“Prof. Uriel Reichman understood what was fundamental and acted on it: We are too small to be an average nation. We must be an excellent nation and IDC Herzliya is about excellence. That is its area of expertise.” - Shimon Peres, President of Israel at IDC Herzliya Graduation, May 2012
Did you know these facts about IDC Herzliya?

★ According to Globes magazine, the two academics under the age of 40 who are “most likely to succeed,” are IDC Herzliya faculty members, Dr. Guy Hoffman, a researcher and lecturer at the Sammy Ofer School of Communications and co-director of the IDC Media Innovation Lab, and Dr. Liav Orgad, researcher and a at the Radzyner School of Law, now on sabbatical at Columbia University.

★ IDC Herzliya is ranked number one out of all of the universities and colleges in Israel, in overall student satisfaction, including faculty member availability. This survey was conducted by the National Student Union in the State of Israel.

★ A recent survey ranked IDC Herzliya number one in the State of Israel out of all of the nation’s academic institutions, for the assistance rendered to students who serve in the Israel Defense Forces (IDF) reserves. Assisting these students upon their return to studies has always been a top priority at IDC Herzliya. This survey was conducted by the National Student Union and the Chief Reserves Officer of the IDF.

★ An astounding 27% of IDC Herzliya is comprised of international students studying for full undergraduate and graduate degrees at the Raphael Recanati International School. With 1,600 students from 84 different countries, the school has more international students than any university in the nation in absolute and relative terms. At least 70% of these students opt to stay permanently in Israel upon graduation.

★ A renowned international academic committee appointed by the Council for Higher Education recently gave the Lauder School of Government at IDC Herzliya high marks. They emphasized the international visibility and strong reputation of the Lauder School and were most impressed by its accomplishments. This is not surprising, with recent publications of its researchers’ books, by Harvard University Press, Yale University Press and Cambridge University Press, and its joint workshops with Columbia, Stanford and Harvard.

★ The Radzyner School of Law is among the top three law schools in the country in terms of the percentage of graduates who pass the Israel Bar Exam.

★ In the upcoming 2013-2014 academic year, IDC Herzliya will celebrate 20 years since its establishment by Prof. Uriel Reichman. The festivities will take place on the beautiful IDC campus, which was built on an abandoned Israeli Air Force base.

★ In this year’s annual National Collegiate Sports Competition in Israel, IDC Herzliya was ranked number one in the nation in the overall sports tournament out of all universities and colleges competing for this coveted title.
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IDC STUDENTS MAKE THE CASE FOR ISRAEL DURING PILLAR OF DEFENSE CAMPAIGN

IDC – 8 DAYS IN NOVEMBER

Operation “Pillar of Defense” swept up all of Israel for eight days of confrontation. Throughout these days the IDC students and staff demonstrated their patriotic commitment, solidarity and leadership.

With the onset of the confrontation, the Student Organization set up a “Public Diplomacy Operations Room.” There were 1,600 students involved in activities during many hours of the day and night. The students from the Raphael Recanati International School contributed to our ability to operate in 24 languages throughout 64 countries in the world. These students’ familiarity with their home countries not only provided good activity on the social networks, but also helped establish local bases for public diplomacy. Contributing to this effort were both graduates of the international program who had returned to their countries upon finishing their studies and were recruited by us to broaden the campaign, and IDC students studying abroad in the Student Exchange Program. While implementing IDC Herzliya’s technological abilities and resources and processing content obtained from the Ministry of Public Diplomacy and Diaspora Affairs, the Prime Minister’s Office, the IDF Spokesperson’s Office, and our own research institutes, the students conducted a synchronized, up-to-date and commendably efficient operation. Stemming from IDC’s international character, a situation was created that no other institution in Israel would have been able to accomplish; and indeed they won acclaim from the president of Israel, the prime minister and the country’s public authorities.
IDC's radio station and the Asper Institute for New Media Diplomacy also took upon themselves to join this mission. The radio's internet video broadcasts switched to work in English, and within this framework they interviewed international students and volunteers, experts from the International Institute for Counter-Terrorism, and others. The programs were also broadcast on YouTube and on the “Israel under Fire” Facebook page, and were distributed to Jewish radio stations abroad.

Many students invited residents from the South to come live in their homes. The Student Organization organized a day of fun for 400 children from the Southern region, described in the following letter we received:

“My name is Hadas Aviv, a resident of Kibbutz Negba, mother of four. After a week of tensions in the South, and staying within range of the protected space and with no possibility of relief, my family and I went to take part in a day of fun that was organized by the IDC Herzliya Student Organization. There are no words to describe our appreciation for the amazing organization, for the enjoyable activities, and for the warm and loving care we received on this day. The preparation was swift and together with that the day was amazingly organized, rich in content and pampering. The children enjoyed themselves very much. I would like to express appreciation and thanks to all those who took part in organizing this day…”

Approximately 85 students from our School of Psychology organized themselves into 16 teams, went to the South and divided up to visit shelters in the areas hit by rockets, after receiving training from the university faculty for dealing with children in trauma situations.

Because of IDC Herzliya’s special admissions policy, many of our students serve in the IDF’s elite military units, as regular soldiers and in the reserves. Hundreds of our students were amongst the first to be called up. IDC made contact via email with all of the soldiers and made academic arrangements so that their studies would not be jeopardized. The Student Organization, together with the dean of Students, set up a support system to help our soldiers, as well as students from the South who were prevented from getting to the campus, complete material they missed.

Today approximately 1,500 students from different countries are studying in IDC’s Raphael Recanati International School. This reality necessitated a sensitive and immediate handling. On the second day of the confrontation all those students received instructions about how to behave in a time of emergency. That same night many of the dedicated IDC staff and volunteer Israeli students organized and called all of the students from abroad, asked how they were, answered all of their questions and calmed them. That night, an email was sent out to the parents of all these students, in all of the 85 countries they come from. In the email the situation was explained, assuring the parents that their children were being looked after. The head of the International School, Jonathan Davis, conducted an information meeting on campus for all foreign students, and visits were made to the apartments of those students who expressed special concerns.

I wish to express my deepest appreciation to the student volunteers, the Student Organization and the administrative staff at IDC Herzliya. I also wish to thank the faculty members, who assisted with the efforts and ensured continued and uninterrupted academic activity.

The past eight days testified to the special spirit of IDC and created in all of us a sense that all of the efforts that led to establishing IDC Herzliya and its running have yielded the most beautiful of rewards.

Yours,
Prof. Uriel Reichman, President
Now in its second year, Birthright Israel Excel is cultivating bright young people whom they believe have the potential to become leaders in their Jewish communities. This innovative fellowship program takes stellar students from the United States and offers them a year-long opportunity to first immerse themselves in Israeli culture and business, and then create connections in the business world that will serve as a springboard to their future professional careers.

The program was initiated by Michael Steinhardt, chairperson of the Steinhardt Foundation for Jewish Life and co-founder of Taglit Birthright Israel, and is supported by Lynn Schusterman, founder and chair of the Charles and Lynn Schusterman Philanthropic Network.

While thousands of students apply to the program from across the US, after a very rigorous screening process only 36 participants are selected. This year they hailed from top universities, including Yale, Harvard, Stanford, Princeton, Dartmouth, Cornell, Brown and the University of Pennsylvania. The first segment of the program involves a 10-week, all expense paid trip to Israel, where according to Vered Fishbein, the program’s director, they can “connect to their Jewish heritage – not through an idea, but by meeting real people and touching the land of Israel itself.”

It’s a whirlwind summer that exposes the participants to renowned Israeli leaders from the worlds of business, government and academia. This past summer’s fellows were privileged to meet with guests that included Dr. Yuval Steinitz, Israel’s minister of Finance; Prof. Stanley Fischer, governor of the Bank of Israel; Nir Barkat, mayor of Jerusalem; Meir Brand, managing director of Google Israel, South Africa and Greece; and Prof. Uriel Reichman, founder and president of IDC Herzliya – not to mention attending The Israeli Presidential Conference with Israel’s President, Shimon Peres, in Jerusalem.

“The idea is to inspire them,” explains Fishbein. “Most of these students come from the best academic institutions in the US. We’re not looking to challenge them intellectually, but to challenge their ethical commitment and potential capacity to claim responsibility as Jews and as leaders.”

IDC Herzliya joins new initiative to foster future leaders of the Jewish Community and strengthen US-Israeli ties

There’s a new global start-up – but its product isn’t hi-tech, bio-tech, or any kind of tech. Established to foster the Jewish leadership of tomorrow, this venture’s name is Birthright Israel Excel, and IDC Herzliya is a proud partner of the initiative.
In the meeting they had with Stanley Fischer, he said to them: ‘You ask me why do I stay here in Israel – it’s because people care. I sit in meetings with successful businesspeople, old and young, and at the top of their concerns are what is important for the State of Israel.’ If only for this one meeting, the whole program would have been worth it.

Another speaker the fellows met with was Prof. Ada Yonath, the first Israeli woman to win a Nobel Prize for chemistry. Says Fishbein, “She spoke to them about her work in chemistry, and how in the 70s everyone called her the Village Fool. ‘Never give up your dreams,’ she told them. And that’s the message we are looking to get across. We want these students to see people who went after their dreams, stood for what they believed in and have made a powerful impact on Jewish and Israeli society - and the world - by being the best that they can be as human beings.”

A crucial component of the fellows’ stay in Israel is connecting with their Israeli counterparts, and so each fellow is assigned a ‘soul-mate’ – someone around their age who can introduce them to what Israel is like for people in their early 20s, and provide them with an ‘insider’s perspective.’ In the program’s first year, the students were assigned IDF soldiers as their peers. This time around, however, Fishbein approached IDC Herzliya to see if they would be interested in joining the project.

“IDC is a truly unique institute in terms of the importance they see in networking, leadership and building global connections,” continues Fishbein. “When I approached Prof. Reichman and Jonathan Davis and explained the purpose behind the program, their response was instantaneous. They said they were going to support it, and they did. This is simply unheard of; usually when you approach a large institution it takes months before something can happen; here it all happened overnight. We have since formed an amazing partnership, and we’re just thrilled to be working together with IDC Herzliya.”

According to Jonathan Davis, vice president for External Relations at IDC Herzliya and head of the Raphael Recanati International School, “We immediately said yes to this project because it fits right in with the Zionist ideology of IDC Herzliya and because it creates that crucial bridge between Israel and the world.”

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performance, commitment and connection to the program to see if they are eligible to receive additional mentorship in the US from business leaders. These mentors will provide consultation to the students about their future career opportunities, and also serve as role models of successful professionals who continue to work on behalf of the Jewish community.

A great effort has also been made to foster networking – both among the fellows themselves and with their Israeli peers – to create a community of future leaders who will accompany one another throughout their professional journeys.

In early December, a weekend retreat was held in New York for both first and second year fellows, with two peers flown in from Israel to participate in the event.

Though just in its second year, Birthright Israel Excel shows all the signs of being an investment that will pay very high dividends in the future.

Read what some of this year’s participants have to say...

“Most of these students come from the best academic institutions in the US. We’re not looking to challenge them intellectually, but to challenge their ethical commitment and potential capacity to claim responsibility as Jews and as leaders.”

- Vered Fishbein, director of Birthright Israel Excel
Aviel Siman-Tov >

IDC, 3rd year, Business and Law, chair of the Birthright Israel Excel Alumni Committee and volunteer coordinator of Birthright Israel Excel 2013

“Was a great experience to meet such first-rate American students. Each of the participants was unique in their academic and personal interests, but there was a common thread binding them all – the pursuit of excellence. It was also an amazing opportunity for the Israeli students; we were invited to all of the lectures they attended with important business leaders, which gave us a chance to do our own networking with many company CEOs and directors. Most important is the fact that the program creates a setting in which alumni from the US and Israel will work together. While Birthright Israel has the mission of providing educational trips to Israel for Jewish young adults around the world and thereby affecting Jewish communities abroad and strengthening Jewish identity, Birthright Excel has another mission. Its goal is to create a business networking infrastructure between Israelis and Jewish Americans who aspire to leadership positions. We want them to excel in their studies and in their careers, and to create a solid foundation from which we can work together in the future.”

