killed because of his support for Israel, so I stand here in solidarity with you.”

– Kathleen Kennedy-Townsend, author and political activist and daughter of U.S. Senator Robert F. Kennedy

International legitimacy is a fundamental source of power for Israel. Had Israel been willing to concentrate building only in settlement blocs and not outside of them, it would have fundamentally changed Israel’s situation.”

– Lt. Gen. (res.) Ehud Barak, former Israeli prime minister

Reuven Rivlin, president of the State of Israel.

Prof. Nouriel Roubini, internationally acclaimed economist, lecturer at New York University’s Stern School of Business and chairman of Roubini Global Economics.

Benjamin Netanyahu, Israeli prime minister.

Barak argued that “International legitimacy is a fundamental source of power for Israel. Had Israel been willing to concentrate building only in settlement blocs and not outside of them, it would have fundamentally changed Israel’s situation.”

Zaoralek spoke out against settlement construction and called it the biggest obstacle to the creation of a Palestinian state. He called on Israel to resume peace talks, saying that otherwise it would be “hard for Europe to continue to cooperate with Israel.”

Roubini gave an address titled “The Impact of a Turbulent Middle East on Global Markets,” and said that “even in the new abnormal of the global economy, the Israeli economy is very strong and very resilient, even at times of conflict with her neighbors.”

During a discussion on the Arab Peace Initiative, MK Tzipi Livni maintained that the initiative is an opportunity to give some responsibility to the Arab world. “Are we going to convince ourselves that the whole world is anti-Semitic and fulfill the prophecy of being a nation who dwells alone? Or are we going to fight those who seek to destroy us by building alliances with those who do not?” she asked.

Dr. Walid Salem, director of the Center for Democracy and Community Development, who has worked on the Arab Peace Initiative, said that “regardless of the changes we have seen in the region over the past few years, the initiative is steadfast. Most of the new regimes still support it.”

During a session titled “The Middle East After a Deal with Iran,” Shabtai Shavit, former head of the Mossad, said that he thought that there was likely to be a deal because “Obama needs it for his legacy, and the Iranians understand this.” He predicted that Iran would eventually violate the deal. On the other hand, Meir Javedanfar of IDC’s Lauder School of Government, Diplomacy & Strategy, said he thought that Iran would keep to the deal. “More funds from sanctions relief do not mean that Iran will be more aggressive in
the region,” he said. “There are more important variables to the Iranian regime, such as domestic politics and geopolitical events.”

In a tribute to mark the anniversary of the assassination of U.S. Senator Robert F. Kennedy on June 6, 1968, his daughter, Kathleen Kennedy-Townsend, an author and political activist, spoke about his love for Israel, saying, “My father was killed because of his support for Israel, so I stand here in solidarity with you.” Daniel B. Shapiro, U.S. ambassador to Israel, said that “RFK was part of a long line of American leaders who deeply admired Israel’s courage, the tenacity of its people and the strength of their democracy.”

Prime Minister Netanyahu delivered the “Herzliya Address,” offering a broad perspective and touching on several key issues. He said Netanyahu outlined an economic program with the goal of raising the Israeli economic growth rate to 5 percent. The program is based on developing new markets in areas such as China and India, developing new products in cyber security, improving telecommunications, and developing Israel’s natural energy resources. “There is no security without a strong economy,” he said. “And there is no prosperity without growth.”

Regarding the Iranian nuclear deal, “It won’t make Israel safer,” he said, pointing out the danger of an Arab arms race in response to a nuclear Iran.

“Some states will seek nuclear weapons of their own, while each of them will substantially increase their stocks of conventional weapons,” Netanyahu said. “It’s worth noting that no one from this region, except Iran, is at the negotiating table. The states with the most at stake are not even in the room. As somebody once said: ‘If you’re not at the table, you’re on the menu.’”

Netanyahu said he had spoken to Arab leaders, and that “nobody believes that this deal will block Iran’s path to the bomb, or many bombs. If I think something threatens our survival and we have an honest difference of opinion with our trusted American friends, I voice it.”

“I don’t want a one-state solution,” Netanyahu said. “I remain committed to a solution of two states for two peoples, as I said at Bar-Ilan. The solution as I see it is a demilitarized Palestinian state that recognizes the Jewish state. These are the foundations of an enduring peace between us and the Palestinians.” Netanyahu called on Palestinian Authority President Mahmoud Abbas to return to negotiations without preconditions, but said, “I also know he has very little reason to talk. He can get by without talking. He can get by with an international community that blames Israel for not having talks.”

“I will not allow demonstrations in France calling for the killing of Jews. I cannot accept that one Jew will leave France out of fear.”

- Former French President Nicolas Sarkozy

— Ariel Rodal-Spieler
A Picture is Worth a Thousand Words

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

The Sara Fine Seating Area and Sara Fine Media Literacy Center were dedicated by the late Sara’s children, Carolyn Friedman, David Fine and Sibyl King, grandchildren, family and friends. Please see page 61 for more information about the center.

Bob Wiener’s Keren Or (“Ray of Light”), Israel at Heart Ethiopian and International school scholarship recipients celebrate his 70th Birthday.

Donated to IDC by Israeli artist, Michal Fuhrer, “Purple” says, “Everything is Possible. If I can stand on one foot in a yoga position, you can do anything.”

Herut Admaso, Ariella Reda and Ashagar Araro meet Broward County Jewish Federation of Florida delegates headed by Nikki Packer, senior vice president, Financial Resource Development (second from left).
Shahram Yaghoubzadeh, vice chairman of the Iranian-American Jewish Federation, meets with IDC students of Iranian descent who receive scholarships from IAJF.

The newly dedicated Moshe Weisglass z”l Auditorium in the Arison-Lauder building pays tribute to “a founder of Israel’s industry.” It was dedicated by his daughter, Ruth Scherf Weisglass, and family.

Delegates from the Jewish Federation of Columbus, Ohio with Prof. Uriel Reichman and Jonathan Davis (center left), next to the Yenkin Campus plaque, near the president’s office.

Liora and Menachem Sternberg Auditorium Dedicated in the Radzyner-Sustainability building.

Shahram Yaghoubzadeh, vice chairman of the Iranian-American Jewish Federation, meets with IDC students of Iranian descent who receive scholarships from IAJF.
A Picture is Worth a Thousand Words

IDC Israeli and Raphael Recanati International School Students on Poland mission supported by Dr. Harry Radzyner, Adv. Rachel Levitan and Rony Lerner.

The 500 new Raphael Recanati International School students during the annual Orientation Trip to the Negev desert. The RRIS also opened the new school year by welcoming its new director, Eyal Dagan, former emissary of the Jewish Agency in Antwerp and San Diego.
Since the first IDC Idol competition took place in 2010, it has grown into a major event on campus, even attracting celebrity judges. Based on the popular television show “American Idol” (and its Israeli version, “A Star is Born”), IDC Herzliya’s annual singing competition is organized by students under the auspices of the Social and Cultural Department of the Raphael Recanati International School. International and Israeli students, singing in whichever language they choose, are selected to compete following YouTube video auditions.

“IDC Idol was an RRIS student initiative,” says Uri Levin, former social and cultural affairs coordinator at the RRIS. “The first year, we treated it as a pilot. We made a deal with a bar in Jaffa to hold the competition there, and it was essentially a show for friends and family. The students got sponsors and did everything by themselves.”

The pilot was a success, and in 2011, the decision was made to hold the competition on campus and turn it into a much bigger show that displays the best of IDC students’ musical talents. “We have turned IDC Idol into a very high-level competition,” says Levin. “We brought in a professional production company with lights and sound. A couple of years ago, we brought in a live band, and the candidates had the opportunity to work with them and with a music producer in the studio, to practice before performing in front of the crowd.”

Any IDC student interested in competing can submit an audition video online, and a professional committee chooses eight to ten finalists who will perform in the competition. From those finalists, the judges choose their top three, with one ultimately earning the winning title of that year’s “IDC Idol.”

Unlike in the TV shows, audition videos of bloopers and of less talented singers are not presented for the amusement of the audience. IDC Idol is a purely professional competition. In fact, one previous winner, Josh Springer, an RRIS student in the Arison School of Business, went on to compete on the television show “X Factor.”

The 2015 IDC Idol winner was Israeli-American Eden Arbib, an RRIS graduate of the Sammy Ofer School of Communications, who performed an original song that she wrote. “Those words were once confined only to the pages of my journal,” Arbib said. “But thanks to those who were eager to listen, I was given the opportunity to set them free.”

The second runner-up was third-year RRIS Communications student Miriam Young, and the first runner-up was first-year Israeli Communications student Tal Tendler.

The judges’ panel is made up each year of IDC officials and professionals from the music industry. The 2015 panel comprised Jonathan Davis, IDC’s vice president for External Relations and head of the RRIS, Dr. Ayelet Ben-Ezer, IDC’s vice president for Student Affairs, Adi Lerner, an IDC graduate and vocal artist now working as a broadcaster for the Tel Aviv radio station 102 FM, and Yehuda Eder, head of the Rimon School of Jazz and Contemporary Music and one of Israel’s founding rock musicians.

Eder said he learned a great deal from his time at the RRIS. “At Rimon, we have an international music program that partners with the Berklee College of Music in Boston. Observing how IDC integrates its international students has taught me a lot,” he said. “It’s very nice to see the love the students and participants have for the IDC Idol competition. It’s moving to hear people from all over the world singing Hebrew songs – it’s a real Zionist project.”

— Ariel Rodal-Spieler
World Summit on Counter-Terrorism: The Shifting Sands of Terrorism

ICT’s 15th Annual International Conference

With the continuous rise of ISIS, the spread of homegrown and “lone wolf” terrorism, and the instability rocking Syria, Iraq and Africa, the 2015 conference held by IDC Herzliya’s International Institute for Counter-Terrorism was as relevant as ever.

More than 1,000 decision-makers, defense, intelligence and police officials, academics, and security industry leaders from over 60 countries took part in the 2015 World Summit on Counter-Terrorism. Two days of plenary sessions were held at the Sharon Hotel in Herzliya, during which participants discussed issues including the challenges posed by ISIS, Hamas and Hezbollah, and the counter-terrorism policy known as Countering Violent Extremism, followed by two days of workshop sessions on the IDC campus.

The conference theme was “The Shifting Sands of Terrorism.” Speakers explored the proliferation of terrorism in an evolving environment, the growing diversity of terrorist actors, and the possible counter-terrorism strategies to respond to these threats. Formal terrorist groups continue to pose formidable challenges to the security of states, while informal actors such as local networks, foreign fighters, and lone wolves have amassed the potential to inflict significant damage and sow fear among the population.

Prof. Boaz Ganor, founder and executive director of ICT and dean of the Lauder School of Government, Diplomacy & Strategy, addressed the challenges faced by states in implementing counter-terrorism policy.
They can’t actually fight with full force because they are contained by the shackles of the values of a liberal democracy,” Ganor said. “Over the last few years we’ve seen an additional dimension that aims at delegitimizing the foe: the legal battlefield, that of international tribunals and courts.”

Israeli Construction Minister Yoav Gallant outlined three dangers: the rise of Iran, the global Sunni rebellion, and the dismantling of the regular states in the Middle East. “I think that the ISIS ideology poses great danger to the Western world,” he said. “They are ready to kill and be killed in scopes way beyond what we have seen up to today. There is a danger that an organization like ISIS will get unconventional weaponry and be ready to use it.”

Prof. Assaf Moghadam, ICT’s director of Academic Affairs, warned “not to forget about al-Qaida. People have declared al-Qaida dead various times over the last 25 years, but it is a force to be reckoned with and works in different ways to maintain its survival.”

Ganor discussed the wave of Muslim immigration to Europe, tying it to CVE and the question of how it will influence future waves of terrorism in Europe.

“Europe is now facing a huge dilemma between the fear of large waves of immigration and how this will change its traditional Christian nature against the moral imperative of opening the gates for those in need, such as refugees seeking asylum,” he said. “The immediate threat is the infiltration of radical Islamists and returning foreign fighters. An ISIS spokesman has claimed that 4,000 foreign fighters have already entered Europe. The midterm threat is the radicalization process that will give birth to violent extremism and lone wolf attacks. And the long term threat is the frustration that will lead to second- and third-generation violent extremism and terrorism.”

During a session titled “Hamas: Between Fatah and the Salafists?” Maj. Gen. Shlomo “Sami” Turgeman, outgoing commander of the Israeli Defense Forces’ Southern Command and a Distinguished Visiting Fellow at ICT, said Hamas is “building its power and military structure according to military logic, including attack and defense, with land, sea and air capabilities. We see a conventional military structure, though its targets of action are those of a terrorist organization.”

Hamas is also dealing with the rise of Salafism in the Gaza Strip, Turgeman said. “It is concerned that Salafist groups are undermining its control and sovereignty over Gaza. There have been several instances in which the Salafists have used force against Hamas. The Salafists are to Hamas both an ideological threat and a threat to its ability to keep order,” he said. “Therefore, we see how Hamas is using all its intelligence capabilities against those groups. It is taking preventative measures and making arrests to suppress the Salafist awakening.”

In a session entitled “What is the Name of the Game: Countering Violent Extremism (CVE) or Countering Terrorism?” Baroness Pauline Neville-Jones, the U.K.’s former security and counter-terrorism minister, discussed the recent British experience. “Destroying the enemies must start with destroying their ability to recruit,” she said.