Danielle Kutasov >

Princeton, 3rd year, Economics

“It was an amazing summer. The internship experience was great, and living in Israel, hearing renowned speakers and touring the country gave us a full understanding of the Israeli start-up nation culture. All of the Israeli peers seemed very driven, smart and interesting people and it was great to get to know them. My ‘soul mate’ and I really clicked, and spent a lot of time together both within and outside the program and I really enjoyed hearing her opinions on the social and economic issues facing Israel. Although I’d been to Israel with my family, it was a different experience to be with young people and see what life is like there for people in their early 20s. It gave me a fuller picture of how complex a country it is, and since I’ve been thinking about making aliyah, after this summer I can really see myself there.”

Maya Cook >

IDC, 3rd year, Law and Business

“I gained a lot from this experience. I now better understand how open-minded, kind and thoughtful my American peers are. I hope that our American counterparts have a truer appreciation of our reality here in Israel - how we live our lives, how much history we have here, and especially how we welcome anyone and everyone from around the world with open arms. I also hope that they will take their positive experiences from Israel and from the program, and become ambassadors for Israel abroad. The content of the lectures with Israeli industry leaders was very interesting and educational, but what I liked most about the program was interacting with people - after just 10 weeks it felt like I’d known the group my entire life.”

Evan Kramer >

University of Pennsylvania, 3rd year, Economics and Computer Science

“It was a really incredible experience – first, to form a network with 35 other Americans, the same age as I and all interested in business and technology. The peer program was really amazing; having peers who could introduce us to the country and culture and allow us to see what it was like for an Israeli. The jobs were incredible - I worked at Barclays Bank – and we had the chance to meet with influential Israelis, like the CEO of Check Point, Stanley Fischer and Yuval Steinitz. While I’ve always had a strong connection with Israel, this trip changed my perspective on the country, and enabled me to see what it’s like there on the ground and to appreciate the pluralistic, liberal and vibrant country that Israel is.”

Lior Penso >

IDC, 3rd year, Economics

“Meeting these brilliant Jewish students from America was a unique opportunity to make some new friends, and to strengthen the connection between American Jewry and Israel. Personally it exposed me to American methods of work and to the views American students hold both about the world economy and about Israel. We had a very good time together, attending events like the Presidential Conference in Jerusalem, which was highly educational. In fact, the entire time I felt like I was at a festival of knowledge, and I loved it!”

Einh Yohanani >

IDC graduate, Business Management and Marketing, now working at Padani as Brand Manager of Breitling watches

“When I heard about the program, and that it brings over Jewish American students from big universities like Stanford, Harvard, Princeton and Yale, all of whom feel passionate about Israel, I thought it would be a great opportunity to meet such intelligent and special people. Although the Americans were a few years younger than we Israelis, they were all so mature, intelligent, vivid and fun. In addition, we attended amazing lectures – for example, with the CEO of Google Israel, Greece and South Africa. I was also privileged to be one of two Israeli participants flown to the program’s recent alumni conference in New York, and it was one of the most interesting experiences I’ve had in my life, where one of the key points made was the importance of giving back. I found that so amazing – that’s it’s not all about succeeding in business, but thinking about how we can be better people and take responsibility for our community. We also had the opportunity to meet with Michael Steinhardt and Lynn Schusterman, who are such nice people, and who really believe in the Jewish community.”

Matthew Fisher >

Duke, 4th year, Mechanical Engineering

“I had a fantastic time. The professional side was excellent; the internship that was arranged for me was truly fabulous. It was with a VC firm, which is rather impossible to get in the States, and to be exposed at such a young age to entrepreneurship in Israel and how VCs work, was truly amazing. Traveling around Israel gave me the full Birthright experience, which allowed me to feel more of a connection towards Israel, and meeting the IDC students gave that connection a personal touch. Just a couple weeks ago we had a retreat in NY, where we got to spend time with all of our peers once again, which helped to foster that sense of community. Staying in touch with the friends that I made over the summer has been really special.”

Tom Tomer >

IDC, 3rd year, Accounting and Business

“One thing I found very special was getting to know a lot of young Jewish people from the US, who have a connection to Israel. Another was meeting industry leaders whom we would never get the chance to meet otherwise, and attending the Presidential Conference, which is an opportunity I never would have gotten as a student. And through the alumni organization, it’s like we are still in the program, even though the summer has ended. It continues to provide business opportunities like never before – such as attending TEDs and having a tour at General Motors – and offers us a way to keep in touch with all the wonderful people we met. The human capital in this program is amazing, and has given me friends for life who maybe, someday, will become my business partners.”

- Joy Pincus
The project is called VERE, which stands for ‘virtual embodiment and robotic embodiment.’ Its aim is to provide people with surrogate bodies, and then create the illusion for them that the surrogate is their own body - to the point where they can control the surrogate by thought and have a real out-of-body experience. In one arm of the project, the subject is embodied within a physical robot in a remote location, controlling the robot’s movements through brain-computer interface (BCI). A camera attached to the robot sends real-time visuals to the subject, who sees what it sees and ultimately comes to feel and perceive that they are the robot.

The applications for this research are many and diverse – one being that patients who are wheelchair or bed ridden, unable to move and experience the world on their own, can have a second chance at life – not vicariously, but by experiencing life as an active, physically mobile person.
One of the techniques used to create such an ‘out of body’ experience is called the ‘rubber arm illusion.’ This refers to experiments in which a subject’s real hand is hidden, and a rubber hand is placed in front of them. By providing tactile stimulation to the real hand while simultaneously stroking the visible fake hand, the subject comes to experience the rubber hand as their own. In these experiments, after a few minutes of conditioning, when the rubber hand is then moved, the subject perceives the rubber arm as their own. In cases where the rubber hand is ‘threatened’ by the presence of a knife, monitors and many maps are being created. We have discovered that our brain’s perception of our body is very flexible, and can be altered at will. And in this way, we believe we can ultimately take paralyzed patients and make them feel that they are in another body.”

Another application for the VERE research is now being tried in Barcelona, where researchers are using enhanced technology to enable men found guilty of abuse towards women to experience that abuse as a woman. “I tried it myself when I was there, and it’s a very powerful experience,” says Friedman. “You put on a custom-made, head-mounted display, and when you look down and see your body, the first shock is to see you have breasts. Then you see a pair of thin legs, and when you move your body, those legs move! The longer the experience lasts, the more the illusion seems real. For the offenders, once they identify with their new body, they go through a virtual experience that enables them to feel what a threatening situation is like – from the woman’s point of view.”

“Another of the lab's projects, also being conducted as part of a European Union-funded consortium, is called 'Beaming.' There, subjects receive a virtual representation of themselves through which they get to experience life – not so far from the reality depicted in the hit movie ‘Avatar.’”

As the technology continues to be developed, the possibilities truly seem endless. We can find ourselves literally able to be in two places at once; journalists embedded in war zones can stay safely out of harm’s way by sending proxies instead; and attempts to solve conflicts between nations might involve members of one country interacting with their counterparts’ avatars. According to Friedman, the potential risks and benefits of such research come hand and hand, and it’s all part of thrill of pushing the envelope of what we as humans can do:

“It’s a very important part of being human,” says Friedman. “Historically, one of the main things that make us different from animals is that will be or for what ends. Like many Israelis, I’m all for innovation and invention, but I also have kids, and it’s important to me to look at where we are going as a society. Everyone wants to have an avatar that they can send to conferences instead of themselves. But we have to ask ourselves, would we want to spend all day with someone’s proxy, instead of the actual person?”
The Institute for Learning Disabilities and ADHD, a joint project of IDC Herzliya and the Schneider Children’s Medical Center of Israel, in collaboration with the Ministry of Education and the Israel National Health Services, has developed I Can Succeed (ICS), a groundbreaking program to help children with learning disabilities.

Headed by the institute’s director, Dr. Daphne Kopelman-Rubin, ICS will happen at Herzliya’s junior high schools this year, with plans for its implementation throughout Israel over the next three years.

Until now, children with learning disabilities have received help primarily on an individual level – professionals working with each child and their families to help them find solutions to their disabilities. According to Kopelman-Rubin, an educational psychologist who has served as the director of the Learning Disability Clinic at Schneider Hospital for the past 11 years, this is simply not enough.

“We need to attack these issues on an organizational and societal level,” she tells me over coffee at IDC Herzliya. “Most failure of schoolchildren is due to learning disabilities and ADHD, but the mistake is to focus solely on the academic aspects – this simply will not work. We have to understand the emotional aspects – how the children interact with their families, friends and teachers – and we have to deal with the key people who make the decisions at an organizational level. If we do this and provide an intervention that is structured on the one hand, but flexible enough to accommodate each child’s specific needs on the other, then children who might have dropped out can end up having successful academic careers, and success in life.”

Until now, helping learning disabled children has involved first conducting a broad psycho-educational assessment and then offering a plan that included psychological treatment for the children and their parents, and recommended accommodations for the children at school – such as extended time for exam taking or alternative evaluation methods.

“This almost always ends in frustration,” says Kopelman-Rubin, “because it’s always been very hard to actually implement many of our recommendations at the school level. We came to the conclusion that if we want to make a real change, we would have to involve the schools, the municipalities and the Ministry of Educa-
“I Can Succeed aims to be preventative as well as curative, and we are very pleased with its progress so far.”
- Sarit Moray, director of the Fund for Demonstration Project, National Insurance Institute

With one-on-one guidance and support, these children will truly have the chance to succeed.”
- Dr. Daphne Kopelman-Rubin, director of the Institute for Learning Disabilities and ADHD at IDC Herzliya

You can follow the academic journey of two children with learning disabilities and ADHD and see that one succeeds while the other fails,” says Kopelman-Rubin. “The big question is: what makes the difference? If we knew this in advance, perhaps we could intervene in some way that would enable both children to succeed.”

One feature Kopelman-Rubin and her team have pinpointed as crucial is helping children to gain better self awareness – to know their strengths and weaknesses and how to compensate for them, and to know how to express themselves and become better self advocates. ICS also focuses on building skills such as time organization and communication, so that a child can be a positive force in seeing that his or her specific needs are met.

At the family level, ICS provides training to parents on how they can assist their children, and also on how they can build productive relationships with their child’s school, since this is often a strong point of friction. And at the organizational level, ICS forms relationships with the heads of a municipality’s educational and psychological services, and they are working directly with the supervisor at the Ministry of Education at the national level, with all parties involved in building the process together.

The project’s pilot occurred three years ago in southern Tel Aviv, with a 7th grade class of 47 learning disabled pupils. The children, all from a low socio-economic background, were each at a high risk of dropping out of school by high school. Three years later, all but one are still in school.

“It’s amazing,” says Kopelman-Rubin, eyes shining. “No one believes it. And what’s even more spectacular is that while we provided training and supervision at the school for the first three years, today they are implementing this ICS program completely on their own – and not only with these children, but with the 7th, 8th and 9th graders as well. This is the fulfillment of one of our major goals: that ultimately each school will be able to take over and run the program on their own, according to their unique structure.”

According to Dr. Yehudit Eldor, director of the Learning Disabilities Unit in the Psychological Counseling Service, Israel Ministry of Education, “The fact that this program was implemented so successfully in this complex school, says that it could suit any other educational framework. I believe that it is suitable for any and every school that believes that it has the duty and responsibility to promote children with learning disabilities.”

One of the project’s national sponsors is the Demonstration Project, a National Insurance Institute fund that supports innovative and experimental programs. According to Sarit Moray, the fund’s director, the issue of children with learning disabilities and ADHD is a major problem affecting many segments of Israel’s population. “We are learning how deeply it is connected to the child’s ability later on to access higher education or find proper employment, and a great deal of research has shown that a high percentage of kids who drop out of school or end up in prison, suffer from learning disabilities. So ICS aims to be preventative as well as curative, and we are very pleased with its progress so far.”

In addition to ICS’s success in helping children stay in school and succeed, there have been other measurable successes as well. According to Kopelman-Rubin, children with learning disabilities often suffer from other accompanying disorders, such as depression and anxiety.

“Perhaps as society understands more about learning disabilities, we will come to realize that just as we all have different eye and hair color, we each have a different learning style as well.

“We cannot expect that ‘one size fits all,’” Kopelman-Rubin insists. “A learning program should be adapted to the specific needs of each student, and with one-on-one guidance and support, these children will truly have the chance to succeed. Today, the fact that we are not acting alone, but have the full support of the Ministry of Education and the National Insurance Institute, gives me the belief that after so many years of working in this area, we can make a real change at a systemic level.”

- Joy Pincus
“Until the mid 70s, for every attack we built a defense; now we are creating a defense that will work against any attack.”

- Dr. Alon Rosen, director, FACT Center, IDC Herzliya
I t’s 3 am and Dr. Alon Rosen can’t sleep. Whatever might wake you or me up in the middle of the night with a cry too powerful to resist, chances are it’s not the same thing. For Rosen, a lecturer at IDC Herzliya’s Efi Arazi School of Computer Science and director of its new FACT center, that cry comes from the world of cryptography.

Rosen is a recent recipient of a 1.5 million Euro grant from the European Research Council (ERC), funding he used to establish the FACT center, at IDC Herzliya.

“While our aspiration and hope is that our work will influence the world, chances are that it may not happen in our lifetime. We have to take the long view – people resist change and new ideas, and it takes a very long time for highly theoretical ideas to be accepted.”

Dr. Rosen is a recent recipient of a 1.5 million Euro grant from the European Research Council (ERC), funding he used to establish the FACT center, at IDC Herzliya.

“People resist change and new ideas, and it takes a very long time for highly theoretical ideas to be accepted.”

That all changed, according to Rosen, with a discovery in the mid 1970s. “Computer Science was evolving, and people began to realize that there may exist computational problems that no computer can solve – ever – for example, finding prime factors of large numbers. At first they were upset to discover an unsolvable problem, because mathematicians love to find solutions for things. But then they realized this could be turned into an advantage – it could be used by cryptography, to obtain secure schemes. Beautiful theory has evolved from these realizations and this is my area of expertise, along with that of Tal Moran, a colleague of mine here at IDC.”

The concept is one of the purest examples of using lemons to make lemonade. An unsolvable mathematical problem – known as ‘computationally intractable’ - becomes the key to an encryption method.

“What we are doing is turning cryptography on its head. Whereas until the mid 70s, for every attack we have built a defense, now we are trying to create a defense that will work against any attack – in essence, we are seeking to create cryptography that is completely secure and attack-proof.”

Another aspect to their work involves the usage of public keys and private keys. A ‘key’ in cryptography lets the user know how to encrypt a message or to decrypt an encrypted version of the message. Anyone can encrypt using a public key, but only the holder of a private key can decrypt. One of the downsides is that this process slows things down significantly, especially if it involves massive amounts of data being encrypted and decrypted by computers.

On the other hand, private-key encryption, in which the encryption and decryption keys are equal, is fast. Yet practical designs of private key encryption are heuristic (based on experience and rules of thumb rather than rigorous mathematical analysis), and are far from being proven secure. This makes them less attractive in the eyes of a mathematician.

Choosing between the two was the only choice cryptographers had – until recently. Using lattices, which are a rich source of currently unsolvable problems, will allow for faster encryption and decryption, may allow rigorous analysis, and could be the answer. By using lattices to build private key encryption, one gets the best of both worlds: a solution that is fast, potentially provable and highly secure.

A ‘key’ in cryptography lets the user know how to encrypt a message or to decrypt an encrypted version of the message.

"Of course we’re not there yet," says Rosen, “and this is the project we are working on here at FACT. We are trying to create practical and theoretically sound private key cryptography, which is a very ambitious project. Right now there is a big gap between theory and practice, and our aim is to narrow that gap.”

According to Rosen, while he and his colleagues are aiming to find breakthrough solutions, the implementation of those solutions could take some time.

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“While our aspiration and hope is that our work will influence the world, chances are that it may not happen in our lifetime. We have to take the long view – people resist change and new ideas, and it takes a very long time for highly theoretical ideas to be accepted.”

My experience shows that if you follow the scientific method rigorously and in a sound way, it will lead to results.

As for what drives Rosen to the field, for a man who deals in hard science, the answer is surprisingly metaphysical. “I have a vision, and an innate feeling that this is the right thing for me to be doing. It feels right to me based on my experience, common sense and idealism, but in a way it’s like betting on the stock exchange. Everyone there is investing in the future based on their speculation of what will happen. And for me, my experience shows that if you follow the scientific method rigorously and in a sound way, it will lead to results. I also look at technology and how much mileage has been made using abstract ideas – take Mendeleev, whose work in weighing and measuring elements resulted in the Periodic Table – and I find myself settled for the moment to be in the abstract. And who knows, there is a lot of serendipity involved in the world of discovery; you pursue something and it turns out to be related to something else, and all the dots connect. Maybe our work will lead to the solution of these ‘unsolvable’ problems.”

But what is the attraction Rosen feels for the field itself? Why cryptography?

“It’s aesthetically beautiful,” he answers. “It’s very creative – more of an art than a science, really. Whereas in physics one is out there discovering the laws of nature, with cryptography one is creating one’s own picture and constructs, while using a highly disciplined methodology; it’s the best of both worlds, actually.”

- Joy Pincus
The IDC Herzliya Summer Ulpan gives students, residents and tourists a unique Israel Experience

A joint project of the RRIS, the Ministry of Education, the Israel Student Authority and the Israel Ministry of Absorption, the IDC Herzliya summer ulpan is a true melting pot. Over 100 participants this past summer included students from the Raphael Recanati International School, local members of the community, new and veteran immigrants, travelers considering aliyah and even tourists interested in making their summer travels to Israel a true educational experience.

IDC’s unique program brings international students together with new immigrants and Israeli tourists for an intensive summer of Hebrew learning.

Perhaps one of the greatest assets of the ulpan was the high quality of its teachers – some of the country’s top Hebrew educators were on staff, and according to student feedback it made the intensity of the studies worth every moment:

“I truly enjoyed the ulpan,” says Alan Cohen, a second year student at RRIS, originally from Venezuela. “My teacher was just fantastic – she focused on teaching us things that we would actually use, like pronunciation, writing, conversation, rather than working just on theory. It was a really intensive way to learn Hebrew, and I came away having learned a great deal.”

The focus on providing an unsurpassed level of education won the program a special license, granted by the Ministry of Education, whereby qualifying students became eligible to earn their academic degrees in Hebrew at an Israeli university.

While they came to improve their command of Hebrew, the course’s students found that they forged connections with Jews from around the world and strengthened their Jewish identity.

According to Rena Neiger, director of the RRIS, “People simply fell in love with the program and with IDC Herzliya. Participants met up after class, went out to dinner together and created strong friendships that lasted beyond the summer.”

A great deal of care and attention went into making the entire experience an unforgettable one, with an inaugural ceremony attended by representatives of the Ministry of Education and the Student Authority, and a final ceremony in which certificates were distributed.

Plans are already underway for next summer’s ulpan, which has become an integral part of IDC Herzliya’s Zionist mission. “It fits in with IDC Herzliya’s vision for playing our part in the enhancement of Israel,” says Neiger. “It’s a creative way of enabling people to become better acquainted with Israel in an intelligent and inspiring environment, and adds value to both the lives of our international students, and the experience that visitors to Israel will take with them when they return home.”

- Joy Pincus
In the recent world debate championships that took place in Berlin, Alon Van Dam of Holland and Ben Gladnikoff of Sweden, both students at the Raphael Recanati International School at IDC Herzliya, achieved second place.

Over 1,200 participants from 82 countries took place in this competition. During the knockout rounds, the Raphael Recanati International School defeated teams from universities such as Cambridge, Columbia, London School of Economics, Erasmus, Colgate and others. Both Alon and Ben have been inundated with thousands of blog posts, Facebook posts and Tweets, and their names have been publicized throughout the world, along with the prestige that accompanies this. They have been receiving many queries about how one applies for studies at the Raphael Recanati International School.

The students informed us that the highlight of the tournament for them was unfurling the Israeli flag on the finals table for all to see.

Alexander Muss High School Graduate Scholarship Fund Established at IDC Herzliya

IDC Herzliya was recently honored by a visit from Stephen Muss, chairperson of the Alexander Muss High School in Israel (AMHSI), an English language, study-abroad program in Israel for high school students. The program, named after Mr. Muss’ late father, has been in existence for 40 years, and boasts over 22,000 alumni. Mr. Muss generously provides scholarships for AMHSI grads wishing to study at IDC Herzliya’s Raphael Recanati International School. Here, Mr. Muss (seated center) is pictured with the students, Brian Teitelbaum and Lisa Kasmir, as well as Jonathan Davis, vice president for External Relations at IDC Herzliya and head of the Raphael Recanati International School.
Even if you are faced with difficulties, today it is clear that the future is yours.

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

That’s how I felt at the recent ceremony held to honor the new IDC Herzliya Honorary Fellows, the Outstanding Students of the undergraduate class of 2011, and IDC Herzliya’s Outstanding Researchers and Lecturers.

Rising to the podium, Reichman, founder and president of IDC Herzliya, announced the university’s solidarity with women and called upon all present to present a united front to support women and stand against that which would oppose them. His words came after a troubling year in which women faced discrimination in the public sector.

“Because of this,” continued Reichman, “we decided this year to bestow the title of Honorary Fellow to three great female leaders, in order to say that it is possible and we must do things differently.” Reichman emphasized that Herzl himself called for women to receive the right to vote, and that in 1899, the Third Zionist Congress realized this right, making Israel a pioneer in women’s rights.

Prof Reichman added, “The message that goes forth from here is first and foremost to the female graduates and students of IDC, who are represented here by 200 outstanding graduates. Even if you are faced with difficulties, today it is clear that the future is yours. Do not give up, demonstrate leadership and find your own potential and abilities. Draw from the example of those women who run financial organizations, social organizations, academic and political organizations in Israel, and especially from the three leaders who are Honorary Fellows in this ceremony.”

The seven new Honorary Fellows of IDC Herzliya are: Justice Dorit Beinisch, Adina Bar Shalom, Malka and Amnon Lion, Galia Maor, Ariel Kor and Menachem Sternberg. Following Reichman’s moving speech, Justice Dorit Beinisch rose, as the keynote speaker on behalf of the Fellows, to address the audience. She opened her remarks congratulating those present, with special approbation for the new dean of the Radzyner School of Law: Prof. Sharon Rabin-Margalioth, the first woman to serve as a dean of the school.

“This occasion is also an opportune time to express appreciation to IDC Herzliya, a most extraordinary and unique institution on the Israel academic scene,” continued Beinisch, “which in a relatively short time has achieved worldwide academic recognition. IDC Herzliya has become a center of attraction for research and policy formation, in fields concerning our public life;
an institution that combines academic teaching with applied thinking and praiseworthy activity in areas key to life in our nation.”

Of special significance, said Beinisch, is the constant dialogue that takes place at IDC Herzliya, concerning issues related to government, leadership and the promotion of an Israeli constitution: “Especially at this time, when we are at the height of a public debate over the structure of the administration and the voting system, the character of our democracy and the distribution of the burden in society and its implications; when there is strong social awareness for the need to change the priorities in society; when there is a dynamic public debate on economic issues, on Israel’s security and strategy policies and on welfare and social issues, there is special significance and importance to the fact that IDC Herzliya has placed these issues at the center of public debate during its years of endeavor. For all this, we can only congratulate the president and founder of this center, Prof. Reichman, the faculty and the young students who march alongside him down this path.”

Following Beinisch, the audience was treated to an especially moving speech by class representative, Barak Avraham, who received a master’s degree in Public Administration and Policy from the Lauder School of Government, Diplomacy & Strategy. Avraham, born in 1982, immigrated to Israel at age 9, as part of Operation Solomon. He later served as part of a Special Deep Reconnaissance combat unit and completed his service with distinction.

“It is not to be taken for granted that a boy from Ethiopia, the son of a single mother who brought up her five children with a lot of love but under poor conditions in a place of hardship, who had little chance of succeeding, stands here before you today in this Honorary Fellowship ceremony.

“My mother, who understood the importance of education, encouraged me to realize my aspirations, to acquire an education, to lead and to be a model and personal example without abandoning my identity and the values of honor, friendship and helping others. Six years ago when I first entered the gates of IDC Herzliya, I did not know what is awaiting me. I did not understand then just how much my life was about to change.”