“The Iranian government is a central bank for terrorism around the world today.”
– Thomas J. Ridge, the first secretary of the U.S. Department of Homeland Security

“Destroying the enemies must start with destroying their ability to recruit.”
– Baroness Pauline Neville-Jones, former U.K. Minister of State for Security and Counter-Terrorism.
Judge Jean-Paul Laborde, executive director of the U.N. Security Council’s Counter-Terrorism Committee Executive Directorate, discussed the importance of cooperation with research institutes. “I need to work with you,” he said. “That is the reason why I am here. I would like to promote the idea that the U.N. member states, the research community and the private sector should finally cooperate, better, faster, with more fluidity and more flexibility. If we are to tackle this rapidly evolving and fluid threat, I propose that we think of ourselves as one community that shares the same values of life, the rule of law, and human rights.”

Thomas J. Ridge, the first secretary of the U.S. Department of Homeland Security and a former governor of Pennsylvania, said, “We are not at war against terrorism. Terrorism is a tactic. We are being confronted with zealotry, a belief system, and a distorted interpretation of Islam and the philosophical tenants of the Quran. The Iranian government is a central bank for terrorism around the world today. I was disappointed and distressed that my country lifted the sanctions on the Iranian regime. I’m quite confident that Iran will use some of those proceeds to build bigger infrastructure and train cyber war agents.”

As in every conference, a memorial ceremony was held for the victims of 9/11 and terrorism worldwide. Israeli Transportation and Intelligence Minister Israel Katz said Iran was attempting to position itself as a regional superpower and “is an imminent threat to Israel. We have seen them increase their actions of terror against Israel, and we are preparing to act against this.” Daniel B. Shapiro, U.S. ambassador to Israel, said that “the fight against terrorism requires partnership, and there is an exemplary one between the U.S. and Israel. We share intelligence and technologies, and work closely to safeguard citizens against terrorism. Our robust security relationship with Israel will continue, and will not change under the nuclear agreement with Iran.”

A special luncheon and roundtable discussion was held in partnership with the Konrad-Adenauer Stiftung in honor of the 50th anniversary of the establishment of Israeli-German diplomatic relations, on the subject “Europe and Israel: Converging Terror Threats and Imperatives for Counter-Terrorism Cooperation.”

“
Our robust security relationship with Israel will continue, and will not change under the nuclear agreement with Iran.”
– Amb. Dan Shapiro, U.S. ambassador to Israel

During the Steven E. Stern Workshop on Cyber-Terrorism and Communication, chair and ICT Deputy Director Dr. Eitan Azani said, “Jihadis use the Internet for everything: propaganda, operations, defense, and offense. We see jihadi messaging moving into social networks. Terrorist groups use the Internet for fundraising, with ISIS asking people to donate via bitcoins.”

In the workshop titled “Lone Wolves and Loose Networks,” Dr. Daveed Gartenstein-Ross, a senior fellow at the Foundation for Defense of Democracies, said, “Lone wolf terrorism is undoubtedly increasing, and the reason is terrorist groups’ mastery of social media to recruit people and mobilize them to act.”
The conference ended with a simulation dealing with the threat of a terrorism campaign in Europe. In the scenario, a group of Belgian ISIS fighters about to return from Syria are planning a strategic terrorist attack within Europe. The players, representing decision makers in Belgium, grappled with multiple dilemmas before choosing to forgo air strikes in Syria in favor of arresting and prosecuting the terrorists, who were Belgian citizens, on Belgian territory. The Belgian prime minister was played by Brian M. Jenkins, senior adviser to the president of the RAND Corporation, the defense minister was played by Bulgarian Ambassador to Israel Dr. Dimitar Mihaylov, the justice minister was represented by Dr. Daphné Richemond-Barak, head of the Terrorism and International Law Desk at ICT, and the interior minister was played by Michele Coninssx, president of Eurojust, an EU agency that deals with judicial reform. Lt. Col. Dr. Bryan Price, director of the Combating Terrorism Center at the West Point Military Academy, played the national security adviser, while Lt. Col. Edward Brady of the U.S. Army War College represented the armed forces chief of staff.

During the conference, a ceremony was held to unveil the plaque of the Steven E. Stern Office of the Director of ICT. Jonathan Davis, IDC’s vice president for External Relations and head of the Raphael Recanati International School, raised a glass in honor of Steven and Bonnie Stern, while Prof. Ganor called Steven “a great friend, who is curious, creative, Zionist, and intelligent, and whom we are so fortunate to have as a friend.”

Ganor also praised Igal Jusidman, representative of Keren Daniel, who was at the conference. “The success of the conference, as well as many other activities of the ICT, could not have been possible without our partnership with Keren Daniel. We are grateful for their support, friendship and advice throughout the years,” Ganor said.

Hamas is building its power and military structure according to military logic, including attack and defense, with land, sea and air capabilities.”
- Maj. Gen. Shlomo “Sami” Turgeman, outgoing commander of the Israeli Defense Forces’ Southern Command and a distinguished visiting fellow at ICT

Unveiling the plaque at the Steven E. Stern Office of the Director of ICT. From left: Jonathan Davis, Steven Stern, Prof. Boaz Ganor and Bonnie Stern.

“Lone wolf terrorism is undoubtedly increasing, and the reason is terrorist groups’ mastery of social media to recruit people and mobilize them to act.”
- Dr. Daveed Gartenstein-Ross, a senior fellow at the Foundation for Defense of Democracies
The New AFIDC Team

We are pleased to announce some exciting changes in the American Friends of IDC office in New York. A member of the AFIDC team since 2009, Lenore Taplitzky has been promoted to executive director. We have also welcomed Laura Marcus, Natalie Golan and Michal Yonati Fraiman to the team. The whole AFIDC team has studied in Israel at some point and we are proud that three of our staff members are IDC Herzliya alumni.

Welcome to our new team:

- **Lenore Taplitzky**, executive director, BA Syracuse University, GMBA IDC Herzliya
- **Michal Yonati Fraiman**, development director, IDC Herzliya BA graduate
- **Laura Marcus**, office manager and social media coordinator, BA University of Michigan, MA Tel Aviv University;
- **Natalie Golan**, associate director of Recruitment and Marketing for North America, BA IDC Herzliya

IDC Alumni in NYC

More than 100 IDC Herzliya alumni from the tri-state area gathered in New York City for a pre-Rosh Hashanah toast. The alumni spent the evening networking and reminiscing, and watched a video message of well wishes from Reichman.


Yaron Abrams, Computer Science, 2010; Yitzak Pasha, LLB and Government, 2011; Duncan McKay; Danielle Carlebach, LLB and Business, 2012; Tana Wilner, LLB, 2010; and Doron Greenberg, LLB and Business, 2011.


Micha Ophir and Roee Adler, both RRIS Computer Science, 2005.
Event at the Benhamou Home in Beverly Hills

IDC Herzliya was graciously hosted by Igal and Vanessa Benhamou, parents of current first year Communications student, Chalom. The Benhamou family opened up the garden in their Beverly Hills home to allow their friends the opportunity to hear about IDC Herzliya. Lenore Taplitzky welcomed the guests to the event and showed the audience an engaging video about the university. Davis provided insights on the RRIS experience and drew from his expertise as a Lt. Colonel in the IDF Spokesperson’s Unit to update those present on the current situation in Israel. A round of thought-provoking and engaging Q & A followed the lecture. IDC Herzliya and AFIDC thank the Benhamou’s for opening up their home and inviting their friends to learn more about the university.

IDC Alumni in LA

The inaugural IDC Alumni event in Los Angeles brought more than 30 alumni together, who were joined by Reichman, Davis and AFIDC Executive Director Lenore Taplitzky. Alumni from the Raphael Recanati International School and the Hebrew programs shared stories of how they are bringing the mission of IDC Herzliya to Los Angeles. Alumni Niran Avneri and Nir Sheinbein shared how they started the world’s first Israeli Moishe House, which aims to provide a meeting place for young Israelis. A former Hillel shaliach in San Diego, Avneri said, “We started the first Israeli Moishe house because we wanted to create a house where young Israelis can connect and feel at home. As a student at IDC, we learned the power of a strong community that is driven by networking and relationships, and we wanted to bring it to the Israeli community overseas.”
IDC Alumni in Washington, D.C.

Around 30 IDC alumni came together in Washington, D.C., at the invitation of Reichman and Davis. The meeting was organized by Natalie Golan, associate director of Recruitment and Marketing, and assisted by the DC Alumni Group. Reichman shared with the alumni a little bit about what is new on campus and invited them to stop by during their next visit to Israel. IDC Herzliya’s alumni in Washington are doing exciting things, including working at the World Bank, the United States Congress and in intelligence units in the US army.

IDC at IAC Conference

IDC Herzliya played a starring role when more than 1,300 Israeli-Americans met in Washington, D.C., for the second annual Israeli American Council Conference. Prof. Uriel Reichman, IDC’s founder and president, addressed the conference during a plenary session on “Fighting the Delegitimization Campaign against Israel.” Reichman shared his views about the boycott, divestment and sanctions movement, saying: “I see the BDS movement as part of an ongoing war against Israel. There have been ongoing wars to destroy Israel since 1948. This is a war of attrition – they are trying to create despair.”

IDC Herzliya has been at the forefront of the fight against BDS with the Public Diplomacy Unit and Situation Room headed by alumnus Yarden Ben Yosef. At the IAC conference, within six hours, Ben Yosef and his team assembled an IAC-IDC Situation Room and customized website that enabled conference attendees to become involved in defending Israel using social media, demonstrating the quick turnaround and entrepreneurial spirit emblematic of IDC Herzliya.

Jonathan Davis, vice president of External Relations and head of the Raphael Recanati School, spoke at a breakout session on the topic of “Israel’s Evolving War: Battling Delegitimization of the Jewish State.” Davis emphasized the need to return to the roots of Zionism to fully deliver the message against BDS and fight anti-Israeli sentiment. Davis highlighted the i24 news channel in Israel, where many IDC communications alumni are employed and which delivers the news in French, English and Arabic as a counterweight to the Arab news channel Al-Jazeera.

"A private and nonprofit Zionist university such as IDC Herzliya can play a key role in the promotion of Israeli public advocacy through channels such as the Public Diplomacy Unit and educating the future leaders of Israel and the Jewish people,” he said.

Being active participants in the IAC Conference is part of the Zionist mission of IDC Herzliya. Not only was the conference filled with IDC supporters, including many parents of current IDC students, but IDC’s participants were able to join a community that shares many of the core values on which IDC Herzliya is based.
IDC Alumni Celebrate Hanukkah in NYC

AFIDC hosted a Hanukkah event for IDC alumni living in NYC. Over 50 people came out to enjoy the special candle-lighting, and AFIDC made sure to keep up Hanukkah tradition by providing plenty of latkes and sufganiot for all present. Gadi Slade, AFIDC board member and Professor Reichman’s son, said a few words about Hanukkah traditions at both the Reichman home and at IDC. The evening included a dreidel spinning contest, won by Ori Anavim with a winning time of 17 seconds.

Gadi Slade, AFIDC board member lighting the hanukkah.


Ori Anavim, Computer Science, 2003, winner of AFIDC’s dreidel-spinning contest.


AFIDC Photographers: LA – Jami Ferreira
NYC: Alex Staniloff, Hallie Geller, DC – Edward Washington
Dinner, drinks, and stimulating talks were interspersed with performances by IDC Herzliya’s dance troupe and band at the annual Israel Friends of IDC Herzliya gala, held at the beginning of the summer on the IDC campus. Gili Dinstein, IDC’s director of External Relations, Israel, moderated the event, which was sponsored by Deutsche Bank Israel, Lexus, Azorim, and Ofer Investments.

Prof. Uriel Reichman, IDC’s founder and president, welcomed all present and praised IDC’s greatest treasure, its students.

“When I see the young people who are studying here, their wisdom, skills, openness, sensitivity and morality, their love of the country and feelings of responsibility, I know that all of our efforts are yielding the greatest return for the future of Israeli society. Our graduates are the beating heart of Israel and our weapons against all of Israel’s problems,” he said.

“Here at IDC, we are always coming up with new programs that show our commitment to the nation and to society. Two of these are the Shadow Government program of the Lauder School of Government, Diplomacy & Strategy, and the Public Diplomacy Program.” Reichman finished by thanking IDC’s friends, saying that “without your support, we couldn’t do this. But with your support we can achieve a better society.”

Liora Ofer, chair of Melisron Ltd. and controlling shareholder of Ofer Investments, spoke on behalf of the evening’s sponsors.

“Our graduates are the beating heart of Israel and our weapons against all of Israel’s problems.”

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

Amb. Ron Prosor, Israel’s former ambassador to the United Nations, describes the challenges Israel faces in the international arena.
MK Merav Ben-Ari (Kulanu) said that “I have always understood that education is the key to success.” An IDC graduate with a B.A. in Law and Government and a master’s degree in Business Administration, Ben-Ari was the first female head of the IDC Student Council. “I earned a full scholarship to IDC because of Prof. Reichman’s belief in me,” she said. “He is my mentor in life, my source of inspiration, and the reason I am here today.”

The evening’s keynote speaker was Amb. Ron Prosor, Israel’s former ambassador to the United Nations, whose son Lior is an IDC honors graduate. Prosor gave an animated overview of the U.N. bodies and their bias against Israel. “The Palestinians and the Arab states are waging diplomatic terrorism against us,” he said. “Even those countries with which we have bilateral relations condemn Israel in resolutions. However, alongside the daily demonization and delegitimization of Israel, there is also a demand by other countries for Israel to share its knowledge, development, and innovation.

“There is lots of room for maneuvering within the U.N., through personal relations and hard work. We have to deal with the severe discrimination against Israel, which is what I try to do every day. I have changed the way the system works within the Israeli delegation. Israel cannot allow itself to be shamed for its treatment of women, homosexuals, and other minorities. I walk tall and dignified through the halls of the U.N., proud of what I represent.”

Prosor made a point of saying that “without the daily support of the United States, it would be difficult to conduct ourselves at the U.N. They are our biggest ally, along with Canada. We need to do everything we can within the framework of the institution to strengthen this connection.”

Following his address, Prosor took several questions from the audience and then concluded by saying, “IDC Herzliya has a wonderful atmosphere. Many of our interns at the U.N. mission are graduates of IDC, representing the State of Israel in the finest manner. You are doing a wonderful job here.”

— Ariel Rodal-Spieler

Many of our interns at the U.N. mission are graduates of IDC, representing the State of Israel in the finest manner. You are doing a wonderful job here.”

— Amb. Ron Prosor, Israel’s former ambassador to the United Nations
With the opening of the new academic year, friends and supporters of IDC Herzliya reunited on campus to attend a reception and fascinating lecture by one of Radzyner Law School’s lecturers, Adv. Yossi Mendelson.

Mendelson, an expert in family and inheritance law who has been teaching at IDC since its first year, delivered a humorous but informative talk dealing with the impact of religious law on family law in Israel.

“The only way to get married in Israel is through religious marriage,” he said. “In 2015, is it appropriate that a state that has the Basic Law: Human Dignity and Liberty doesn’t have any alternative but to legalize a romantic union in a religious marriage?”

The evening was moderated by Gili Dinstein, IDC’s director of External Relations in Israel, and opened with greetings from Prof. Uriel Reichman, IDC’s founder and president, Dr. Boaz Schwartz, chairman of the Israel Friends of IDC, and Prof. Sharon Rabin-Margaliot, dean of the Radzyner School.

"I feel that I am part of an educational revolution," said Schwartz. "IDC is always innovating and making breakthroughs. Our next mission is to establish student dorms, particularly for the international students.”

Mendelson, in his animated manner, successfully turned a weighty topic into an entertaining lecture. He explained that anyone who does not marry through the rabbinate has no laws that apply to or protect them. “Civil marriage
If a couple lives together and is intimate, it is as if they are married in the eyes of the law." - Adv. Yossi Mendelson

in Israel exists only if neither partner has a religion, which as you can imagine is rare," he said. "Even if a couple is not married, they are known as ‘yeduim betzibur,’ or common-law couples, and the Supreme Court treats them as if they are married with regards to their rights and duties. If a couple lives together and is intimate, it is as if they are married in the eyes of the law."

He said that in ambiguous situations, because there is no clear and unequivocal legislation governing family law, the Israeli courts have the power to decide whether a particular constellation does or does not constitute a family.

Mendelson gave examples of Supreme Court verdicts that illustrate this state of affairs. In May 2010, the court ruled that an unmarried couple who had actually maintained separate residencies were still considered a common-law couple for the purposes of inheritance. Because the man died before writing a clear will, the woman inherited half his estate, while his children had to forfeit their claims to 100% of his estate.

The talk gave those in attendance much to think about, whether they left distressed about the huge gap between the needs of the modern relationship in its various forms and the courts’ response to these needs, laughing at the paradoxes Mendelson wittily described, or perhaps just more determined than ever to write up a clear-cut will or prenuptial agreement.

- Ariel Rodal-Spieler
UK Friends of IDC Herzliya on the Map

Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School, joined Annette Bamberger, director of the U.K. Friends of IDC Herzliya, in London to promote the international school, meet parents, catch up with old friends and see prospective supporters. The trip included an alumni drinks event, a parlor evening hosted by Ori and Anila Mazin, an address at a young professionals Shabbaton and individual meetings. This was also an opportunity to meet with the whole U.K. Friends team and strategize for the year ahead. Another gathering is scheduled to be held in March.

UK Friends Parlor Meeting Graciously Hosted by Anila and Ori Mazin

Ori and Anila Mazin, parents of Yaniv, a third-year RRIS Government student, and IDC Keren Or (Ray of Light) scholarship program supporters, hosted a parlor meeting in their home for old friends and supporters of IDC Herzliya, as well some of their own guests who were interested in hearing about the university.

The Israeli Embassy in the U.K. was represented by Shai Masot, senior political officer, Rachel Shani, consul general, and Vered Regev, wife of Amb. Mark Regev.

Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School, joined Annette Bamberger, director of the U.K. Friends of IDC Herzliya, in London to promote the international school, meet parents, catch up with old friends and see prospective supporters. The trip included an alumni drinks event, a parlor evening hosted by Ori and Anila Mazin, an address at a young professionals Shabbaton and individual meetings. This was also an opportunity to meet with the whole U.K. Friends team and strategize for the year ahead. Another gathering is scheduled to be held in March.
UK Friends Alumni Gathering

The Hilton London Metropole buzzed with the arrival of 30 alumni who came to meet with Jonathan Davis and network with one another.

British alumni are now working at places including Facebook, Google, Citibank, Kimberly Clarke, and the U.K. Labour Party. Several are pursuing master’s programs at London Business School, London School of Economics, Kings College and the University of Reading.

Rael Goodman, an IDC alumnus who is now head of the Jewish Agency in the U.K., spoke about the importance of involvement in the Jewish-Israeli community in the U.K. Sharon Buenos, head of Habayit HaYisraeli at the Israeli Embassy, and Shai Masot, IDC alumnus and senior political officer at the Israeli Embassy, were also in attendance.

The alumni have begun discussing an official U.K. IDC Alumni chapter, and have set their next gathering for March.
Three hundred IDC Herzliya alumni gathered at the Hilton hotel in Tel Aviv for the Alumni Association’s opening event, and were addressed by representatives of two Internet giants. Meir Brand, CEO of Google in Russia, the Middle East and Africa, and Adi Soffer Teeni, CEO of Facebook Israel, shared their thoughts about the visions, challenges and fears for the future of the two leading technology companies.

Prof. Uriel Reichman, founder and president of IDC, welcomed the guests and told the alumni: “I want the future leadership to come from you, our graduates. I want you to stand up, to protect the State of Israel, its values and the Zionist vision. This is the idea that brought so many to this country and laid the foundations on which this state is based. This is the idea behind everything that I have built here and it is your challenge to pursue it.”

Brand said Google’s aim is to bring the Internet to people in Third World countries as a way of creating equal opportunities for all.

“The vision that Google has set for itself is to form a system, to organize all of the world’s information and make it accessible to every person worldwide,” he said. “Today, we’re not even remotely close to making this vision come true. Not all the information is searchable, and only 2.5 billion people are connected to the Internet. There are still 4 billion people who don’t have that privilege. Internet is the main empowerment tool that exists today, and that is why we must think of it as a basic human right. I hope that there will be an aggressive competition between the big Internet companies for the hearts of the consumers that will form accessibility to all.”

Soffer focused on the rights of employees, saying, “As a firm, Facebook values individualism. It wants every employee to bring his true self, and
not only try to integrate with the system. Our demand and expectation from our employees is to form an impact on the organization and to alert the management board when they think we are doing something wrong. I am certain that one of the reasons that big companies fail to foresee upcoming trends is due to their hierarchic organizational structure, where the voice of the employee isn’t heard.” She said men and women alike should be striving for equal opportunity and responsibility, both in the workplace and at home.

The evening’s MC was Dr. Adi Koll, recently appointed director of IDC’s Alumni Association and dean of students. Koll is working with an advisory board of 50 alumni, headed by former Student Union head Yair Itzhar Belachovsky, to create an improved platform for graduates to keep in touch with each other and with IDC and to be given the opportunity to be exposed to inspiring personalities. ★
Researchers’ Night: Bringing Science to Children in the Community

IDC Herzliya takes part in European Researchers’ Night for the first time, and welcomes the public to learn about the “Wonders of the Brain.”
Parents and children were offered an unprecedented chance to peek into the world of science when IDC Herzliya took part for the first time in European Researchers’ Night, an international event led by the European Union and in Israel by the Science, Space and Technology Ministry. First held in 2005, the night sees scientific institutions from across Europe and neighboring countries inviting the public in to meet scientists face to face and learn about their work. The night, which ran in 280 cities this year, attracts more than a million visitors every year.

“Researchers’ Night allows universities, laboratories and research institutes to invite the general public to meet scientists and to learn, first-hand and on a very personal level, about their scientific research. It is the first time that IDC has joined the project, enabling our faculty to showcase its excellence in science and teaching,” said Prof. Yoav Yair, dean of the School of Sustainability and UNESCO chair in Sustainability, who organized the event with Drs. Nava Levit-Binnun and Noa Albelda, both from the Baruch Ivcher School of Psychology.

IDC’s event had the theme “Wonders of the Brain,” and family activities included interactive experiments; optical illusion workshops; films about the functioning of the brain; and activities with mentors from Madatech, the Israel National Museum of Science, Technology and Space in Haifa. Many parents commented how thrilled they were for their children to take part in activities that encouraged them to stretch their minds. This was especially true during the interactive lab experiments in which children and parents questioned how and why things work.

Dr. Boaz Ben-David, senior lecturer and researcher in the Communication, Aging and Neuropsychology Lab at the Baruch Ivcher School, said, “My goal was to get the parents and the whole community involved in thinking about science. The most exciting moment for me was to hear a father answering his little girl’s questions during the visual illusions workshop, helping her create the illusion by herself.”

One event had children competing against their parents in a “brain gym” tournament of the card game SET. Dr. Hadas Erel, a lecturer in the Baruch Ivcher School, said, “A study run at IDC showed some indications that SET can be used to improve fluid intelligence (problem-solving abilities). In general, kids find SET easier than their parents, because it is easier for them to utilize their fluid intelligence instead of wasting time looking for the answer in their already acquired knowledge (crystallized abilities).”

Prof. Mario Mikulincer, IDC provost, said, “This special event, proudly held for the first time at IDC Herzliya, demonstrated the importance of scientific research in an academic setting and its significant impact on the wider community.”

– Sophie Vardi
The Neville and Emma Shulman Literary IDC Challenges Cup

B.A. student Moran Stav becomes the first winner of the new competition, for his paper on the Islamic State in Palestinian society.

“As one of the judges, I must say that it was a privilege to read such extraordinary essays written by our students.”

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

Moran Stav, a B.A. honors student in Strategy and Decision Making at IDC Herzliya’s Lauder School of Government, Diplomacy & Strategy, has been named the first winner of the Neville and Emma Shulman Literary IDC Challenges Cup, a new annual competition that offers second- and third-year students and graduates the chance to vie for $7,500 in prize money and a silver cup for the best written presentation offering solutions to challenges facing Israel and the Middle East. Stav was chosen as the winner for his paper, “The Islamic State in Palestinian Society: A Collapse of Perception and A Challenge at the Heart of Israel.”

The three runners-up, who received prizes of $500 each, were Shine Shaham, Shahar Rubinstein and Devorah Margolin.

The judges’ committee consisted of Prof. Uriel Reichman, president and founder of IDC, Prof. Mario Mikulincer, IDC provost, competition sponsors Neville Shulman CBE and Emma Shulman, and Prof. Boaz Ganor, dean of the Lauder School. The winner was chosen based on the work’s quality, its contribution and applicability to Middle East challenges, originality and innovativeness, and “out-of-the-box” suggestions.

Reichman opened the awards event, saying, “It is a great honor for us to have friends like Neville and Emma Shulman. This is the first competition of its kind at IDC, dealing with the most pressing issues of Israel and its relationship with the Palestinian Authority and the Arab world. As one
of the judges, I must say that it was a privilege to read such extraordinary essays written by our students.”

Ganor said, “The Neville and Emma Shulman IDC Literary Challenges Cup is a unique opportunity for IDC students. This most generous and innovative initiative can potentially have extraordinary results and implications by providing creative, out-of-the-box solutions to complex problems in the Middle East. Moran’s paper is a perfect example of that.”

My research proposal aims to assess how close Palestinian society is to embracing the extreme ideology of the Islamic caliphate and disbanding the Palestinian nationalist ideology. Since such an embrace would mean a change of paradigm, proper analysis and preparation must take place in order to face this challenge successfully.”

Stav welcomed the intellectual challenge of writing a research proposal on an important issue, saying, “This challenge is one that students of social science should embrace with open arms. Personally, I gained a lot from this experience.”