Selected into the Israel at Heart leadership program for students from the Ethiopian community, Avraham’s life indeed changed forever. He excelled at his studies, and even became the head of the Ethiopian Students Union in Israel. With the financial, academic and personal support, provided by Israel at Heart, Avraham and dozens of other young Ethiopians have completed their studies and are integrated today into some of the nation’s leading companies.

“As evidence, today I am a partner in a startup company, and two weeks ago, two young Ethiopian women who are studying at the Radzyner School of Law, received the highest academic recognition, being named to the Dean’s List. I want to take this opportunity to thank the hundreds of donors from all over the world, without whose generous contributions, all this would not have been possible. On behalf of my fellow graduates, I want to thank the President of IDC Herzliya, Prof. Uriel Reichman. Thank you for the amazing place you have created. Thanks to this place, young people like me can dream for a better future and one day realize it.”

Following the presentation, by Prof. Rafi Melnick, provost, IDC Herzliya, of certificates to the Outstanding Researchers and Lecturers and presentation of certificates to Outstanding Students, a reception was held in honor of the Honorary Fellows, at the home of Yochi and Itzik Shrem. It was a fitting end to an inspiring day, in which hard efforts and excellence were rewarded, and where we were all reminded of the many gifts IDC Herzliya offers, on so many levels and to so many people.
Adina Bar Shalom

A unique role model who has spent her life building bridges within Israeli society and encouraging leadership among women, Rabbanit Adina Bar Shalom is the founder of the Haredi College in Jerusalem, which is the first ultra-Orthodox institution of higher education established in Israel. She broke ground in the realm of higher education for young ultra-Orthodox women and opened the doors for both men and women in the ultra-Orthodox sector to acquire an academic education. Born in Jerusalem and initially forced to forego higher education, she decided to devote her time to contributing to Israeli society. Believing that academic studies represent the key to an honorable livelihood and a way of reversing the poverty that plagues the ultra-Orthodox sector, with the support of her father, she established an educational system for ultra-Orthodox Jews. After establishing the Haredi College in Jerusalem, her involvement in public and cultural activities led Adina Bar Shalom to establish a forum encouraging open communication between the religious and non-religious sectors. In 2011, the economic magazine The Marker placed her on its list of the people who have had the most positive influence on Israeli society.

Menachem Sternberg

Menachem Sternberg, chairperson of the Board and president of the global trading company "Eagle Trading Systems Inc.", is a pivotal figure in the world financial market who has made significant contributions as well to advanced scientific research, academia, education and culture in Israel. With over 30 years of experience as an economist and an investor in international markets, he contributes to leading governmental and commercial bodies, which rely on his vast knowledge. After receiving a Ph.D. in economics from Princeton University, he served as a faculty member of Ben-Gurion University of the Negev, a visiting lecturer at Princeton University, and a member of the governing council of various educational institutions. Moving his focus to major investment challenges in the world financial market, today he presides over "Eagle Trading Systems Inc.", a research and development firm that invests in global micro-opportunities based on computerized models that are the result of years of development. A friend and significant supporter of IDC Herzliya, Menachem Sternberg and his wife Liora, work to promote educational and cultural organizations in Israel and the United States, grant scholarships to underprivileged students and have worked tirelessly toward the establishment of the School of Psychology at IDC Herzliya.

Malka and Amnon Lion

Malka and Amnon Lion are among the pillars of the pro-Israel publicity efforts in London. For over 40 years, throughout the time they resided in London, they were involved in the establishment and activities of Zionist organizations. Malka Lion was born in Haifa and raised in a patriotic and Zionist atmosphere, surrounded by relatives who served in the Palmah and Haganah. Amnon Lion, born in Tel Aviv, was a central figure in the shipping industry in Israel and worked tirelessly for Israel. With his return to Israel in 1978, he assisted him in founding his shipping enterprise and together they established the shipping management company Zodiac Maritime Agencies Ltd., of which Amnon Lion served as chairperson and CEO until his return to Israel in 2011. During their time in London, the couple established the Israel Business Club in London to assist Israelis in their relocation and subsequently on their return to Israel. Malka remained its manager until her return to Israel. Today, Amnon Lion continues to serve as a member of the boards of Israel Corp., Zim Israel Navigation Co. Ltd., and as a director on boards of various Israeli based shipping companies.

He has worked energetically for organizations and funds for Israel like Keshet Eilon and the Jewish National Fund, for which he served as a director. Malka and Amnon Lion are friends and supporters of IDC Herzliya, and have contributed greatly to the advancement of the Sammy Ofer School of Communications, where they were instrumental in the creation of a state-of-the-art virtual studio, as well as the development of additional buildings and the leadership program for Ethiopian students at the Interdisciplinary Center Herzliya.

Ariel Kor

Ariel Kor is the head of the family office of the Indonesian-Chinese Sampoerna family, one of the 15 wealthiest families in South-eastern Asia, according to Forbes magazine. He plays a pivotal role in international and Israeli investment markets, serves as a board member of various companies in Israel and abroad, and is an entre-
Galia Maor

Galia Maor has made an enormous contribution to the advancement of the business world and been a symbol of personal excellence as well as a role model to women. The outgoing chief executive officer of Bank Leumi Le-Israel and director of Bank Leumi Le-Israel (Switzerland), she has been a key figure in the Israeli capital market for the last few decades.

Her unique aptitude was already evident at the beginning of her career at the Bank of Israel, where she fulfilled various roles, including supervisor of banks and senior director. She subsequently served as an advisor to the World Bank in Turkey and Romania, and as chairperson of the Kibbutz Arrangement headquarters. In 1991, she became the deputy executive director of Bank Leumi Le-Israel. Since 1995, until recently, she has served as the bank’s chief executive. Under Galia Maor’s leadership, Bank Leumi flourished and prospered, doubling its revenues. Her remarkable success is attributed to comprehensive strategic planning with a focus on the bank’s profitability alongside her exceptional relationship with the bank’s employees. Throughout the years, Galia Maor also has served as the chairperson of the Jewish Federations of North America’s (UJC) General Assembly in 2006, the chairperson of the Israeli Council of Insead, a member of the board of governors of the Cancer Association, the Clore Israel Foundation and the Hebrew University of Jerusalem, and as the chair of the friend’s organization of Yeladim—Fair Chance for Children.

“Thanks to IDC Herzliya, young people like me can dream for a better future and one day realize it.”

- Barak Avraham, outstanding graduate of the Lauder School of Government, Diplomacy & Strategy

“IDC Herzliya has become a center of attraction for research and policy formation, in fields concerning our public life.”

- Justice Dorit Beinisch, former president of the Supreme Court of Israel

Justice Dorit Beinisch

Justice Dorit Beinisch was the first woman and the first Israeli-born justice to preside over the Supreme Court of Israel. During her service in a series of senior positions, she has contributed significantly to the Israeli legal arena, building the ethical core that is vital to Israeli society. Born in Tel Aviv, she received a bachelor’s degree and master’s degree in law, summa cum laude, from Tel Aviv University. She began her career in public service as a prosecutor in the Jerusalem District Attorney’s Office, advancing to the main bureau of the State Attorney’s Office. Following her appointment as director of the Department of Constitutional and Administrative Law in the State Attorney’s Office, she represented the state on pivotal issues, including settlements and expulsions at the end of the 1970s. In 1982, she was appointed deputy state attorney. In 1989, Dorit Beinisch was appointed state attorney, becoming the first woman to serve in this position. In this capacity, she represented the state in numerous criminal cases, provided legal advice to governmental authorities, and rendered decisive opinions on fundamental legal issues. In 1995, she was appointed as a justice on the Supreme Court of Israel, and in 2006, was appointed to the position of president of the Supreme Court of Israel. Dorit Beinisch has devoted her professional life, over 40 years, to public service and to the advancement and protection of the principles of government rule. Out of loyalty to these principles, Dorit Beinisch stood firm on more than one occasion before the powerful and influential, making decisions which drew criticism from various political and ideological bodies. ★

- Joy Pincus
“Prof. Uriel Reichman understood what was fundamental and acted on it: We are too small to be an average nation. We must be an excellent nation and IDC Herzliya is about excellence. That is its area of expertise,” said Shimon Peres, President of Israel at IDC Herzliya’s Graduation ceremony.

Rationally speaking,” continued Peres, “when Israel was established, it should not have been able to survive; we had nothing except our enthusiasm. Israel is an example of the triumph of man - not a gift of nature. Indeed, we do not have water, but we have the best agriculture in the world. The greatest contribution of the Jews to the world is dissatisfaction, and therefore a Jew always strives to improve and to change.”

Also present at the ceremony was one of the greatest living proofs of Peres’ statement - Prof. Uriel Reichman, whose dissatisfaction with the state of academia in Israel led to the establishment of IDC Herzliya. In his greetings to the day’s guests, Reichman spoke first of how moved he was by the presence of the president, who showed up against his doctor’s orders and his staff’s request, as he had not yet fully recovered from a recent operation. He then paid tribute to the families of the graduates, and the esteemed faculty members of IDC, and finally to the graduates themselves, who are a veritable mosaic of the world, coming together from a variety of ethnic groups, religions and personal backgrounds, to create one united group of IDC graduates.

“We live in a fascinating time characterized by very rapid changes in many different directions….the most difficult job that we have undertaken is to prepare you, as best as we can, to deal with and to be able to lead in a world as complicated and tumultuous as the one into which you are now entering.”

The motto of IDC Herzliya, ‘Freedom and Responsibility,’ is often mentioned throughout the years, continued Reichman, who emphasized that “The freedom for self-actualization makes life’s greatest adventure possible. On the way to self-actualization, do not surrender to the status quo if it is not worthy, and do not expect that your problems will be solved by the government. And especially do not be put off by fear of failure, but dare, while utilizing the capabilities that you acquired.”

Reichman said how proud he was of the IDC Herzliya graduates and students who took part in the previous summer’s social protest, reminding the audience that as important as taking social action is, it is equally important to make strides to create and achieve. He went on to emphasize the ‘responsibility’ that goes alongside freedom, and that it is this next generation that will determine the continued existence of the Jewish State and the values it will embody.
In closing, Reichman reiterated his utter belief in the graduates of IDC and their place in the future: "From amongst you, society's leaders and innovators will rise. We are confident of this. Be strong and succeed."

Following Prof. Reichman, Mr. Lior Zaguri, class valedictorian, entreated his fellow graduates to always remember how lucky they were to have been born into an independent Jewish state, which was the heart's desire of millions of Jewish people for thousands of years. He called upon those present to do what they can, in their own way and with their own unique abilities, to ensure its continued existence, which is in no way guaranteed. He closed by calling upon his classmates to remember that, "together with the career and personal fulfillment that are so important to each and every one of us, in the end of the day, national history will judge us, not by our words, and definitely not by the degrees or titles we will collect along the way, but only by our actions! We owe this to our children. We owe this to the next generations."

As the ceremony drew to a close, the final words of President Shimon Peres lingered in the air, encouraging the graduates to go forward and conquer new horizons: "You have studied here in a school that is challenging, even audacious. IDC is in between daring and audacity. Daring is “chutzpah” that succeeded. Do not look at what has been done before – look forward. Bring a blessing to your nation and your generation, and Godspeed."

- Joy Pincus
Plans are underway to strengthen ties between IDC Herzliya and “The IDC Alumni Family” abroad. Initiated by Adv. Rachel Levitan, board member of Israel Friends of IDC Herzliya, the campaign’s goal is to reach out to graduates who would be interested in representing IDC Herzliya in their countries and even establishing an active alumni network in their area.

With 2,200 alumni from the Raphael Recanati International School, already networks are being built in Germany, France, the United Kingdom, the US and Canada, with more to follow.

Levitan, a committed Zionist who believes in IDC Herzliya, its values and all that it stands for, believes that the new campaign can be a strong asset both to IDC Herzliya and to its alumni in many ways: Creating events abroad that can strengthen local communities and enable the IDC
alumni to take an active role there; building bridges between those communities and IDC Herzliya; establishing an infrastructure that will allow for future IDC Herzliya events; and raising awareness for IDC and its programs so that the students searching for just such an opportunity will be able to find us.

According to Levitan, “The IDC is more than a university. It has built up a family with strong connections between its members. We hope that this special spirit will enable us to create a unique, long-lasting alumni family.”