My research proposal aims to assess how close Palestinian society is to embracing the extreme ideology of the Islamic caliphate.”
– Moran Stav, competition winner

The aim is to challenge IDC students to think of innovative ways to encourage solutions to the continuing problems and adversities that constantly affect the Middle East.”
– Neville Shulman, competition sponsor

Neville Shulman said, “We are long-term supporters of IDC and Prof. Reichman’s first-class leadership, and Emma and I are proud to continue this association. We decided that one way of doing this would be to endow this annual challenges competition. This is a practical way of endorsing the aims and ethos of this much-valued institution and its many valiant students. The aim is to challenge IDC students to think of innovative ways to encourage solutions to the continuing problems and adversities that constantly affect the Middle East. There are no easy ways to change the minds and attitudes of those who have become blinkered and rigid in their outlooks, but that mustn’t prevent us from trying. The applicants, the runners-up and the ultimate winner of the 2015 Challenges Cup, Moran Stav, were all of a high caliber and we hope this standard will be repeated in the years ahead.”
– Ariel Rodal-Spieler
IDC Herzliya has won an international Erasmus Plus Capacity-Building Project to increase teaching excellence. The million-euro TeachEx project will run for three years, and in Israel, as well as IDC, partners include Ben-Gurion University of the Negev, Gordon College, Beit Berl College, Bezalel Academy and the National Union of Israeli Students. The European Union-run Erasmus Plus program is a transnational cooperation project that aims to improve education and opportunities for youth in numerous countries through various projects. The IDC team is coordinated by Dr. Eric Zimmerman and includes Idan Almog, Dr. Ayelet Ben Ezer, and Hila Harel.

Faculty Appointments and Promotions
- Dr. Nathan Marom, senior lecturer, School of Sustainability Founded by Israel Corp., ICL & ORL.
- Dr. Nava Levit-Binnun, senior lecturer, Baruch Ivcher School of Psychology.
- Dr. Tahli Frenkel, lecturer, Baruch Ivcher School of Psychology.
- Prof. Nittal Bergman, associate professor, Arison School of Business.
- Prof. Ora Nakash, associate professor with seniority*, Baruch Ivcher School of Psychology.
- Prof. Tsachi Ein-Dor, associate professor with seniority*, Baruch Ivcher School of Psychology.
- Prof. Evgeny Lyandres, seniority, Arison School of Business.
- Dr. Asif Efrat, senior lecturer with seniority, Lauder School of Government, Diplomacy & Strategy.
- Dr. Yuval Karniel, seniority status, Sammy Ofer School of Communications.
- Dr. Osnat Lifshitz, senior lecturer, Tiomkin School of Economics.
- Dr. Dror Brenner, lecturer, Tiomkin School of Economics.
- Dr. Elette Boyle, senior lecturer, Efi Arazi School of Computer Sciences.
- Dr. Dana Pereg, lecturer, Baruch Ivcher School of Psychology.

*Near equivalent to tenure

Competitive Research Grants
IDC Herzliya researchers have won new research and project grants from foundations in Israel and abroad, and the institute has an external funding portfolio that now surpasses NIS 25 million. This includes grants from the European Commission, the Israel Science Foundation, the USA-Israel Binational Science Foundation, and the German-Israeli Foundation for Scientific Research and Development.

IDC submitted 40 applications during the main submission season of the chief Israeli funding agencies. Together with currently funded projects, more than half of tenure-track faculty members are actively involved in the major funds.
Internationalization

IDC Herzliya continues to forge ahead on the international front, signing student exchange agreements with IBERO, Instituto Tecnológico Autónomo de México and ANAHUAC in Mexico; the University of Buenos Aires in Argentina; Jindal in India; Sciences Po Strasbourg, ESSEC and Dauphine in France; Renmin in China; and FPT in Vietnam. Others are expected in China, Europe and the United States. The full list of partners is at http://studyabroad.idc.ac.il/.

Dozens of exchange students from universities around the world are currently at IDC, while IDC sent out nearly 100 students to 30 partner universities this year.

In 2015, Israel joined the European Union’s Erasmus Plus program; consequently, IDC has signed agreements with 10 European universities enabling students to study there with scholarships. Several agreements also allow for mutual faculty mobilities.

There continues to be immense interest in Israeli academia and in the work of IDC Herzliya. Recent high-level delegations to have visited IDC include:

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Prof. Reichman, fourth from left, and Dr. Eric Zimmerman, third from right, with members of the International Universities Innovation Alliance delegation from China.

Abhijit Pawar and Bobby Nimbalkar of the Sakal group (Pune, India) at IDC for consultations on creating a network of Indian and Israeli academic capacity development partners.

<Indian President Pranab Mukherjee overlooking as Prof. Uriel Reichman and Professor Madan Mohan Chaturvedi, director, Cluster Innovation Center, University of Delhi, exchange copies of the Memorandum of Understanding between IDC and the University of Delhi.
Academic Cooperation Agreement with China

A delegation of senior representatives from the Central Party School of the Communist Party of China, headed by Luo Zongyi, director general of the school’s Training Department, visited IDC, and signed an unprecedented agreement for the promotion of academic cooperation. The Central Party School is a powerful institution in China, responsible for the education and training of government officials and serving as the leading research and consulting institution in the country. The agreement signed with IDC is the first of its kind, and was achieved after an exchange of delegations and with the assistance of the Foreign Ministry. “We are proud to host you at IDC Herzliya and are thrilled about the opportunity to cooperate with the leading university in China,” Prof. Uriel Reichman, president and founder of IDC Herzliya, told the Chinese delegation. “It is a bond that will greatly contribute to the relations of both countries. The Central Party School has an impressive reputation and puts a great emphasis on the field of strategic thinking.” Reichman told the delegation of the role IDC Herzliya fills in the training and education of future Israeli leaders, saying their training “is based on interdisciplinary skills, entrepreneurship, creativity and commitment to society and state.”

Luo Zongyi said, “The agreement with IDC Herzliya is a historic moment for the cooperation between our institutions and nations. I believe that both institutions share much in common when it comes to vision and values: firstly, the education of future leadership through social commitment. Our university is marking 80 years to its establishment; it is known that the current Chinese president and his predecessor served as presidents of the university.

In addition, we educate our students to understand our environment through strategic thinking. It is evident that both institutions share much in common and can greatly learn from each other.”

Dr. Eric Zimmerman, Prof. Mario Mikulincer and Prof. Uriel Reichman (fourth, fifth and sixth from the left) with Luo Zongyi (next to Prof. Reichman) and members of the delegation from the Central Party School of the Communist Party of China.

Luo Zongyi and Prof. Uriel Reichman at the signing of the cooperation agreement between the Central Party School of the China Communist Party and IDC Herzliya.

The annual Council for Higher Education delegation to China. Dr. Eric Zimmerman (fifth from left) represented IDC Herzliya.
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Geon Kho
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One Semester/Year Study Abroad
The Zell Entrepreneurship Program is celebrating 15 years. With almost 300 alumni and more than 70 registered companies formed, the program is continuing to grow and flourish.

Companies including Cymbio, Pickeez, Rewire, Loox, Scholarship Owl, and Metaflow have achieved funding, while others have closed significant Series A and B rounds. Notably, Argus Automotive Cyber Security gained funding of $26 million, Engie through OurCrowd had record-breaking timing, and Fairfly, Bizzabo, and Wibbitz all recorded successes. There were two Zell alumni venture “exits” in 2015: Innovinet (founded by a Zell 10 graduate) and OnoApps (founded by a Zell 4 graduate).

The Zell program also has new leadership, with Liat Aaronson completing a 10-year run and joining Marker LLC, and Zell 8 alumna Moran Nir joining as the program’s new executive director. Before joining Zell, Nir led the MassChallenge Israel accelerator program and worked in several start-ups in Israel, including two she founded. She also volunteered with the Jewish Agency in the U.S., England and Israel, and is an active member of the ROI Community (an initiative of the Charles and Lynn Schusterman Family Foundation).

“Stepping into Liat’s shoes is not an easy task, but I can promise that our focus will always be on our students and driving growth and development to the program and IDC,” says Nir. “For me personally, the Zell program was a year that changed my life. It offered us a phenomenal toolbox, diverse network, and most importantly made us better people and better thinkers and executors. I’m excited to be back at IDC.”

24 New Zellots Take On the Challenge

Twenty-four new students joined the Zell Entrepreneurship Program for 2015-2016: 11 Computer Science students (including three women), eight Business students, two Economics students, two Law and Business students, and one Psychology student, a first for the program. The class includes one Heseg scholar, one Keren Or recipient, and one new immigrant from Spain. The students passed a grueling four-month application process that included Zell board and alumni interviews, as well as an intense two-week Summer Induction Program. Teams have now been formed and some have decided on their venture ideas, while others are researching and validating their start-up ideas.

The Zell teams have been receiving instruction, mentorship and guidance from leading industry and academic figures including Shlomo Dovrat (Carmel Ventures), Zohar Gilon (Tamar Ventures), Rami Beracha (Pitango), Dr. Eyal Maoz (Kiryat Ono College, Kellogg), Dr. Yair Tauman (Zell’s academic director) and more. The students have also met with international delegations and participated in mentor speed dating events and other entrepreneurship and business-related workshops. The students have more workshops, lectures, a U.S. start-up tour and venture panels to look forward to in the coming year.
As a student in the Arison School of Business Global MBA program, I had the unique opportunity to join 20 fellow students on an IDC Herzliya-organized 10-day study trip to New York and San Francisco. The trip was part of the degree’s Innovation and Entrepreneurship program, which is focused on building future entrepreneurs. It was an inspiring, eye-opening, exhilarating experience.

Throughout the trip, we had the chance to meet passionate founders and opinion leaders in the U.S. technological start-up scene. We were exposed to the latest technological trends and innovative organizational cultures, and gained a better understanding of what it means to think big.

We witnessed first-hand how technology is a catalyst for change and impact. At the Singularity University in Silicon Valley, we heard about entrepreneurs who use exponential technology to address humanity’s grand challenges. And at the early-stage venture capital Innovation Endeavors, we were inspired to develop ventures that create an impact.

At WhatsApp, we had the rare chance to meet with the co-founder Jan Koum, who imparted to us the importance of staying focused when trying to make an impact. By concentrating on messaging and putting customers first, WhatsApp has achieved incredible success and massive growth. Today, it has over 900 million users, with an impressively small staff.

What particularly stood out for me was the strong sense of passion and empathy in the entrepreneurs we met. When entrepreneurs like Wibbitz’s co-founder Zohar Dayan, Innovid’s co-founder Tal Chalozin, and WeWork’s chief product officer Roee Adler spoke to us, they welcomed us whole-heartedly and it was apparent that passion drove their work. I believe their unique sense of drive, humility and empathy contribute to their organizations’ successes.

From eating lunch at Google to visiting Facebook’s Menlo Park campus to meeting a collective of artists, engineers, designers and scientists at Dark Matter, a Brooklyn loft that sanctifies freedom and creativity, to visiting the music streaming company Spotify’s New York City offices and hearing about the company’s agile organizational structure, my classmates and I returned to Israel empowered and excited to take on new challenges, and contribute what we learned to Israel’s start-up scene.

“I am coming back to Israel full of ideas, with a fresh mind and readiness to work and study hard.”
– Ana Kulik, Global MBA study trip 2015 participant

co-founder Tal Chalozin, and WeWork’s chief product officer Roee Adler spoke to us, they welcomed us whole-heartedly and it was apparent that passion drove their work. I believe their unique sense of drive, humility and empathy contribute to their organizations’ successes.

– Roxanne Horesh, Union Investments, Business Development; GMBA 8 Innovation and Entrepreneurship track student
Combining Creativity with Business

The Content Hub at the Sammy Ofer School of Communications is a unique center for the creation and development of new formats and content for the world of modern communications, which focuses on the creator as an entrepreneur and leader in the international market. Managed by Drs. Amit Lavie Dinur and Yuval Karniel, the hub provides a framework to combine research and theory, analysis, study and criticism, with innovative activities.

The hub brings together young communications students, researchers and theorists, and industry leaders, including content editors, producers, directors and writers. Among the “fruits” of the hub are cross-platform content in the fields of entertainment and drama, current events, and documentaries.

In the coming year, the hub will conduct the first collaboration of its kind with the School of Business Administration. The joint seminar includes both research and practical aspects. For the first time, it creates integration between communications and business administration students working on the production of products for companies and/or not-for-profit associations, or formulating practical ideas that will lead to the establishment of innovative startup companies – all this, while developing original content, such as series for the Net, cross-platform docu-activism dealing with documentation and changing reality, as well as entertainment content – with ongoing assistance and support from senior lecturers and mentors from the communications industry, marketing and the business world.

The creative work includes preparation of marketing models that concentrate on analysis of the entire market (characteristics, trends, competition and consumers), consumer research (surveys/polls, focus groups) and devising a complete marketing strategy accordingly, which includes targets, target audiences, strategic placement and marketing mix.

The project provides practical tools in the field of management, marketing, the digital media and adapting content to the most advanced technologies and platforms. The goal is that, immediately following the conclusion of studies, the projects will be ready for sale and distribution in international markets.

From the Fruits of Content Hub 2015

Lizi – Interactive Thriller for the Internet

A murder mystery in a night club leads to four suspects. Which one is guilty? The surfer is the police investigator who runs the investigation on the Internet through clues, the alibis of the characters and the findings discovered at the scene. Trust no one.

Created by: Idan Shukrun, Lior Koch, Dror Lehrman and Irit Zucker:
http://liziproject.com/
Playing House – Docu-Reality

This is a new docu-reality project that provides young couples with an exclusive peek into their shared future.

In each episode, a new couple will move in and live together for the first time. During their stay in the house, the couple will be faced with various dilemmas stemming from the experience of living together as a couple.

They will experience laughter, love and anger, through which they will get to know each other in the closest possible manner.

We will return to the couple one month later, to check on how the experience has affected their relationship as a couple. What has changed? And, most important, will they survive as a couple?

Playing House is a unique project that provides a look into the future.

Created by: Omer Albauer, Shir Gonen, Keren Braun, Yael Shaked and Danny Achete Ayanau. Link to film: http://contenthub.idc.ac.il/playing-house/.

The Ultimate Experience

This is an interactive Internet format based on live broadcasts from attractions and events. Four couples take part in daring missions to compete for the favor of an Internet audience, with the audience making up an integral part of the format by devising different missions and helping competitors get through them, and voting for the contestants they like on on the special “experience meter,” ultimately bringing one couple to victory. The contestants’ experiences are broadcast continuously in real time, with content coordinated from the social networks, enabling viewers to feel they are there and to monitor events in a constant stream, with mobile updates as well.

Created by: Yaniv Kirshon, Ben Ratzon and Nofar Rabi.

Sara Fine Maketec: A Makerspace for Children in Public Libraries

The Sara Fine Maketec is an entry-level makerspace at the Beit Ariela Public Library in Tel Aviv, where children aged 9 to 14 engage in technological experimentation and learn to create digital experiences. The children are mentored by high school students as they create projects using a wide range of technologies.

IDC Herzliya students participating in the Sara Fine Program research and provide the learning materials used by Maketec. The Maketec project fosters a unique approach to creative learning: Rather than having professional instructors and fixed classes, Maketec is based on teenage mentors and works in a “drop-in” manner, enabling local children to visit at any time and work on whatever they wish.

David Bar-El, an IDC student who worked on developing learning materials for Maketec, said he had not expected children to visit Maketec more than once, but more than half of them became regular visitors, requiring a more intense effort to develop learning materials than he anticipated. “The positive relationships the visitors have with their teenage mentors, and the emphasis Maketec places on learning by doing and by being engaged throughout the process, is the key to its success,” Bar-El said.

The Sara Fine Maketec believes in peer learning, and to that end it assists with the recruitment of high school students to serve as mentors, as well as with their training throughout the year.

Or Bornstein, a 16-year-old student who worked as a mentor with the program, said he joined the Maketec project “first and foremost to learn how to teach and interact with children. This year I worked with children around the country using different types of technology, and I was surprised to learn how much of technology children understand. I think teaching children about technology is important and necessary for our world, now and in the future.”

Maketec was founded by the Sara Fine Center for New Media Literacy, part of the IDC's Sammy Ofer School of Communications. The project is headed by Dr. Oren Zuckerman and managed by IDC students. Since it opened two years ago, the Beit Ariela Maketec has served over 6,000 children, promoting the creation of hundreds of digital projects.

For more information: http://maketec.org.il/.
The Media Innovation Lab (miLab)
Directors, Dr. Oren Zuckerman and Dr. Guy Hoffman
Managed by: Noa Morag

miLAB Students Create their First Technological Prototypes

BA students studying Interactive Communications in the Media Innovation Lab (miLAB) of the School of Communications work collaboratively with Psychology and Computer Science Students to learn how to design innovative user experiences through rapid prototyping processes. To familiarize themselves with the technology, the students were asked to quickly create their first technological prototype in a playful manner. “About a month back,” write miLAB students Liron Shalev and Yafim Vodakov on their blog, “we were asked to utilize the technologies in the IDC Media Innovation Lab in order to create our ultimate ‘super power.’ Liron’s first thought was flying, while Yafim was all about creating his own reality. We brainstormed and finally decided to go for the best of both worlds – Iron Man flying through Google Cardboard Virtual Reality.” The students not only learned how to control a specific sensor but were also introduced to other important aspects in the product design process, such as brainstorming, research, production processes, team work, time and project management.

Elad Uzan interviews Haviva Pedaya, professor of Judaism and Culture at Ben-Gurion University.

IDC Radio Celebrates Seven Years

After seven years on the air, IDC Radio is proud to showcase the major achievements of its students and graduates, whose programs have been notching up successes in Israel and abroad.

In a special project by Kol Israel, Israel’s national public radio to promote educational radio stations, five IDC Radio students and graduates were chosen to broadcast their music shows regularly on national stations such as Reshet Gimmel and 88FM.

Other graduates who have also started their careers on IDC radio and have now made it on national media:

**Elad Uzan**, the producer and host of IDC Radio’s classical music shows, has become the classical music critic for Yedioth Ahronoth newspaper. **Uri Zer-Aviv**, a Communications graduate, has been given his own column at Time Out TLV magazine, in which his radio show, “Or Ba-zaviyot” on IDC Radio gets weekly coverage.

**Tomer Gershenman**, host of IDC Radio’s hip hop show “Jigga Juice,” was the focus of an episode in the documentary series “Hip Hop in the Holy Land,” produced by Noisey, VICE magazine’s music channel. The six episodes in the series each focused on a different Israeli or Palestinian, and since going on the air in 2010, has become a tastemaker on the local hip hop scene. Israel’s National Broadcast Authority has now provided Gershenman with another platform to play hip hop music at Reshet Gimmel.

In March, we will continue celebrating the many successes and challenges of radio today with Helen Boaden, the director of BBC Radio, at the FM+ annual international radio conference.

For more information: [www.1062fm.co.il](http://www.1062fm.co.il)
Israel in the Spotlight

The Asper Institute for New Media Diplomacy, of the Sammy Ofer School of Communications at IDC Herzliya, focuses on the use of new media technologies for advocacy and diplomacy. The extraordinary capabilities of these technologies enable innovative discourse and promote a global diplomatic dialogue. NoCamels.com is one of the flagship projects of the Asper Institute. Founded in 2011, the website has become the world’s leading news source on Israeli innovation, reaching millions every year. Recently, NoCamels entered into exclusive media partnerships with leading tech and innovation conferences around the world. In the past year, NoCamels also more than doubled traffic and engagement across all digital platforms to surpass all news organizations covering Israeli innovation.

IDC International Radio, an integral part of the Asper Institute, was chosen to participate, for the third time, in World College Radio Day, a 24-hour marathon on 500 radio stations around the world. The IDC program dealt with “accepting the other,” and featured interviews with major artists, including singer-songwriter Achinoam Nini, and NGOs promoting tolerance. IDC International Radio aims to connect Jewish communities around the world with eye-opening content about Israel, and programs on topics ranging from culture to current affairs are produced, edited and broadcast by international IDC students.

Virtual Reality is Really Here

Virtual reality is expected to take a large step into the consumer market in 2016. Following the $2 billion acquisition of Oculus by Facebook, several large companies have begun releasing low-cost user-friendly virtual reality devices, which are expected to be used not only for video games, but also for social interactions, training sessions, therapy, documentary journalism, and more.

The Advanced Reality Lab at the Sammy Ofer School of Communications, headed by Dr. Doron Friedman, has been working on virtual reality and related technologies in recent years. A one-day symposium at the lab hosted local leaders from academia and industry. The conference was sponsored by Samsung, which has released its own virtual reality device, the GearVR that can be used with several Samsung smartphones. At the conference, IDC’s Dr. Beatrice Hasler presented the results of an experiment she conducted on inducing empathy using virtual reality embodiment, Friedman explained how the technology can be used for rich social interactions at a distance, and industry representatives presented easy-to-use software, novel interaction devices, and 360-degree video production pipelines. The conference was followed by an app-a-thon, in which more than 50 participants worked on developing virtual reality applications.
Happenings at the Center for Internet Psychology

Prof. Yair Amichai-Hamburger Visits South Africa

Prof. Yair Amichai-Hamburger, head of the Center for Internet Psychology, represented Israel at the 2015 World Internet Project conference in Johannesburg. Amichai-Hamburger gave one of the leading lectures at the conference, speaking about emerging issues in the field of Internet psychology, such as how the Internet influences new immigrants in their absorption of their new culture. He said that while, on the one hand, the Internet can help immigrants adjust, on the other it can also limit them, as some are likely to use it only to interact with their own ethnic group, raising the question of how to find the best balance.

Amichai-Hamburger also spoke about the issue of multi-tasking, saying that while this is seen as something to admire, increasing evidence is emerging showing its negative impact. He also presented a new project that he created, with the support of UNESCO, on enhancing psychological well-being through the Internet.

While at the conference, Amichai-Hamburger met with other delegates, including Sergio Godoy, head of research and postgraduate studies at the Catholic University of Chile’s School of Communications, and Prof. Pin-Yu Chu from the National Chengchi University of Taiwan’s Research Center Department of Public Administration. He also met with Dr. Robert Barton from the Mass Communication Department at the American University of Sharjah in the United Arab Emirates. The friendly meeting dealt with different patterns of Internet use in Israel and the emirates.

Prof. Yair Amichai-Hamburger with Prof. Pin-Yu Chu, National Chengchi University of Taiwan’s Research Center Department of Public Administration.

Prof. Yair Amichai-Hamburger with Prof. Don Foster, Colin Tredoux and Dr. Wahbie Long.

Prof. Yair Amichai-Hamburger with Prof. Jeff Cole, director of the Center for the Digital Future in Los Angeles.

Amichai-Hamburger also visited the Psychology Department at Cape Town University, where he met with Profs. Don Foster, Colin Tredoux, and Dr. Wahbie Long. Tredoux and Amichai-Hamburger, who have a mutual interest in researching the field of intergroup conflict, discussed how to utilize the Internet to reduce such conflicts.

Studying the Digital Future

Amichai-Hamburger also visited the Center for the Digital Future in Los Angeles, one of the world’s leading research centers in the field. The center was one of the first organizations to study the views and behavior of Internet users compared with non-users in the United States, and was the first to develop a longitudinal project to study the subject. Its annual Digital Future Project Report represents the longest continuing study of its kind.

During the visit, Amichai-Hamburger set the foundations for a longitudinal research project in Israel, which is currently being developed and will focus on multi-tasking in the digital world.

Amichai-Hamburger met with Prof. Jeff Cole, the center’s director, a world leader in media and communication technology who advises governments and companies around the world on digital strategies.

A New Face Joins the Center

Dr. Shir Etgar, of Tel Aviv University, has joined the Center for Internet Psychology in the Sammy Ofer School of Communications. Etgar-Greenberg’s main interests are the influences of technology on personal interactions, and she will initially be working on the effects of technology on intimacy.
Challenges and Legacies

As per its mandate, the Daniel Pearl International Journalism Institute at IDC Herzliya’s Sammy Ofer School of Communications initiated and took part in several events that emphasize the legacy of the late journalist and the challenges that journalists today face.

The institute sponsored the opening session of the Freedom of the Press Conference held by the Jerusalem Press Club. The opening night of the conference was dedicated to “Remembering Daniel Pearl,” and his close friend and fellow journalist Asra Nomani spoke about him and his legacy.

Another major event, held on IDC campus, brought together a panel of female journalists to address the topic of “The challenges female journalists face when covering war zones and areas of conflict.” The participants were Ilene Prusher, journalist, author and radio broadcaster; Ruth Eglash, correspondent for The Washington Post in Israel and the West Bank; and Heidi Levine, an award-winning American photojournalist covering the Middle East. The moderator was Asra Nomani.

Other events included: a media panel led by Dr. Noam Lemelshtrich Latar, the institute’s chairman, that debated the question “Should policy issues affect journalism ethics?” and discussed how the world’s large international news outlets, such as BBC and CNN, are often seen as holding clear biases; a presentation by international journalist Henrique Cymerman about Jewish-Christian relations, based on his position as one of the two Jews closest to the pope and his personal experience in covering areas of conflict; a guest lecture by the Peace Factory organization, which aims to connect people around the Middle East to promote peace; and a Jewish and Arab Music Day at IDC, in memory of Pearl.

For more information please visit: http://dpiji.idc.ac.il/en/.

Activities Aplenty at the Nevzlin Center for Jewish Peoplehood

‘Circle of Life’ Lecture Series
A series of lectures on “The Circle of Life” took place at IDC Herzliya in collaboration with the municipal Herzliya Chair. Three of the eight lectures were given by lecturers from the Nevzlin Jewish Peoplehood Program, including Prof. Yair Zakovitch on the Song of Songs, Prof. Yoav Gelber on “The Yom Kippur War: An Intelligence, Political, Military or Social Failure?”, and Prof. Haim Be’er on “Jewish Literature: A Source of Literary Inspiration.”

Debating Societies Take Part in Debate on the Topic ‘Dilemmas in Jewish Identity’
Following the success of its previous debate, the Nevzlin Center for Jewish Peoplehood hosted a debate on “Dilemmas in Jewish Identity.” Around 70 participants from various Israeli universities took part in the event, which was held on the IDC campus.

Yosl Bergner Conference
More than 100 people attended the Yosl Bergner conference, which took place in cooperation with the Herzliya Center of the Arts. The conference featured an exhibition of his paintings at the center, with panel discussions taking place on the IDC campus. Among the participants were Prof. Ruth Weiss of Harvard University, Prof. Dan Miron of Columbia University, Prof. Moshe Zuckerman of Tel Aviv University, Dr. Uri Holland, director of the Artists’ Residence of Herzliya, Dr. Dror Burstine of Hebrew University, Dr. Doron Luria of the Tel-Aviv Museum, and the poet Tuvia Rivner, recipient of the Israel Prize for Poetry.