While 70% of RRIS alumni end up making aliya and remaining in Israel, there are still a large number who return overseas, either to continue their studies or to serve in significant positions in the governmental or business sectors. Already these graduates serve as ambassadors for IDC Herzliya, and evidence shows that a high number of RRIS students registered as a result of hearing about the institute from a current or former student.

The campaign already had a great start in early December, timed to align with the Gala event sponsored by German Friends of IDC and held in Dusseldorf. On the morning of the Gala, all German alumni of IDC were invited to a special breakfast with Prof. Uriel Reichman, founder and president of IDC Herzliya, as well as with Jonathan Davis, Rachel Levitan and Dr. Harry Radzyner. Guests were invited to stay for the entire weekend as part take part in the Gala, held on behalf of the IDC Center for European Studies and with honored guests that included Mr. Joachim Gauck, president of the Federal Republic of Germany, Her Majesty Queen Beatrix of the Netherlands and His Royal Highness Prince El Hassan bin Talal of Jordan. In the week prior to the breakfast, German alumni and students still located in Israel met at the IDC Herzliya campus to see how they could pitch in to facilitate the process.

According to Mimi Lauffer, director of International Marketing, the alumni association benefits the graduates in several ways, from helping each other in job recruitment to creating valuable life-long connections. Graduates are eager to offer back for the rich experience they had at IDC, and volunteer to speak at local youth movements and fairs, high schools and Jewish community centers.

This spirit of volunteerism, which manifests itself here in a multitude of ways, is truly one of the things that set IDC Herzliya apart. For Jonathan Davis, VP for External Affairs and head of the RRIS, it’s a shining example of the fact that IDC’s values are shared by many: “Prof. Reichman and I are privileged to have supporters of IDC who volunteer their valuable time to assist us in strengthening the university. “It is heartwarming and morale boosting to know that there are members of the board of directors out there in a voluntary capacity like Adv. Rachel Levitan, who care about and nurture IDC Herzliya like we do.”

And as the ranks of those supporters grow, so will the strength and spirit of those who consider themselves fortunate to be members of the IDC Family – both in Israel and abroad. ★

- Joy Pincus
Over 200 guests attended the annual Gala, sponsored by Israel Friends of IDC Herzliya. This was a fitting climax to a week of joyful celebration on campus, bringing graduation to a close.
Entitled this year, “IDC Herzliya – Pioneering Academia and Zionism, Together We Will Continue to Realize the Dream,” friends new and old came together to renew their commitment to an institution that exists for the noble goal of creating future leaders of Israel and working towards a better society.

The evening’s Master of Ceremonies, Mr. Gill Goshen, graduate of the first graduating class of the Radzyner School of Law (1998), and Israel Friends of IDC Herzliya board member, opened the event by introducing Prof. Uriel Reichman, president and founder of IDC Herzliya, and Mr. Shlomo Nehama, chairperson of the Board, Israel Friends of IDC Herzliya.

In his welcoming address, Prof. Reichman took the guests back to a not-so-distant time when the halls of higher education in Israel were reserved for the few, creating a ‘lost generation’ of Israelis who had no hope of social mobility. Due to the work of a few committed individuals, however, the gates have been opened to enable every Israeli who dreams of bettering his or her situation a chance of an education. Truly, said Reichman, one of IDC Herzliya’s greatest contributions to the State of Israel has been opening the higher education spheres to everyone, “infusing new content and a high level of teaching, and especially, educating for leadership, entrepreneurship and Zionism in a time of the global digital revolution.”

Guests were treated next to a fascinating talk by Captain in the IDF Reserves, Bat El Balaish, who grew up on an IDF Air Force base, but chose to enter the Naval Forces. Balaish described the grueling training process that brought her and her companions to the edge of their capabilities, and spoke about the honor of being the first female officer to perform two specific naval functions – one as the patrol officer of a navy commando intelligence mission, and the other in the Remote Piloted Vehicle (RPV) division. According to Balaish, her time spent in full-time service and in the reserves, “provided me with many breakthroughs and shaped my personality in a way that has made it easy for me to manage many things in real life.”

Balaish, who is also the spokesperson for the IDC Herzliya Student Union, went on to extol IDC Herzliya for the help and support she received as a combat soldier, and to explain how she came to choose IDC Herzliya for her academic studies. “Throughout my military service,” she said, “I heard that IDC Herzliya was a place that embraces combat soldiers, develops leadership, and provides the highest professional standards and top-quality teachers. The combination of these aspects caused me to choose IDC Herzliya.”

“One of IDC Herzliya’s greatest contributions to the State of Israel has been opening the higher education spheres to everyone.”

- Prof. Uriel Reichman, founder and president IDC Herzliya
Sivan Talmor performed at the Gala event. Talmor is a Tel Aviv singer and composer, who served in the IDF Education Corps’ ‘4x4’ band, and later studied at the Rimon School of Jazz and Contemporary Music.

Eitan Wertheimer with Shlomo Nehama, chairperson of the Board, Israel Friends of IDC Herzliya.

Daniel and Nicole Tepper with Jonathan Davis (right), vice president for External Relations and head, Raphael Recanati International School.

Hanan Mor, IDC graduate and donor, Ofer Yehosheli, former chairperson of the IDC Herzliya Student Union and Yoav Posen, IDC Herzliya graduate.

Oudi Recanati, chairperson of IDC Herzliya’s Board of Directors, Staci Light and Eitan Wertheimer.

Rachel and Reuven Avisaf.

Amnon Lion, IDC Honorary Fellow 2012.

Richard Roberts

Joanna Landau, an alumna and member of Israel Friends of IDC Herzliya.
Herzliya over all other academic institutions. Over the past three years IDC Herzliya has become my second home, and I am very thankful for the opportunity to be here.”

Following Balaish’s speech, guests were treated to a sensational performance by Sivan Talmor. Talmor, a Tel Aviv singer and composer, served in the IDF Education Corps’ 4X4 band, and later studied at the Rimon School of Jazz and Contemporary Music. She was accompanied by the musician Uriel Herman.

It was next time for the main event – a talk by Ambassador Ron Prosor, Israel’s permanent representative to the United Nations. Adding to the excitement of the evening was the fact that among the guests were Prosor’s wife Hadas and their son Lior - who just the day before had received his LL.B. in Law from the Radzyner School of Law, graduating with honors! Ambassador Prosor told the guests about his work in the UN, trying to explain the huge gaps between bilateral relations and the voting that occurs. Being the Israeli ambassador to the UN is a challenging position, to say the least, and it’s doubtful one could survive without maintaining a sense of humor. Prosor’s was out in full force this evening, especially when he told the audience that he frequently feels that he is taking part in the game show, “One versus 100” when he comes to the UN. Prosor also emphasized that the Arab Spring has created a new reality in the UN and huge changes in the Arab world – changes that we must take advantage of, especially in light of the threat that some of the Arab countries feel because of Iran.

Among the more than 200 guests were: David Brodet, Ambassador to Colombia Isaac Gilinsky and his wife, Perla Gilinsky; Ambassador Dan Gillerman and Janice Gillerman; Eli and Liora Landau; Amnon and Malka Lion; Galia and Joshua Maor; Shlomo Nehama, chairperson of the Israel Friends of IDC; Oudi Recanati and Staci Light; and Eitan and Ariella Wertheimer.

The evening drew to a close as guests one by one began to leave for their homes, each one revitalized and renewed for the coming year ahead. Truly so much is owed to these men and women who have taken the position to ensure the continued growth and expansion of IDC Herzliya, and to be part of the never-ending pioneering spirit that wants to support the next generation of Israeli leaders. *Joy Pincus*

"I heard that IDC Herzliya was a place that embraces combat soldiers, develops leadership, and provides the highest professional standards and top-quality teachers."

*Bat El Balaish, captain in the IDF Reserves and IDC student*
IDC Herzliya is dedicated to leadership. It finds the brightest professors to teach, its administration and staff go above and beyond to provide excellent services, its students are proactive in the community, and its supporters work hard to further IDC’s mission.

Prime examples of IDC leaders are Gerald and Dafna Cramer. Gerald and Dafna have been champions of IDC Herzliya for over a decade and have helped to build bridges between the United States and Israel as well as strengthen IDC’s academic standing. For the past three years Gerald Cramer has served as the chairperson of the American Friends of IDC, increasing the board’s standing and inspiring new projects along the way.

One of the Cramers’ gifts to IDC is the establishment of a joint program between the US’s top ranking Maxwell School of Government and the Lauder School of Government, Diplomacy & Strategy at IDC Herzliya. Now in its sixth year, students from Israel and the US travel to each other’s countries for intensive study tours and to learn about their respective governments while focusing on counter-terrorism. Faculties from both institutions engage in joint research and cooperate in the International Institute for Counter-Terrorism’s (ICT) annual conference at IDC. The partnership continues to be a winning combination - exposing the best of Israel’s academia while building bonds between the students and professors.

Dafna and Gerry also seek to ensure that deserving IDC students and faculty are given the support they need. In addition to providing scholarships for students without financial means, they established the Cramer Prize for Excellent Scholarship among young faculty members at IDC Herzliya, promoting IDC’s goal to excel in teaching and research.

Most recently Gerry has been championing a new idea at IDC - distance learning. With a generous donation to ICT, Gerry has helped to launch an online Executive Certificate program in Counter-Terrorism and hopes to see it expand ICT’s reach around the globe. Also a member of IDC’s committee on the subject, Gerry sees tremendous potential for the university by offering its wealth of knowledge online.

Always encouraging and engaged, Gerry is a fount of ideas and an example of how entrepreneurial leaders at IDC achieve so much. Everyone at the American Friends of IDC is extremely grateful for his service and we are looking forward to seeing more of his visionary plans come to fruition.
The Board of the American Friends of IDC looks forward to years of growth and prosperity under Gil’s leadership and to increasing IDC Herzliya’s international support.

Joanne Landau, AFIDC’s Board Treasurer

Joanne Landau is the new treasurer on the Board of the American Friends of IDC. Bringing tremendous experience in the private and nonprofit sectors to her newly appointed position, Joanne was already an active American Friends of IDC Board member, initiating gatherings and helping to make connections.

She is president and chief investment officer for Kurtsman Realty Corp., focused on neighborhood shopping areas and warehouse space. She earned her MBA from Yale University and is married to Rabbi Fred Schwalb of the Hebrew Congregation of Somers. Joanne and Fred have been contributors since their first introduction to IDC Herzliya, and have shown tremendous generosity with their time and enthusiasm.

Joanne and Fred have been contributors since their first introduction to IDC Herzliya, and have shown tremendous generosity with their time and enthusiasm.

Mark Gerson, AFIDC’s Board Secretary

Mark and his wife, Rabbi Erica, have supported the activities of the International Institute for Counter-Terrorism at IDC, scholarships for students from Israel’s periphery, Ethiopian Israeli scholarships, and the Dance Troupe at IDC.

Mark Gerson is the secretary of the American Friends of IDC Board. He is a longtime supporter of IDC Herzliya and is currently the longest serving officer at AFIDC. He is chairperson of Gerson Lehrman Group, the largest expert network company in the world, connecting corporations, professional services firms and institutional investors with experts globally and across all types of industries. Mark and his wife, Erica, who is a Rabbi, have supported the activities of the International Institute for Counter-Terrorism at IDC, scholarships for students from Israel’s periphery, Ethiopian Israeli scholarships, and the Dance Troupe at IDC. They also established the Seymour Fox Hillel Dinners for hundreds of international and Israeli students to come together for dynamic Shabbat dinners at IDC.

Recently Mark partnered with retired football star Tiki Barber, who was the running back for the NY Giants, to launch Thuzio. Thuzio provides an online platform for individuals and institutions to connect with professional athletes for instruction, experiences and appearances. With Mark’s backing, IDC Herzliya will be auctioning off some of these opportunities to raise money for IDC.

Introducing a New Chairperson for the American Friends of IDC - Gil Tenzer

The American Friends of IDC Herzliya’s Board of Trustees is excited to welcome its new Chairperson, Gil Tenzer. A longtime friend of IDC Herzliya and former treasurer of the Board, Gil Tenzer is the COO and founding member of Contrarian Capital, an institutional money management firm with over $5 billion in funds under management, including a dedicated real estate fund. Gil and his wife Orit have supported IDC Herzliya in a number of areas. They named the beautiful Atara Kaufman auditorium in memory of Gil’s beloved mother, have provided scholarships for native and Ethiopian Israeli students throughout their degrees, and most recently established the Atara Kaufman Chair. This recent addition of the Atara Kaufman Chair is a significant step for IDC in becoming a center of excellence in the area of real estate studies—one of the goals in IDC’s long term plan. Prof. Amnon Lehavi, incumbent of the Chair, led the inauguration at the Atara Kaufman Symposium hosted by the Radzyner School of Law at IDC. A graduate of Georgetown, Gil has already established initial meetings between IDC Herzliya and his alma mater. Hopefully, IDC will be able to add Georgetown to its growing list of international partner universities.