Seminar on ‘Israeli Society 10 Years after Disengagement’
Prof. Yoav Gelber, head of the Nevzlin Jewish Peoplehood Program, provided the opening remarks for the seminar, which was run by the Lauder School of Government, Diplomacy & Strategy. He discussed Israel and Gaza from 1949-2005 through the prism of Jewish peoplehood. Prof. Gelber spoke about Gaza in the wake of the six day war: the consensus in Israel about its annexation, the need to resettle the refugees elsewhere, and the project of encouraging immigration from the Gaza Strip to Jordan, the Gulf and Latin America in 1968. Other topics discussed during the seminar were the decision-making process during the Disengagement, and the Disengagement’s effects on society.

Conference on ‘Judaism and Islam – The Conflict’
In a joint symposium of the Nevzlin Center and the Lauder School of Government, Diplomacy & Strategy, participants discussed the relation between Judaism and Islam, which dates back to the emergence of Islam in the 7th century in the Arabian Peninsula. Ever since, they have contested each other, though they also share some joint values. Throughout history, until modernity, these two religions have influenced each other culturally, theologically and politically. However, global events and regional conflicts challenge their relations, and the future is more worrying than ever. Against this backdrop, where are Judaism and Islam in the State of Israel heading? Can a solution be found to a conflict that involves both religious and nationalist identities? Can sanity win? Sessions included “Judaism and Islam: Between Conflict and Engagement” and “Jerusalem and the Temple Mount – the Politics of Faith.”

Among the participants were Prof. Yoav Gelber, Prof. Boaz Ganor, dean of the Lauder School, Prof. Nimrod Luz of the Department of Sociology and Anthropology at Western Galilee College, Dr. Rula Hardell of the Department of Political Science at the University of Hanover, Germany, Dr. Mordechai Kedar of Bar-Ilan University’s Arabian department, Dr. David Korn, adviser to the Mayor of Jerusalem on Arab affairs and East Jerusalem, Dr. Lior Alperovits of the Nevzlin Center, and Nael Zoubi, principal of Tamra Ha’emek Elementary School and activist for Jewish-Arab coexistence.
60 Shades of Grey: The Third Age on the Couch

A discussion of later-life issues among psychologists and health care providers.

The Baruch Ivcher School of Psychology, together with the Israel Psychological Association, organized a seminar titled “60 Shades of Gray: The Third Age on the Couch.” The day-long seminar featured academics and practitioners in three panel discussions on the cognitive challenges of old age, potential therapeutic tools for treating the elderly, and available resources for enriching their lives.

Speakers included Prof. Mario Mikulincer, IDC provost; Dr. Boaz Ben-David, head of the Communication, Aging and Neuropsychology Laboratory at the Baruch Ivcher School and a member of the organizing committee; Prof. Michal Schnaider Beeri, a professor at the Baruch Ivcher School, Dr. Anat Shoshani, senior lecturer at the Baruch Ivcher School, and Prof. Yair-Amichai Hamburger, the director of the Research Center for Internet Psychology.

Ben-David and Schnaider Beeri discussed the psychological and cognitive aspects of aging, while Mikulincer and Shoshani spoke about the application of classical attachment theories and positive psychology into treatment techniques aimed to meet the mental health needs of older adults. Amichai-Hamburger spoke about the role of internet technologies in empowering older adults.

According to Ben-David, “Older people face special cognitive, sensory and mental health challenges which need to be recognized. As the older population grows, the demand for psychologists and health care professionals with an interest in and understanding of later-life issues is rapidly expanding. We will continue to spearhead IDC’s efforts to improve the quality of life of senior citizens through innovative multidisciplinary research covering social, emotional and cognitive aspects of aging.”

Exploring Sexuality

The Sexuality in Close Relationships Lab in the Baruch Ivcher School of Psychology, led by Prof. Gurit Birnbaum, is studying how the human sexual behavioral system contributes to the development, maintenance, and deterioration of relationships, and whether the nonsexual aspects of a relationship contribute to, or compensate for, sexual deficiencies. One of the lab’s projects is studying the contribution of partner responsiveness to sexual desire across relationship stages. Another project is exploring the effects of sexual fantasies on relationship quality. The lab is also collaborating with Dr. Guy Hoffman from the Sammy Ofer School of Communications to investigate how robot responsiveness to human disclosures affects humans’ perceptions of the robot and themselves.

Investigating how robot responsiveness to human disclosure affects humans’ perceptions of the robot and themselves.
The Sagol Center for Brain and Mind

Sagol Center for Brain and Mind Holds Workshop for Clinicians from Children at Risk Association

The Sagol Center for Brain and Mind, apart from being a brain research center, is also dedicated to the dissemination of scientific knowledge to policy makers, health professionals, educators, parents, caregivers, and the general public.

As part of the center’s outreach activities, it held a three-day workshop in Kfar Saba for clinicians from the Children at Risk Association, who work mainly with children with autistic spectrum disorders. The workshop, named “From the Wonders of the Brain to the Wonders of Man,” was planned and carried out by Drs. Nava Levit-Binnun and Yulia Golland, Sagol Center’s co-directors, and by Dr. Noa Albelda, a research associate at the center.

Over the workshop’s three days, the clinicians were introduced to and updated about cutting-edge brain research in the fields of basic, cognitive, affective and social neuroscience. All lectures included important insights and practical clinical implications for ASD psychotherapy, and were followed by discussions aimed at creating a common language for brain researchers and clinicians. The center is currently working on a way to enable this cooperation between scientists and therapists to continue on a regular basis, for the mutual benefit of both sides.
Two IDC Herzliya Teams Compete in International Humanitarian Law Contest

IDC boasts a successful track record in the competition over past six years

Two IDC Herzliya teams were among student legal teams from around Israel who battled it out in the ninth national competition in international humanitarian law, sponsored by the International Committee of the Red Cross delegation in Israel. The winners of the national competition received funding to represent Israel internationally at the prestigious annual Jean Pictet Competition in international humanitarian law in March.

In the national competition, the teams spent four intensive days taking part in simulations that both tested their knowledge of international humanitarian law and their ability to apply it to real-life situations.

In the six years it has participated in the national competition (since 2009), IDC teams have reached the finals four times and have won the competition once, and have also gone on to win the international competition twice in a row (and reached the semi-finals in the third year).

IDC’s two three-member teams were made up of students from the Law and Government schools.

**IDC’s two three-member teams. From left: Omri Koltin, Stav Lavi, Sharon Banian, Ran Yosef, Yael Sasson and Moustafa Seif.**

- **Omri Koltin, Sharon Banian and Stav Lavi**, comprised one IDC team, while **Ran Yosef, Yael Sasson and Moustafa Seif** made up the other.
- The teams underwent intensive training during the summer in preparation for the nationals, under the tutelage of Adv. **Roy Ariav**, himself a graduate of the competition who now works at the Justice Ministry, and the academic guidance of Dr. **Eliav Lieblich**, who teaches International Law at the Radzyner Law School.
- While IDC Herzliya did not win this year’s competition, Yael Sasson did win the Uriel Massad Best Speaker Award.

Academics in Action

The Radzyner Law School is in the second year of its Honors Program, which offers a small group of exceptional students a unique opportunity to integrate theory with practice and intellectual commitment with social involvement. The program is open to first-year and second-year students from all faculties, creating a dynamic, diverse group of students.

**The program is multi-faceted:**

**Academic:** It offers a spectrum of advanced courses such as a writing workshop, the life sciences and law, a theory seminar, and unique research seminars as well as courses taught by visiting lecturers from top international law schools.

**Practical:** Students participate in practical seminars with leading legal practitioners, in various fields of law, both in the private, public and third sectors, thus exposing students to a wide range of legal practice. “One great value of this program is the ability to do practical things and to experience things, not only on a theoretical level” said Uri Gafni (current student of the Program).

**Personal Guidance:** The Honors Program provides its participants with a personal mentorship program on two levels; both by a faculty member of the Radzyner Law School, and a senior legal practitioner, thus providing students with the guidance to best develop their abilities and skills. Students also participate in extracurricular activities (such as a mindfulness seminar) and take an active role in initiating activities, from organizing academic events to social involvement.

The academic co-directors of the Program are Dr. Moran Ofir and Dr. Anat Rosenberg of the Radzyner Law School. Dr. Ofir specializes in the fields of Corporate and Securities Law, Corporate Finance, Economic Analysis of the Law as well as Behavioral Law and Economics. Dr. Rosenberg specializes in legal history, law and literature, and cultural legal studies.

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The academic co-directors of the Program are Dr. Moran Ofir and Dr. Anat Rosenberg of the Radzyner Law School. Dr. Ofir specializes in the fields of Corporate and Securities Law, Corporate Finance, Economic Analysis of the Law as well as Behavioral Law and Economics. Dr. Rosenberg specializes in legal history, law and literature, and cultural legal studies.
The Gladstone-Nir Legal Clinic for Start-Ups began its second year with Student Training Days, in which 18 top tier third-and fourth-year Law students spent three days with leading legal and business professionals, hearing lectures and gaining practical experience. The first two days were hosted at the Yigal Arnon and GKH law firms in Tel Aviv (the clinic’s two accompanying law firms), followed by a third day at Brooks-Keret Financial Management in Kadima.

The students were greeted by the clinic’s contributors, businessman Dan Nir and attorney Roger Gladstone, and received tips from experienced entrepreneurs Barry Shaked, founder of Retalix, and Lloyd Gladstone. The students then heard a wide range of practical lectures from legal and business professionals, including on funding options for start-ups (Eitan Israeli, vice president of Wix), copyrights (attorney Dotan Hammer), database and privacy law (attorney Dan Hay), founders agreements (attorney Guy Lachmann), terms of use and privacy policies (attorney Assaf Ben-David), employee contracts (attorney Yael Ben-Naim), the due diligence process (attorney Nimrod Vromen), and company incorporation (attorney Etai Shai).

Legal issues learned throughout the week were tested in client simulations by Assaf Ben-David, the clinic’s manager.

“The simulations are intended to help the students implement what they learned and to practice working with real clients, both from a professional viewpoint and from an interpersonal one,” Ben-David said. The students also saw the importance of the work they would be doing in a thank-you video sent by entrepreneurs who said the legal counsel they had received from the clinic was invaluable to their progress.

The Gladstone-Nir Legal Clinic offers free legal services to under-represented entrepreneurs working on technological ventures.
Developing Successful Events and Outreach Programs

Autonomous vehicles

The Zvi Meitar Institute recently hosted a successful Autonomous Vehicles and Smart Transportation conference. More than 135 students, academics, industry representatives and members of the public attended, and head industry leaders and government officials discussed developments and trends in transportation technology, especially self-driving vehicles. Many of the discussions focused on important legal rights issues in the emerging technologies.

Gil Golan, CEO of General Motors in Israel, said that self-driving vehicles will dramatically alter urban life within the next decade. While he noted that the development of autonomous car technologies would be gradual, he said that computing giants such as Google and Apple are likely to bring their products to the market before the technology has been perfected industry-wide. Golan said there are five levels of automated vehicles on the market already, ranging from some offering limited assistance to human drivers to wholly self-driving vehicles. Golan also said significant and complicated technical issues remain to be resolved, including tracking other vehicles on the road, and identifying important and relevant elements such as pedestrians and road hazards.

Other notable speakers at the conference included Prof. Amnon Shashua, the co-founder and CEO of Mobileye, which creates collision warning and vehicle tracking systems. Mobileye’s products are in high demand from automobile manufacturers in the United States, Israel and Europe because of their impressive accuracy and potential applications for autonomous vehicles.

“By 2018, every new car sold in the Western world will be equipped with a collision prevention system,” Shashua said. He said that large car safety organizations, such as the European New Car Assessment Programme, are giving higher safety ratings to cars with collision prevention systems. “Today, we [at Mobileye] cooperate with 13 car manufacturers in the goal of integrating autonomous driving systems into their vehicles, which could be on the road by 2020,” he said.

Jerry Sanders, CEO and chairman of SkyTran, presented his company’s futuristic “hover-monorail” public transport system. The technology will be tested in Israel in a collaborative effort between Israel Aerospace Industries and the Herzliya municipality. Dr. Shay Soffer, the Transportation Ministry’s chief scientist and Dr. Nimrod Kozlovsky, an adviser and partner at JVP Cyber Lab, discussed the future use of autonomous vehicles in Israel and regulatory issues, saying these issues that should be addressed as soon as possible in order to prepare our roads for the impending autonomous car revolution.

Visit to IBM Watson

The Zvi Meitar Institute’s student research assistants visited the IBM Watson lab in Tel Aviv, where researchers are working on the Watson advanced cognitive computer system, which can translate natural language into information, analyze large volumes of unstructured data, and answer complex questions. Watson is seen as particularly important for the field of health care, and the Israeli team hopes to make Watson more “human” than a standard computer.

The research assistants met with Dr. Michal Rosen-Zvi, the lab’s senior manager for health and informatics, who said Watson Health will make health care more accessible and medical research easier to conduct. She said the goal of Watson Health is to dramatically improve the ability of doctors, researchers and insurers to gain insights from the wealth of new personal health data created on a daily basis.

Aside from smart health care, the Watson team is working on developing other useful services, including a recipe builder, smarter applications, and tools for developers and businesses that need to process large amounts of data, including in the legal sector.
**Technology and Education Roundtable**

Policymakers and educators met to discuss the legal implications of integrating technology into the education system at a roundtable discussion hosted by the Zvi Meitar Institute. The panel participants were asked questions such as: What kind of government regulation should be placed on this area? What are the implications for educator privacy and intellectual property rights? And how can classroom engagement and intellectual discovery continue to be encouraged in a digitalized system?

Most of the panel members agreed that electronic textbooks enrich students’ learning experiences and increase a teacher’s flexibility to shape study materials. However, there are pragmatic and ethical issues involved in training teachers to adopt digital learning methods, while preserving their intellectual property rights and their level of interaction with students in the classroom.

The participants also discussed the importance of differentiating between appropriate devices for elementary and higher levels, and ensuring that the teachers can strike a balance between teaching and staying technologically up to date. According to Avi Warshavsky, CEO of the MindCET incubator, “The perspective on the issue, in the eyes of government factors, should be like a start-up company. After examining real success stories, a toolbox of options for teachers should be created that will make it easier to adjust and allow for changes.”

A pressing issue for the panel was whether technology would move a teacher from being a “sage on stage” to being a “guide on the side.” Pnina Shweky, principal of Ilan Ramon Elementary School in Modiin, asked, “The major question is if the Waze era is eliminating skills that we need. Does technology serve knowledge or vice versa?”

The panelists stipulated that the role of technology is an ethical question not only for education, but also for broader society, and that regulations should be put in place to maintain the role of the educator as a purveyor of knowledge.

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**Zvi Meitar Emerging Technologies Program**

With technological innovation proceeding at an unprecedented pace, an increasing number of legal, ethical and social challenges are emerging. Some pertain to potentially dangerous uses of technologies and the risks of easily accessible information, while others involve grave social implications and ethical questions that we may only be able to answer retrospectively.

The Zvi Meitar Emerging Technologies Program is an innovative new academic program that allows students to grapple with these pressing issues. The program enables advanced students to research the legal, ethical and social implications of emerging technologies and participate in the public discourse. The program includes courses on science and technology in society, an emerging technologies workshop with lectures by local and international experts, and a research project that challenges students, in conjunction with industry and academic mentors, to formulate their own ideas for policy, laws or social research. Students will be able to use the material they study for academic scholarship or to influence public policy on these issues.

The program also gives students unique opportunities to meet prestigious members of the high-tech, biotech and green technology fields, as well as government officials and NGOs, and to discuss ethical and social issues with them. The program is open to exceptional final-year students from all IDC Herzliya schools, as well as to third- and fourth-year law students. Dr. Dov Greenbaum, the Zvi Meitar Institute’s director, is the program’s executive director.
Three IDC Alumni Win US Congress Internships

Three Lauder School graduates have won internships to the U.S. Congress. IDC Herzliya was the only Israeli university that responded to a special Foreign Affairs Ministry offer to send interns, which was made possible due to the efforts of Dor Shapira, counselor for Congressional Affairs at the Israeli Embassy in Washington, and his staff.

Roni Ezuz is interning at the office of Rep. Peter Roskam (R-Illinois); Yona Melchers is at the office of Rep. Ted Deutch (D-Florida); and Matan Poznansky is at the office of Sen. James Lankford (R-Oklahoma).

Germany’s Former Federal Minister Visits Campus

Former German Finance Minister Peer Steinbruck visited IDC Herzliya, where he met with Prof. Uriel Reichman and presented a guest lecture titled “The Relationship Between the European Union and the State of Israel.” During his lecture he emphasized that “Germany is committed not only to the security but to the prosperity of the State of Israel.”

> Prof. Uriel Reichman, founder and president, IDC Herzliya; Peer Steinbruck, former German Finance Minister; Prof. Mario Mikulincer, IDC provost; and Prof. Boaz Ganor, dean, Lauder School of Government, Diplomacy & Strategy.

New Joint Project: Cluster in Public Diplomacy

The Lauder School, the Sammy Ofer School of Communications, and the IDC Student Union have launched a new joint project, the Cluster in Public Diplomacy. Based on the success of IDC’s Situation Room during the past two military operations, the cluster aims to foster the next generation of Israel’s advocates in the world.

Daphna and Gerry Cramer Student Exchange Program Marks a Decade

IDC Herzliya students spent two weeks in the U.S. studying American domestic and foreign policy as part of the Daphna and Gerry Cramer student exchange program with the Maxwell School of Citizenship and Public Affairs at Syracuse University. At the end of their visit, the students were saddened to farewell Prof. Bob McClure, who retired after 10 years at the head of the program.

During their stay, the IDC students visited the West Point Military Academy and the United Nations building in New York, where they met officials from the Israeli Consulate and the Israeli U.N. delegation. They also visited Washington, D.C., and toured the offices of AIPAC, Capitol Hill, and the State Department, meeting experts on the Middle East and regional issues.

One student wrote a thank you letter, saying: “I am thankful for having the opportunity to learn, see and experience the endless list of things we managed to do during this program in Syracuse, Washington, and NYC. After this intense period in the U.S., I feel that I reshaped my understanding of the strength and importance of America-Israel relations, while better understanding the complexity they have as well. At the same time, I have deepened my understanding of the basics and dynamics of the relations between Jews in America and Israel.”

Commemorating 100 Years Since the Armenian Genocide

At the initiative of IDC alumnus Adv. Kivork Nalbandian, the Armenian community of Jerusalem gathered at the IDC campus to commemorate the 100th anniversary of the Armenian Genocide. The commemoration featured a poster exhibition depicting the horrors, and included two original works by Armenian ceramic artist Vic Lepejian and by a young art student named Talin Markian-Bush from Jerusalem.

The evening opened with singing by a choir of 25 young priests from St. James Church in Jerusalem. Prof. Uriel Reichman, IDC president and founder, and Prof. Boaz Ganor, dean of the Lauder School, welcomed the guests, and Rev. Fr. Samuel Aghoian, representative of the Armenian Patriarch of Jerusalem, blessed the audience on the patriarch’s behalf.

A panel discussion on the genocide featured Prof. Yair Auron, Josa Bivin, George Hintlian, Prof. Israel W. Charny and Dr. Eliyahu D. Rechter. The panel was moderated by former MK Nitzan Horowitz.

Monitoring the Government with IDC’s Shadow Government

One of the Lauder School of Government, Diplomacy & Strategy’s proudest achievements in the past year has been the launch of its flagship program, the IDC Shadow Government. In this program, led by students from all disciplines are assigned to shadow ministries and are tasked with monitoring the government and writing policy papers to be delivered to decision makers. Each ministry is mentored by a former Knesset member or minister, as well as by an academic adviser. The students also hear lectures by former judges, political marketing experts, ministerial office heads, and others. The school aims for the program to become a permanent feature in the curriculum.

Taking on Berlin

IDC Herzliya’s Dr. Amichai Magen has been named a Richard von Weizsacker fellow, joining a prestigious network of thinkers and policymakers worldwide.

Dr. Amichai Magen, senior lecturer at IDC Herzliya’s Lauder School of Government, Diplomacy & Strategy and head of the Governance and Political Violence Program at the International Institute for Counter-Terrorism at IDC Herzliya, has been named a fellow of the prestigious Richard von Weizsacker program. Magen was named a fellow after attending the forum’s Leadership and Responsibility Conference in Berlin.

As a Richard von Weizsacker fellow, Magen joins the Robert Bosch Academy’s flagship program, which aims to develop a global network of distinguished thinkers, policymakers and analysts, including former Italian prime ministers Mario Monti and Giuliano Amato; columnists Anne Applebaum (The Washington Post and Slate) and Roger Cohen (The New York Times); Kemal Derivis, vice president of the Brookings Institution; Lloyd Axworthy, Canada’s former foreign affairs minister and now chancellor of St. Paul’s University College in Canada; Daniel Hamilton, director of the Center for Transatlantic Relations at Johns Hopkins University; and Huang Jing, director of the Center on Asia and Globalization in the Lee Kuan Yew School of Public Policy at the National University of Singapore.

The fellowship was established in 2013 in honor of former German Federal President Richard von Weizsacker, who, as a member of the Robert Bosch Foundation’s Board of Trustees for many years, shaped its work. It aims to bring together a hand-picked group to canvas ideas and strategies beyond the scope of their usual commitments.
A Decade Since the Gaza Disengagement

The Lauder School held a special seminar to mark a decade since the disengagement, the unilateral Israeli withdrawal from the Gaza Strip and four settlements in northern Samaria. Among the guests were Omri Sharon, son of the late Ariel Sharon, who as prime minister oversaw the disengagement; Dov Weisglass, Sharon’s close confidant and then-chief of staff; Dr. Uzi Landau, retired MK and former minister; current MK and former minister Tzipi Livni; MK Elazar Stern (Yesh Atid) and Brig. Gen. (ret.) Yossi Kuperwasser, former director general of the Strategic Affairs Ministry and current military analyst. The seminar was organized by Dr. Chaim Weizmann and Dr. Michal Shavit, both of the Lauder School, and attracted about 200 participants, and was addressed by Prof. Boaz Ganor, the Lauder School’s dean.

The Mentors Project

The Mentors Project is a unique three-year project in which a selected group of students is mentored by a leading public figure as they work through their studies. This is the second consecutive year of the program, with the students having been selected prior to their enrollment in the Lauder School. They hold monthly meetings with their mentor, Dalia Itzik, former MK, minister and Knesset speaker, giving them an invaluable perspective on political life in Israel. The first year students are being mentored by former MK Ran Cohen.

IDC and Beit Berl Cooperate on Education

IDC Herzliya and the Beit Berl academic college in Kfar Saba have launched a cooperative initiative in memory of Dr. Jonathan Fine z”l, a gifted teacher and educator who passed away over the summer. Graduate students will be able to complete a Teaching Certificate in Social Studies and Civics at Beit Berl, side by side with completing their master’s degree at the Lauder School. This program is planned to take one year.

President of Georgia Speaks to Herzliya Forum for Diplomacy

Georgian President Giorgi Margvelashvili delivered an address to the Herzliya Forum for Diplomacy of the Institute for Policy and Strategy at the Lauder School of Government, Diplomacy & Strategy.

In his address, titled “In Search of a New World Order: A Challenging Mission for Small States,” Margvelashvili laid out the context for the issues facing his country in regional policy, comparing it to Israel, both in opportunities and challenges. He pointed out Georgia’s location on the seam between Asia and Europe, bordered by the Black Sea, Turkey, Armenia, Azerbaijan and Russia.

“We are trying to build a region of opportunities, where countries of the East and West can find opportunity for partnership, cooperation and the benefits of joint partnering policies,” he said. “Georgia is targeted and located as a transit country and enjoys great neighborhood politics with Turkey, Armenia and Azerbaijan.”

Giorgi Margvelashvili, Georgian president.

Margvelashvili thanked IDC Herzliya and the Herzliya Forum for the invitation, and said such academic events were important to engage students in world issues.

The Herzliya Forum for Diplomacy focuses on hosting high-level statesmen and diplomats from around the world, with the purpose of linking the diplomatic arena with academia. Past guests include former prime ministers Tony Blair of the U.K., John Howard of Australia, and Andrius Kubilius of Lithuania.
A Decade of Leadership Development

Building on the legacy of former Israeli Ambassador Shlomo Argov, the Argov Fellows Program in Leadership and Diplomacy strives to prepare around 20 outstanding final-year IDC Herzliya students for future leadership positions in Israel and abroad. A decade since its establishment, the first 185 Argov alumni have carried on to eminent fellowship programs such as Fulbright and Chevening, prestigious graduate programs at universities around the world, and leading positions in the public, private and nonprofit sectors.

To celebrate 10 years of leadership development, three alumni share their experiences in the program and their wishes for its 10th anniversary.

Nadav Pollak

Nadav Pollak (Argov Class of 2012) holds a master’s degree in Public Affairs from Woodrow Wilson School of Public and International Affairs at Princeton University, and is a Diane and Guilford Glazer Foundation Fellow at the Washington Institute for Near East Policy.

The Argov Fellowship program is truly a unique experience. Besides spending a year studying with incredible professors and professionals, I had the honor of being a part of a group of remarkable individuals who are committed to shaping Israel’s future. If there is one thing that makes the Argov fellowship such a meaningful and profound experience, it is the people you meet during the year, starting from your fellow classmates to professors, practitioners, public leaders, researchers and much more.

The Argov fellowship opened my mind to new educational and professional opportunities, not only in Israel, and Dr. Alisa Rubin Peled, the academic director of the program, pushed me to take advantage of these opportunities. I honestly think that without the Argov fellowship and Dr. Rubin Peled I would not be where I am today. The rigorous classes I took during the fellowship went beyond theoretical frameworks and expanded to concrete policy recommendations, which demonstrated to me the importance of the academic world. These classes were also instrumental in preparing me to take further steps in the academic world at one of the world’s best universities.

I wish for the Argov Fellowship Program that its reputation continues to grow as an incubator for tomorrow’s public leaders and social entrepreneurs. I wish for the fellowship to keep challenging and pushing its students to the maximum, as I believe that this is one of the key features of the program.

I’m confident that the Argov Fellowship Program will accomplish all of the above, and as an alumnus of the program, I will do my best to help it get there.