The Board of the American Friends of IDC looks forward to years of growth and prosperity under Gil’s leadership and to increasing IDC Herzliya’s international support.
Deep in the heart of every IDC Herzliya supporter is a love for Israel. This was overwhelmingly evident at the AFIDC Board reception at the New York residence of His Excellency Ron Prosor, Israel’s ambassador to the United Nations. Following the inaugural board meeting of AFIDC’s new Chairperson, Gil Tenzer, members of the board and friends of IDC gathered to meet the ambassador and Prof. Uriel Reichman, founder and president of IDC Herzliya. Several IDC alumni, many of whom graduated from the Argov Fellows program and are now working with Israel’s Mission to the UN in NYC, came to show their support. AFIDC Director Felicia Zarai opened the evening by introducing the speakers: Jonathan Davis, VP for External Relations, IDC Herzliya and head of the Raphael Recanati International School, Dr. Boaz Ganor, director of the Institute for Counter-Terrorism and deputy dean of the Lauder School of Government, Diplomacy & Strategy, Prof. Uriel Reichman and H.E. Ron Prosor. Just days before Operation Pillar of Defense, the experts gave an excellent overview of the internal and external issues facing Israel and how IDC is poised to move the country and its international standing in a positive direction.
Dean Zvi Eckstein speaks about the Israeli Economy in New York City

IDC supporters and alumni gathered together to hear Professor Zvi Eckstein, noted dean of the IDC Herzliya School of Economics, share his thoughts on Israel and its ability to weather the financial crisis that has plagued most of the developed world. Professor Eckstein drew upon his extensive knowledge of the subject and his personal experience at the Bank of Israel to give attendees an inside look into Israel’s current economy and future forecast. IDC Herzliya supporters and alumni were fascinated by Professor Eckstein’s insight and showered him with questions after the lecture, which he answered in great detail. Professor Eckstein traveled up to New York from Philadelphia, where he had been invited as a guest lecturer for students at the Wharton School of Business. He recently published a new book, The Chosen Few, which analyzes the impact of education on the Jewish people through an economic lens.

IDC Herzliya meets Princeton University in New York City

Mitch Julis, IDC supporter and his son Elliot Julis host Adi Muallem and Ohad Ben Artzi, IDC Arison School of Business students in New York for the Princeton University Conference, “Charting the Course: Navigating the 21st Century Economy.”
SHLOMO NEHAMA, ISRAEL FRIENDS OF IDC CHAIRPERSON, « LOOKS BACKWARDS TOWARDS IDC’S BEGINNINGS – AND » FORWARD TOWARDS THE FUTURE

“It is a pleasure and an honor to be part of this center, and to be part of the big family of IDC.”
“I looked around at this desolate camp and said to myself, ‘He may be a dreamer, but if anyone can do it, he can.’”

Chair of Israel Friends of IDC Herzliya, Shlomo Nehama’s relationship with IDC Herzliya dates back to its earliest beginnings. Taking time out from his busy day to talk with the Herzliyan, Nehama recollects the day that Prof. Uriel Reichman, founder and president of IDC Herzliya, invited Nehama, along with the late Ted Arison, to tour a recently evacuated army base.

“It in no way resembled what we see today on campus,” says Nehama, the former chairperson of Bank Hapoalim, and today a private businessman. “Uriel described for us his vision – he spoke about thousands of students, about excellence, and about becoming one of the leading universities in Israel and worldwide. I looked around at this desolate camp and said to myself, ‘He may be a dreamer, but if anyone can do it, he can.’”

The late Ted Arison, and Shari Arison, whose generous support helped to establish the Arison School of Business at IDC Herzliya in 1995, as well as Nehama, stood alongside Reichman from the very beginning. Today, gazing at the campus, which is bursting with activity and excitement, Nehama feels a great sense of fulfillment. “The dream became reality,” he says.

The story behind how Nehama took up the position of chairperson at Israel Friends is certainly one for the books. According to Nehama, “When I became chairperson of Bank Hapoalim, I asked Uriel to become the director of our Board. At first he said he didn’t have much time, but I thought that his presence on the Board would be very important to the bank, and refused to take no for an answer. He eventually agreed, and came on board to help us for a number of years. Then, a few years ago, when I left my position at the bank, Uriel came and said, ‘You remember when you asked me to sit on the Board of Hapoalim? Well now it’s your turn!’ So here I am,” he says, smiling.

“IDC is not just another university,” continues Nehama. “It’s much more than that. It’s a Zionist university, and the only one that is truly independent and doesn’t take one shekel from the government. It has created a unique academic environment in Israel, one in which students from all sectors of Israeli society – from the privileged to the underprivileged, the religious to the secular, the native born to the immigrant from Ethiopia - are working together and interwoven with students from around the world. And when I think that it all began with Uriel’s vision, well for me it’s the purest example there is of entrepreneurship in action.”

One of Nehama’s goals for Israel Friends is to continue reaching out to the thousands of IDC Herzliya alumni, many of whom are working today in high positions in the business and governmental arenas, to encourage their involvement. Another task is to form collaborative endeavors with Friends of IDC in the US and in Europe. But the main job, as Nehama sees it, is “to support the staff and the students, by offering both financial and moral support. It is our job to remind them of the valuable work they are doing, and to explain to the Israeli public what IDC Herzliya is and represents and why everyone should support this crucial initiative. For me personally, it is a pleasure and an honor to be part of this center, and to be part of the big family of IDC.”

- Joy Pincus

“For me, IDC Herzliya is the purest example there is of entrepreneurship in action.”
Bilha Hochman, former director of Public Affairs with Prof. Uriel Reichman, founder and president, IDC Herzliya.

Prof. Reichman said: “Bilha has been with IDC Herzliya from the very start. She played a major role in helping this place to grow and put her heart and soul into it.”

Prof. Amnon Rubinstein, member of the senior staff Radzyner School of Law with Bilha Hochman, former director of Public Affairs.

Bilha Hochman, former director of Public Affairs with Oudi Recanati, chairperson of IDC Herzliya’s Board of Directors and 2011 Honorary Fellow Major-General (ret.) Meir Dagan.

After over 18 years of service at IDC Herzliya, Bilha Hochman, director of Public Affairs, has retired. It’s truly the end of an era, as Hochman has been with IDC Herzliya since its very inception. “I was actually serving as a member of the Herzliya City Council when the establishment of IDC came up for approval. I remember putting my signature on the document that granted the institute the right to exist – though I had no idea at the time how profoundly involved I would become,” says Hochman.

Shortly afterwards, Prof. Uriel Reichman, founder and president of IDC Herzliya, approached Hochman and invited her to join as director of Public Affairs. She gladly accepted and began nearly two decades of loyal service to the institute. “I was privileged to see IDC grow through all of its steps,” says Hochman, looking back. “From the very first school, which was the Radzyner School of Law, to all of the schools, research centers and facilities offered today.”

Hochman was also an integral part of the establishment of Israel Friends of IDC, which she accomplished by educating people about the IDC Herzliya vision, and the promise of the impact it could have on Israeli society. “It was such a wonderful teamwork over the years – working alongside Prof. Reichman and Jonathan Davis was a truly gratifying experience. The atmosphere at IDC Herzliya is so warm and supportive – coming to work each day was like coming home.”

Hochman will be greatly missed on campus. According to Prof. Reichman, “Bilha has been with IDC Herzliya from the very start. She played a major role in helping this place to grow and put her heart and soul into it. In spite of her retirement, she remains part of our family, for which we are all very grateful.”

Jonathan Davis, vice president for External Affairs at IDC and head, Raphael Recanati International School, also reminisced about working alongside Hochman: “Bilha’s Zionist values and love of IDC Herzliya have been most apparent in the 12 years we have worked together. Her passion for assisting students in need and improving the students’ quality of life, as well as her special care and respect for our supporters have made a huge difference to this institution. She is an integral part of this university and we have been blessed to have had her work here well after retirement age. Bilha also loves every square inch of the Land of Israel, in addition to that of IDC, and having her as a partner to share this with, has been great.”
Though officially in retirement, Hochman will continue her engagement with IDC in an unofficial capacity. Many of the donors and supporters of IDC Herzliya today see Hochman as their conduit to the institute, and she will remain so, while continuing to provide assistance wherever needed, to administration and staff. She’ll also continue to follow the Israel Friends’ club, to which she feels strongly attached.

As for what else the future holds, Hochman says there are many different options for her to pursue, but for now she’s simply enjoying the new state of affairs and the ability to unwind, while looking back the marvelous years of intense activity.

“IDC Herzliya is such a very special place, with an important mission in the world,” she concludes, “and to have played a part in its existence and development, I feel an enormous sense of pride. I wish Gili Dinstein, the new director of External Relations, as thrilling and rewarding an experience as it’s been for me.”

- Joy Pincus

IDC Herzliya is pleased to welcome Gili Dinstein, the new director of External Relations. Dinstein brings over 20 years of experience working in print and electronic media alike. She served more than a decade as a senior economic editor for the daily newspaper Ma’ariv, and was the editor of its three economic magazines, as well as writing her own weekly personal column on current affairs. She also served for three years as the paper’s UK Bureau Chief, stationed in London, and then returned to Israel as chief editor of the Hebrew edition of the prestigious American magazine, Forbes, which she built from scratch. She then developed a TV format for Channel 2 called “Family Business” and served as one of the three panelists for Channel 10’s economics show, “Money Talks;” and was a VP Business Development for a hi-tech start-up company. Dinstein, who holds a bachelor’s degree in Political Science from Tel Aviv University and a master’s degree in Communications from the Hebrew University, is also involved in several philanthropic causes and social responsibility projects.

WELCOMING GILI DINSTEIN:
IDC HERZLIYA’S NEW DIRECTOR OF EXTERNAL RELATIONS
The Atara Kaufman Chair in Real Estate Studies will play a significant role in contributing to the Radzyner School of Law’s international reputation.

In his remarks, Prof. Uriel Reichman, founder and president of IDC Herzliya, said that as Real Estate Studies are his academic expertise, for years he had yearned to have a specialization on this subject at IDC, and now individuals such as Gil Tenzer have made his dream come true. Reichman, who received his doctorate degree in Law at the University of Chicago, wrote his PhD thesis in the field of real estate studies, and has been a renowned scholar in the field, having served as the dean of the Law School at Tel Aviv University, prior to founding IDC Herzliya and becoming its president.

Jonathan Davis, vice president for External Relations and head, Raphael Recanati International School, also spoke during the event, praising the late Atara Kaufman as having been “a beautiful and very intelligent individual who dearly loved her family. Prof. Amnon Lehavi is privileged to be the incumbent of an academic chair named for such a fine woman.” Davis went on to mention that IDC Herzliya is indebted to Prof. Hillel Sommer for making the original introduction between the institute and Gil Tenzer.

Following lunch, we returned for the final session, on ‘Property and Real Estate.’ Greetings were given by Gil Tenzer, whose passion for this subject shined through every word. Gil spoke of the great promise that the new Symposium and Chair in Real Estate Studies hold for the future, and of the powerful positive impact they can have on those practicing in the field. He also mentioned his late mother, Atara Kaufman, and how important the world of free markets was to her. Next, audience members were treated to three fascinating lecturers: Prof. Frank I. Michelman, Robert Walmsley University Professor, Harvard Law School – one of the world’s most prominent constitutional law scholars; Prof. Lee Anne Fennell, Max Pam Professor of Law, University of Chicago; and Prof. Amnon Lehavi, Atara Kaufman Professor of Real Estate, Radzyner School of Law.

Truly it was an auspicious start to an initiative that adds a great deal of prestige to both the law school and the university, and brings great honor to the memory of Atara Kaufman.

- Joy Pincus
Gala Event Takes Place in Dusseldorf, Germany

From left: Amb. Avi Primor, director of the Center for European Studies, H.M. Queen Beatrix of the Netherlands, H.E. Dr. h.c. Joachim Gauck, president of the Federal Republic of Germany, Hannelore Kraft, minister-president of North Rhine-Westphalia.

Candidate for Bundeskanzler Prof. H.C. Peer Steinbrück (MP), Dr. Rafael Seligmann, Former Ministerpresident of Bavaria Dr. Günther Beckstein, Former Chancellor of Austria Dr. Wolfgang Schüssel, Dr. Harry Radzyner, longtime IDC Herzliya supporter and benefactor of the Radzyner Law School.

Dr. Harry Radzyner, longtime IDC Herzliya supporter and benefactor of the Radzyner Law School, Dr. Micheline Radzyner, Prof. Uriel Reichman, founder and president, IDC Herzliya, Christina Rau, wife of the late Johannes Rau, the former president of Germany.

Timed to align with the Gala event, on the morning of the Gala, all German alumni of IDC were invited to a special breakfast with Prof. Uriel Reichman, founder and president of IDC Herzliya (third from left), as well as with Jonathan Davis, vice president for External Relations and head, Raphael Recanati International School (second from left), Adv. Rachel Levitan, board member of Israel Friends of IDC Herzliya (second from right) and Dr. Harry Radzyner (not in this photo).

Photographs courtesy of: Thomas Rafalzyk, Rafael Herlich and Sybil Schmücker.
The 12th Annual International Conference of the International Institute for Counter-Terrorism

The World Summit on Counter-Terrorism 2012: Terrorism's Global Impact
“Terror,” Prof. Uriel Reichman, founder and president of the Interdisciplinary Center (IDC) Herzliya, noted solemnly in inaugurating the 12th Annual International Conference of the International Institute for Counter-Terrorism, “is the greatest single violation of human rights, enslaving untold numbers of people through fear. The growing threat of terror and of weapons of mass destruction makes building an international coalition absolutely imperative. This gathering,” he asserted, “is among the most important examples of the trend toward building such coalitions.”

Major conference themes covered the process that has come to be known as the Arab Spring, in which traditional regimes were overthrown and various Sunni Islamist movements, such as the Muslim Brotherhood and Salafist movement, came to power. Numerous speakers focused on this collapse of the old authoritarian regimes in the name of democratization, which allowed fundamentalist movements and hybrid terrorist organizations to exploit democratic elections in order to gain power with the aura of legitimacy. These crises of power transfers and Islamist revolutions, speakers noted, have also led to the erosion or disappearance of effective control of territory, borders and certain populations as an outgrowth of regime instability.

Coming in the immediate wake of the annual meeting of the United Nations General Assembly, with appearances by Prime Minister Benjamin Netanyahu and Iranian President Mahmoud Ahmadinejad, Iran’s pursuit of nuclear weapons generated intense discussion in conference plenary sessions. In addition, the attack on the American consulate in Benghazi, Libya during the course of the conference, on the significant date of September 11, added to deliberations regarding al Qaeda and its operational capabilities.

“We are here for four days of concerted hard work that will enable you to return with tools in counter-terrorism within a broader and fortified network.”

Dr. Boaz Ganor, Ronald S. Lauder chair for Counter-Terrorism, deputy dean, Lauder School of Government, Diplomacy & Strategy, and founder and executive director of the International Institute for Counter-Terrorism (ICT)

Shabtai Shavit, chairperson of the Board of Directors of the International Institute for Counter-Terrorism (ICT) and former head of the Mossad, Israel.

As Dr. Boaz Ganor, Ronald S. Lauder chair for Counter-Terrorism, deputy dean, Lauder School of Government, Diplomacy & Strategy, and founder and executive director of the International Institute for Counter-Terrorism (ICT), advised participants, “We are here for four days of concerted hard work that will enable you to return with tools in counter-terrorism within a broader and fortified network.” As he went on to describe, the 12th International Conference of the International Institute for Counter-Terrorism (ICT) focused on major geo-strategic processes, each of which, and cumulatively, affect world affairs in general, and Middle Eastern and Islamic countries in particular.

The conference’s initial two days were devoted to keynote lectures delivered by decision makers, heads of security services, senior academics and public opinion makers from around the world. The last two days of the conference consisted of over twenty professional workshops, some assessing current terror tactics and threats and others assessing regional issues.
“Terror is the greatest single violation of human rights, enslaving untold numbers of people through fear.”

Prof. Uriel Reichman, founder and president of the Interdisciplinary Center (IDC) Herzliya
Iran and the International Community

“By the time we meet next year,” projected Prof. Uzi Arad, professor, IDC Herzliya, former National Security advisor to the prime minister and former head, National Security Council, Israel, “we may well know what the decision was regarding Iran, though the dust may not have settled. Was Iran stopped, by whom and what will it say about America’s position in the world?” In today’s tense atmosphere, Arad added, “We are witnessing the toxic convergence of the threat of nuclear weapons, genocidal incitement and state-sponsored terrorism – with Iran operating in a culture of impunity.”

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

ed, it is acceptable to insist upon red lines and deadlines regarding what enrichment levels – although it is not necessary for the conversation to be public. The question is whether the US will step up and stop the Iranian march to nuclear weapons during 2013. To Arad, Israel has every right to call upon the world’s lone superpower to fulfill its historic role of protecting the West.

According to Boaz Ganor, the threat of a militarily nuclear Iran is much greater for Iran’s neighbors than for Israel, since Iran would use nuclear military capacity as deterrence to promote their interests in and beyond the region. “Therefore, Israel should not necessarily be the one to take the hot potato.” In the event of an attack, Ganor continued, “Iranian proxies, namely Hezbollah, IRGC and al-Quds, are already prepared for counter-attack operations. But even without an attack, Iran as a nuclear weaponized state would unleash their agents in order to advance their interests.”

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

United States to apply the same policies to the IRGC as it has to al-Qaeda. “Attacks on their facilities and assets would change Iran’s perception regarding American willingness to use force. This is a state whose excesses must be confronted. We must be tougher with the IRGC and smarter with Iran.”

Michael Singh, managing director, Washington Institute for Near East Policy and former senior director for Middle East Affairs, National Security Council, USA, who recalled that he was in Israel on the day of the 9/11 attacks in 2001, said that his view of national security issues from the perspective of United States interests “quite corresponds with Israel’s,” since both are threatened by Iran. “This is much broader than a non-proliferation challenge and has presented three challenging paradoxes: We keep offering better incentives, so they keep waiting for even better ones; we have given them more time, which has delayed sanctions; we have softened our red lines, to the point that they now lack credibility.” According to Singh, “We need clear shared US-Israel red lines and pullback to less generous red lines,” noting that “every US president since Carter has tried engagement with Iran. Getting along is the end goal of Western policy. But how does one get Iran to want to engage with the US if it represents an ideological threat to their authoritarian regime?”

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

“What needs to be done, according to Boaz Ganor, is to make clear to Iran that the current situation is dangerous to them. “We need a new world order, an alliance with one goal, a NATO with a different platform, namely, to stand against Iran and advance, rather than a MAD policy, an IAD policy – Iranian Assured Destruction – to prevent the nuclear proliferation of other countries.”

Prof. Abraham Sofaer, George P. Schultz senior fellow in Foreign Policy and National Security Affairs, Hoover Institution, Stanford University, USA.

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- Prof. Uzi Arad, professor, IDC Herzliya and former National Security advisor to the prime minister and head, National Security Council, Israel.

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

“The Muslim Brotherhood’s goal is to expand the current areas of control into a bloc and a Caliphate...They are casting their eyes to the real goal: control of Saudi Arabia and the Gulf states, which will give them the economic means to carry out their worldwide ambitions... If Iran goes nuclear, so will Egypt and Saudi Arabia – all countries ruled by Muslim Brotherhood regimes – putting a Caliphate effectively into place.”

Avi Dichter, minister for Home Front Defense and former director, Israel Security Agency (ISA)

Regional developments, a focus within both plenary sessions and workshops, pose great concern. Indeed, Boaz Ganor expressed distinct worry about current processes and possible consequences. Noting Syria as an example, “Deterioration could be instant and massive, with no clue of how long the status quo can be sustained.” Whether the Muslim Brotherhood or Islamic Jihad forces ultimately gain the upper hand, the alternatives are all bad as far as Israel is concerned, he said. Maj. Gen. (res) Amos Gilead, head, Political-Military Branch, Ministry of Defense, noted the negligible likelihood of direct dialogue between Israel and either the Muslim Brotherhood or Iran, since they, like Hamas, believe that Israel has no right to exist: “They probably see bright opportunities to realize their aims in the future,” he surmised. Deputy Prime Minister Dan Meridor, minister for Intelligence and Atomic Energy, on the other hand, noted that while their hatred of Israel has not lessened, “they have too much going on in their own yards to be preoccupied with us.”

“The Middle East is the only area that is bucking the world trend since the 1970s of moving from freedom and democracy to autocracy.”

Dr. Amichai Magen, senior researcher and head of Political Development, ICT

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Deputy Prime Minister Dan Meridor, minister for Intelligence and Atomic Energy

on Israel’s southern front. Can one enforce the same arrangement from Gaza’s Hamas rulers that we have with Lebanon? Can the Bedouin of Sinai be economically motivated to shift their major focus from smuggling? What are the chief motivating factors of the new regime in Egypt? All these are questions that will face Israel head-on in the immediate future.
Keynote Plenary Speaker Avi Dichter, minister for Home Front Defense and former director, Israel Security Agency (ISA), projected that current regional developments mark a major turning point in the process of creeping Islamist control. “Their goal is to expand the current areas of control into a bloc and a Caliphate.” Ultimately, according to Dichter, “They are casting their eyes to the real goal: control of Saudi Arabia and the Gulf States, which will give them the economic means to carry out their worldwide ambitions.” Egypt, he continued, will never be the same, even if it maintains a superficial surface kinship with the West. When it comes to Iran, “If it goes nuclear, so will Egypt and Saudi Arabia – all countries ruled by Muslim Brotherhood regimes – putting a Caliphate effectively into place.”

Affirming this assessment, Matthew Bettenhausen, vice president and chief security officer, AEG Worldwide, former Homeland Security advisor and director, State of California Emergency Management Agency, USA, noted, “We see some states that have lost control over portions of their territory, as is the case in Yemen, Sudan and the Sinai, creating ungoverned areas, which offer a haven for terrorist elements. Long-term developments point to a Muslim Brotherhood takeover.” The Brotherhood’s ideological origins and its approaches to promoting democracy abroad, he noted that the Middle East “is the only area that is bucking the world trend since the 1970s of moving from freedom and democracy to autocracy,” and pointed to “a tyranny-terror link.” The very term “Arab Spring,” Boaz Ganor interjected, reflects a euphoria based in “bipartisan American naïveté – the perception that democracy is a miracle solution to political violence and terrorism, when in fact, it’s the very opposite, since modern terrorism mainly attacks democracies.” The second mistaken belief, challenged by Magen and other speakers, is that a free election constitutes democracy, when democracy is first and foremost a set of values.

“...We see some states that have lost control over portions of their territory, as is the case in Yemen, Sudan and the Sinai, creating ungoverned areas, which offer a haven for terrorist elements. Long-term developments point to a Muslim Brotherhood takeover....We may yet see an Israel-Syrian war, initiated by Assad’s desperation or by his moving WMD locations.”

Matthew Bettenhausen, vice president and chief security officer, AEG Worldwide, former Homeland Security advisor and director, State of California Emergency Management Agency, USA

share a common denominator with some of the most virulent terrorist organizations, he noted, such as al Zawahiri and Hamas, and would harness the state resources for Dawa - effectively, the funding of a new breed of jihadi operations. Bettenhausen stated – presciently – that small regional organizations would want to drag the situation into a regional war for their own calculations and would be quite willing for Hamas to take the hit from Israel. He projected further that we may yet see an Israel-Syrian war, initiated by Assad’s desperation or by his moving WMD locations.