Mira Marcus

Mira Marcus (Argov Class of 2008) is a communications consultant who has worked with Israeli public officials on how best to utilize the media to get their message across. Today, she is the international press director at the Tel Aviv Municipality.

The year in the Argov program was like a dream come true. The program had the rare ability to encompass all of my interests into one year of studies, along with the brightest students and the most fascinating professors. A few years later, I even found myself as one of those fascinating professors, if I may say so myself, as a communications consultant teaching the students how to get their message across to foreign audiences. The program gave me direction and confidence that it is possible to represent Israel in any field I choose. The field I decided to focus on is foreign communications, and today I am the international press director for the city of Tel Aviv. Spending my days working with foreign correspondents across the globe and convincing them to write interesting stories about what is happening in Tel Aviv, showing them that there is other news coming out of Israel besides the conflict.

On the 10-year anniversary of Argov Program, I wish it to keep inspiring students to believe that they can make a difference.

Omri Kollet

Omri Kollet (Argov Class of 2014) worked as the social engagement director of Mechinat Tavor in Nazareth Illit, and is a cadet in the Israeli Civil Service Commission’s cadets’ course.

Looking to the future, I wish for the Argov Fellowship to continue inspiring excellence and social responsibility among young Israelis, and that the program will continue to carry out its important role of designing a new generation of leaders in all fronts Israel is facing today.

Like many other young Israelis, towards the end of my undergraduate studies, I found myself confused about the future. I knew that making a contribution and having a positive impact on Israeli society was my personal goal, but the question of how remained open. To this question I found answers, due to the guidance and assistance I received during the program. The tools and experience I gained throughout the year, which included planning and research capabilities, public speaking, teamwork and more, all made it possible for me to fulfill my personal goal. The guidance and support given me by Dr. Rubin Peled, together with her personal insights that she kindly shared with all the fellows, allowed me to find the right path for myself. Thus, at the end of the program, I chose to engage in preparing young Israelis for military service, and later joined the Israeli civil service cadets’ course, which I am currently attending.

In retrospect, the Argov fellowship was more than just a phase in my academic path, more than a professional experience, and more than an honors program. The experience I went through during the program is difficult to describe, but if I try to represent it in a word, the best would be “direction.”
School of Sustainability Students Make Impressive Debut at Milan Expo

A delegation of seven IDC Herzliya students, accompanied by Prof. Yoav Yair, dean of the School of Sustainability Founded by Israel Corp., ICL & ORL, and faculty members, organized and carried out a two-day event in the Israeli Pavilion at Expo 2015 in Milan. The IDC event was the idea of School of Sustainability graduates Eyal Kenton and Raz Butel.

Expos, or world’s fairs, are held every few years in different cities and offer countries the chance to display their strengths and achievements on a designated theme. This year’s theme was “Feeding the Planet, Energy for Life,” two central issues in sustainability studies.

On the first day of the IDC event, faculty and students from IDC and from Milan’s Bocconi University, as well as representatives from major Italian companies, took part in lectures and discussions on the challenges and implication of urbanization trends, future energy needs and the changing climate. Emphasis was placed on sustainable management practices and how businesses need to change and adapt to the new reality. The second day was devoted to student presentations. One focused on the transformation of IDC’s campus to a green one, while others canvassed business innovations, including Israeli and Italian start-up companies, dealing with the future of urban agriculture and how to transform orange peels into fabric, respectively.

A special “world café” session enabled faculty and students to hold meaningful debates on policy, education and business.

This debut will lead the way to a new and promising IDC Herzliya-Bocconi partnership.

Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School, was in Milan for the exhibition and said, “These kids out there made the best case for Israel – better than any diplomats could have done.”
Hive of Activity at the Tiomkin School of Economics

The Aaron Institute for Economic Policy
The annual meeting of the Aaron Institute for Economic Policy focused on four subjects: fiscal strategy for 2016-2020, the housing market, employment and productivity, and the bureaucratic burden of doing business in Israel. Around 100 academics, government officials, mayors, CEOs and other business representatives attended the meeting.

Annual IDC Herzliya Economic Workshop
The annual IDC Herzliya Economic workshop brought researchers together to present their work on applied micro- and macro-economics. The workshop ended with a celebratory dinner honoring Prof. Zvi Hercowitz who recently joined the IDC Herzliya faculty. Dr. Karnit Flug, governor of the Bank of Israel, attended the dinner.

Financial Economics Forum
The Tiomkin School of Economics held its first Financial Economics Forum, an exclusive evening featuring keynote speaker Alan Howard, founder and CEO of the Brevan Howard Hedge Fund. The evening was moderated by Dr. Boaz Schwartz, CEO of Deutsche Bank in Israel, and the panel included Avi Tiomkin, international hedge fund adviser, and David Woo, head of global rates and currency research at Bank of America Merrill Lynch.

Discussing Tax
A roundtable discussion on tax policy in Israel, moderated by Prof. Michel Strawczynski from the Hebrew University and the Van Leer Institute covered the evolution of tax policy in Israel in recent decades and its effects on economic growth and social inequalities.

Educational Tour to Teva
Students and faculty went on an educational tour to Israel’s leading pharmaceutical company, Teva, in Kfar Saba, where they had a close look at the manufacturing process for Copaxone, Teva’s best-selling drug, used to treat multiple sclerosis. After lunch they met and heard lectures from the mayors of the Arab towns of Kfar Kasem and Tira.

Tiomkin School of Economics students and faculty during an educational tour at Israel’s leading pharmaceutical company, Teva, in Kfar Saba.
Prof. Stanley Fischer Shares his Thoughts with IDC Herzliya Economics Students

At a special lecture for Tiomkin School of Economics students and guests, the former Bank of Israel governor and current vice chairman of the U.S. Federal Reserve praises IDC’s work in teaching practical macro-economics.

Prof. Stanley Fischer: “The coming generations will not be wealthier than their parents’ generations and this changes the outlook on life.”

Prof. Stanley Fischer, U.S. Federal Reserve vice chairman and former Bank of Israel governor, gave a special lecture to students from the Arison School of Business and Tiomkin School of Economics at the Ivcher Auditorium. The lecture was also attended by distinguished guest Avi Tiomkin, global macro hedge funds adviser and IDC friend and lifelong supporter, as well as Prof. Uriel Reichman, IDC Herzliya’s founder and president, his wife Nira, and Fischer’s wife, Rhoda.

Prof. Zvi Eckstein, dean of the Arison School and the Tiomkin School, who worked with Fischer at the Bank of Israel, introduced him as “one of the most accomplished living economists.” He said that Fischer had been a “star” student who obtained his bachelor’s and master’s degrees at the London School of Economics in 1962-1966, and then a Ph.D. in...
Economics in 1969 at Massachusetts Institute of Technology, where he became a faculty member. Fischer went on to become chief economist of the World Bank (1988-1990); deputy managing director of the International Monetary Fund (1994-2001), where he helped contain the Asian economic crisis of 1998; and head of the Bank of Israel (2005-2013), where under his guidance, Israel weathered the 2008-2009 financial crisis better than any other Western economy. In 2014, Fischer was appointed vice chairman of the U.S. Federal Reserve Board of Governors.

In his opening remarks, Fischer said he admired the important work IDC Herzliya was doing in teaching theoretical and practical macro-economics.

grew by 7 percent a year and economies by 4 percent, he said, but that growth has stopped in the global crisis.

Addressing the students, Prof. Fischer said: “One other interesting but negative development is that the growth of productivity has declined remarkably. I won’t be here in another 40 years, but you will be. Your generation will lose a great deal if nothing happens on productivity as there will be little growth. The coming generations will then not be wealthier than their parents’ generations and this changes the outlook on life. This is important and is something that governments must work on because it will become a critical matter.”

“I am truly happy that Prof. Eckstein has taken the lead in something that needs doing not only in Israel, but around the world.”

- Prof. Stanley Fischer, U.S. Federal Reserve vice chairman and former Bank of Israel governor

On the importance of implementing monetary policy, Fischer noted that the U.S. is unique among large countries for having a dual mandate in monetary policy. He said the strengthening of the U.S. dollar by 12 percent in the past year has had an appreciable effect on inflation and growth. He also said that the central bank would take a path of gradual short-term interest-rate increases over the next three to four years, but “while markets largely expect the first rate hike in September 2015, the rise in interest rates will be determined by data and not by date.”

- Sophie Vardi

“...I won’t be here in another 40 years, but you will be. Your generation will lose a great deal if nothing happens on productivity, as there will be little growth.”

- Prof. Stanley Fischer, U.S. Federal Reserve vice chairman and former Bank of Israel governor

“I am truly happy that Prof. Eckstein has taken the lead in something that needs doing not only in Israel, but around the world.”

- Prof. Stanley Fischer, U.S. Federal Reserve vice chairman and former Bank of Israel governor

From left: Prof. Zvi Eckstein, Prof. Stanley Fischer, and Prof. Uriel Reichman.

From left: Prof. Alex Cukierman, Prof. Stanley Fischer, Rhoda Fischer and Prof. Zvi Eckstein with Economics students at the lecture.
We have to assume that if the aliens make it here, they are smarter and stronger than us.

How to Prepare for an Alien Attack

Prof. Yoav Yair, dean of the School of Sustainability, believes there should be an agreed international protocol to create rules of engagement in the event of a visit from outer space.

“Life on other planets has interested me since I was young, and that is what led me to study planetary sciences,” he says. “The 1968 book ‘Chariots of the Gods? Unsolved Mysteries of the Past,’ by Erich von Daniken, really grasped my imagination and made me curious. The Hebrew edition was published in 1972. I was 14 years old at the time, thinking, was it possible that the technologies and religions of many ancient civilizations were influenced by aliens visiting Earth?”

Yair’s main fields of research include atmospheric electricity, lightning (on Earth and other planets), space weather, solar-terrestrial relations and transient luminous events (sprites). He conducted experiments from the Space Shuttle and the International Space Station, and was project manager for the Israeli astronaut mission in 2003 (the MEIDEX).

At a recent event in Herzliya called “Science in the Pub,” Yair attracted a large audience to his lecture on the prospects of an invasion from outer space.

According to Yair, it is valid to assume there is life on other planets, though it is hard to speculate whether it is intelligent. “There are 40 million Earth-like planets orbiting around stars in our galaxy that are within the ‘habitable zone,’ meaning that the range of distance from the host sun can ensure the existence of liquid water, which is necessary for life,” Yair says. “These are also referred to as ‘Goldilocks Regions’ (not too hot and not too cold.) We don’t know how many of these planets have evolved any form of life, and of those that have, whether they have evolved into an intelligent and technologically-advanced enough species to be capable of interstellar travel.”

Using what physicists call a ‘Gedanken experiment,’ or thought experiment, a tool to conceptualize complicated issues in order to explore possible consequences, Yair assumes that there are civilizations that are intelligent and can travel through space, and asks: What are the chances of them wanting to come see us? And if such a civilization did come, what would it be like?

“This is a scenario that humanity is largely unprepared for,” he says. “There is a very low probability attributed to such an event, but I think it merits a discussion. What would an encounter be like and how could we survive it? The assumption that aliens would be peace-seeking is a very naive and unviable approach. An alien civilization that has invested a lot of its energy and economical assets into interstellar travel is probably a predator looking for resources, or to harvest us. Maybe they didn’t teach sustainability in their schools and so they ran out of resources on their planet.”

Renowned theoretical physicist Stephen Hawking agrees with the assumption that visitors from space are unlikely to be benevolent, and that broadcasting Earth’s location into space, by broadcasting our location in space through electromagnetic transmission, may enable hostile entities to find us. “We have to assume that if the aliens make it here, they are smarter and stronger than us,” says Yair. “Let’s hope they don’t show up.”

And if they do? “We may need some military capability, taking into consideration that they would be a very advanced, avant-garde force,” says Yair. “But our approach towards them should actually be diplomatic, and non-military in nature.” Indeed, the book “Contact with Alien Civilizations,” written by former U.N. diplomat Michael A. G. Michaud, suggests that Earth should grant aliens immunity and treat them as ambassadors.

Yair proposes that there be an agreed international protocol, perhaps systematized by the United Nations Security Council, to create rules of engagement in the event of a visit or a message from outer space.

“Experts from the fields of astronomy, computer science and physics should be consulted, but so should experts in sociology and communications, who will be able to provide insights on how to communicate with beings radically different from us,” he says. ★

–Ariel Rodal-Spieler
THE 16th ANNUAL HERZLIYA CONFERENCE
SETTING A NEW AGENDA FOR ISRAEL IN A TURBULENT MIDDLE EAST

JUNE 14-16 2016

The Herzliya Conference is Israel's foremost global policy annual gathering, drawing together the most senior Israeli and international participants from government, business and academia to address pressing national, regional and global issues. The center stage for Middle East risk assessment and policy analysis, the Conference agenda covers a broad span of issues, ranging from nuclear proliferation and the Middle East peace process to Israeli innovation, Israeli society, world finance and energy security.

The Conference is held under academic auspices in a non-partisan, informal atmosphere, which facilitates and encourages an informed debate on emerging challenges and policy responses. Alongside plenary sessions, senior officials and experts convene in roundtable sessions for in-depth discussions on pertinent subjects to flesh-out the issues in a frank and off-the-record exchange, allowing for an authoritative assessment of strategies and policy alternatives.

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