Dr. Amichai Magen, senior researcher and head of Political Development, and researcher, ICT, noted the anomaly of the Middle East as compared with every other corner of the world. In a session focused on United States foreign policy

Much can still be done to change the negative course: strengthen Arab countries that have not yet fallen, understand the fundamentalists’ rationale: they aren’t lunatics and they have their own rationale of costs and benefits. As Ganor stated, “Stop being naïve. Stop legitimizing those winning elections in hybrid terrorist organizations because of their semi-pseudo legitimacy.” Or, as Bettenhausen cautioned, “Better a false quiet now, measured by the distance of one katyusha rocket from a terror affiliate in the Sinai to a crowded area in Israel” – exactly the scenario analyzed at the conference’s “War Game” conclusion.
Tactics and Strategies

As a central conference feature, plenaries and workshops addressed terror and counter-terrorism tactics and strategies including new technologies in terrorism – how to cope with the threat of cyber terrorism, nuclear terrorism and biological terrorism; hybrid terrorist organizations, functioning simultaneously in both political and the terrorist arenas; chemical and pharmaceutical terrorism – the danger that terrorist organizations will counterfeit medications, both to earn a profit and to physically harm a target population; radicalization and de-radicalization processes among fundamentalist Islamist terrorists; state-sponsored terrorism; regime instability and the development of ungovernable areas; local and global pockets of jihadist terrorism; and Old Laws/New Battlefields: the appropriateness of international humanitarian law to the characteristics of the modern battlefield. As a special highlight, the conference hosted the world premier of documentary filmmaker Pierre Rehov’s “Suicide Killing – Proliferation: The Path to Darkness,” followed by a panel discussion of scholars.

Dr. Charles Asher Small, director, Institute for the Study of Global Anti-Semitism and Policy (ISGAP) and Koret fellow, Hoover Institution, Stanford University, USA, drew attention to a highly effective tool employed by radical political Islam, namely Anti-Semitism and the role its rhetoric plays “as the fuel in their rise to power.” According to Small, Anti-Semitism is an increasingly strategic weapon against the West and democracies as well as against the Jews and Israel.” When the Muslim Brotherhood quotes the notorious Protocols of the Elders of Zion in its constitution, Small stated, “it is a social movement dedicated to the removal of the Other,” whereas the basic notions of democracy in the West recognize citizenship, the recognition of the Other and the right to equality for all under one system as a cornerstone. Unfortunately, the disease has affected discourse on the region, according to Small. In the media and contemporary academia, anyone who focuses on sexism or racism in the once-colonized areas of the Muslim world tends to be categorized as Islamophobic and dismissed.

At the same time, the Rt. Hon. Jim Murphy MP, shadow secretary of Defense, UK, noted that “9/11 taught us many things. One was the perpetrators’ misconception that our strength derived from buildings, not the values we cherish.”

Yet our adversaries are equally adaptive, noted Dr. Assaf Moghadam, senior researcher, ICT, claiming that terrorist innovation is under-investigated. Dr. Eitan Azani, deputy executive director, ICT, expressed assurance that a cyber terror attack is only a matter of terrorists’ gaining the means and ability to successfully launch one. Dropping the aspect of trying to win over hearts and minds, there is a desire to disentangle foreign policy from counter-terrorism, but can it be done?

Paul Benda, director, Homeland Security Advanced Research Projects Agency and chief of Staff, Dept. of Homeland Security, Science and Technology, USA, described his organization as being a technical clearing house for first responders. A perpetual challenge is “how do we get tools to the private sector, affordably?” One solution is the “focus on dual-use technologies, upgrading existing technologies that are already deployed, for example, leveraging exist-
Ideology vs. Crime: Compatibility Motives in Attacking the West

Commissioner (Ret.) David Cohen, former general commissioner of the Police, Israel, was among speakers who pointed to the direct connection between crime and terror. “The two often share economic as well as ideological motives, which can include: If we can’t destroy the West with weapons, we will destroy it with drugs. This needs to be fought on an international basis, as in fighting organized crime.”

Col. (Res.) Adv. Lior Lotan, former executive director and senior researcher, ICT, noted that religion and ideology combined with insurgency are very complicated to beat. “What we need is to bring terror back to the criminal level, stripping off the ideological aspect,” adding that military force is often not optimally effective. Lotan spoke about great efforts and successes in the area of intelligence in the sphere of business networks, using the example of Russia, where terrorist and criminal activity operates freely within the system, using tactics such as hacking and forgery. Still, while we have made important progress in tracking terror-tainted finds and in targeted killing, it is not yet enough. As Commissioner Adrian Leppard, commissioner of the City of London Police, UK, noted, “Fraud and crime are additional means which terror organizations use to hurt innocent civilians. We must find ways of dealing with the ever-growing threat of cyber terrorism and crime.”

Cyrus R. Vance Jr., district attorney of Manhattan, The New York County District Attorney’s Office, USA, spoke of the Manhattan District Attorney office’s steps to fight terror, which put a 9/11 lesson into effect: pro-active policing and prosecution are among our most effective tools. Successes include the indictment of two alleged homegrown terrorists for purchasing weapons to attack synagogues and an indictment for building a bomb. “The second part of the fight is following the money trails, many of which move through New York,” Vance added. “Our role is not just local but international. These efforts enable us to thwart terror actions in New York and far beyond.” Seizing funds can be the most effective means of hampering and halting terror operations, as with drugs and money laundering. “Foreign banks know there is a consequence for failing to adhere to violations and sanctions against terror organizations,” he stated.

“Our nation has changed since 9/11. Beginning the next day, every American carried an American flag. We also became Israelis, no longer naïve about realities which were no longer abstract. We thank you, our Israeli friends, for helping us remember. We are more than just allies in the war on terror and more than friends.”

Cyrus R. Vance Jr., district attorney of Manhattan, The New York County District Attorney’s Office, USA
Where Is Global Jihad Headed?

“YOU COULD MAKE THE CASE THAT 9/11 WAS AL QAEDA’S PEAK, SINCE THERE HAS BEEN NO ATTACK ON THE SAME SCALE SINCE. YET TERROR AND ITS ORGANIZATIONS HAVE METASTASIZED.”

Dr. John Bew, director, International Center for the Study of Radicalism and Political Violence, (ICSR), King’s College and lecturer, War Studies, King’s College, London, UK

As news of the 9/11 attack on the United States Consulate in Benghazi and the murder of Amb. Christopher Stevens and three other Americans reached conference participants, assessments of al Qaeda’s capacity and prospects and the strengthening of local jihadist trends took on immediate relevance. Prof. Peter Newmann, director, International Center for the Study of Radicalism and Political Violence, (ICSR), King’s College, London, UK, recalled that Al-Qaeda’s initial response to the Arab Spring was surprise with the early “Western-seeming tactics” and stated democratic goals, but they expressed vindication when tactics ultimately turned violent against secular dictators. “Al-Qaeda is at a crossroads but is far from decimated.” Shiraz Maher, senior researcher, International Center for the Study of Radicalism and Political Violence, (ICSR), King’s College, London, UK, expressed a similar assessment. “With the demise of Osama bin Laden and other leaders taken out by drone attacks, al Qaeda Central was stunned and pretty badly hit. Yet the organization has withstood, despite this blow, due to a resilient ideology and infrastructure, which include its affiliates in the Arabian Peninsula.” Maher pointed to al Qaeda’s magazine, Inspire, which provides “a toolkit for radicalization and terror,” with its motto, “Everyone should be an army of one.”

Alexander Meleagrou-Hitchens, research fellow, International Center for the Study of Radicalism and Political Violence, (ICSR), King’s College, London, UK, reported on the Shabab movement in Somalia, based on his own interviews on site. “They are having a hard time and have lost many men and most strongholds, yet in weakening, they have lashed out with bombings in Kampala, Mombasa and Nairobi. They will continue these coordinated attacks, in all likelihood, in order to destabilize regional players, as Zarakawi did to stir up fighting in Iraq.” The radicalization of Kenyan Muslims is a new phenomenon, he added, funded by British Somali businessmen, radicalizing local youth and offering support to their families. Securing their funding streams is crucial to stemming radicals’ success, since half of his interviewees cited financial motives as a major factor of their involvement and stand to become disenchanted.

Dr. John Bew, director, International Center for the Study of Radicalism and Political Violence, (ICSR), King’s College and Lecturer, War Studies, King’s College, London, UK, discussed how the War on Terror has been perceived by the countries that declared it, such as the United States, United Kingdom and Israel, where foreign policy and counter-terrorism are a zero-sum game. “You could make the case that 9/11 was al Qaeda’s peak, since there has been no attack on the same scale since. Yet terror and its organizations have metastasized. It represents an organic generational phenomenon.”
Memorial Ceremony

In keeping with conference tradition, a Memorial Ceremony was held on the evening of September 11, 2012 for the victims of 9/11 and of terrorism worldwide. H.E. Daniel Shapiro, ambassador of the United States to Israel, noted that no country has borne the threat of terror more than Israel and that the United States has turned to Israel and its expertise and continues to learn and grow. Former Prime Minister of Israel, Ehud Olmert, offered observations of his own and called upon governments of the world to recognize Hezbollah as a terror organization. In his ceremony keynote address, Cyrus R. Vance Jr. reflected upon “how our nation has changed since 9/11. Beginning the next day, every American carried an American flag. We also became Israelis, no longer naïve about realities which were no longer abstract. Our abstractions become real. We thank you, our Israeli friends, for helping us remember. We are more than just allies in the war on terror and more than friends. We are proud to partner.”

At the conference’s conclusion, key experts conducted a “red team exercise” or war game. Through this exercise, conference participants were able to analyze the implications of critical processes with regard to the sum of the policies of the states and organizations that had been discussed.

- Jennifer Roskies

“NO COUNTRY HAS BORNE THE THREAT OF TERROR MORE THAN ISRAEL... THE UNITED STATES HAS TURNED TO ISRAEL AND ITS EXPERTISE AND CONTINUES TO LEARN AND GROW.”

H.E. Daniel Shapiro, ambassador of the United States to Israel
The borders that existed once upon a time between work, family and leisure simply don’t exist anymore.

Times have changed. Digital technology has become an intricate part of our lives, woven into the very fabric of what we do, how we think and – perhaps most importantly – how we communicate with others. According to Dr. Yair Amichai-Hamburger, if we don’t take a conscious decision to put limits on our use of technology, the ramifications could be dire, both for us and the next generation.

I catch up with Yair Amichai-Hamburger one afternoon, ironically while he is on his car phone, traveling from one meeting to another. Dr. Amichai-Hamburger is the director of IDC Herzliya’s Center for Internet Psychology, located within the Sammy Ofer School of Communications. He is also Israel’s representative to the World Internet Project (WIP), an international collaboration of over 30 countries that is exploring the influence and importance of technology on people’s lives. I ask Amichai-Hamburger how he sees the effects of digital technology and new media on our lives today, and his response is chilling to say the least.

“In the digital world we live in, we are surrounded by mobile phones, Smartphones, portable computers and an Internet that is available everywhere, all the time. We find ourselves having to answer phones, check emails and get our messages on a constant basis, all of which creates an environment in which mentally and physically we are in separate places. In other words, we are everywhere and we are nowhere.”

Once upon a time, in the not so distant past, life and business moved at a slower pace and borders naturally existed between the different parts of our lives. Who remembers what it was like to go out to dinner with a companion and be unreachable for an hour or two? Or when the fastest way of sending a document was by fax? Or when someone could close their office door at 5pm and go home, putting work behind them until they reappeared the next morning? For most of us, those days are over, says Amichai-Hamburger.

“The borders that existed once upon at time between work, family and leisure simply don’t exist anymore,” he says. “People nowadays are expected to answer their phones or emails even when they are not at work. We have lost the symbolic act of leaving the office and finishing our working day and this creates a lot of pressure and damage to our wellbeing, and particularly to our family life. Today, when we are with our dear ones, our spouses, our children, we are constantly receiving interference via messages and emails, and in many cases we feel obliged to answer. If our children are unsure as to whether we are with them or not, what effect does this...
“Obviously there is real damage happening to the quality of family life.”

have on our relationship with them? We see it all around us – parents take their young children to the park or playground, and they have one eye on the child and one on the mobile phone. Obviously there is real damage happening to the quality of family life.”

Added to this, says Amichai-Hamburger, is an increasing pressure at work to do more – yesterday’s ‘extra’ is today’s norm, and globalization only serves to exacerbate the issue: “There are no more limits to working hours,” he says with passion. “A friend of mine, who manages human resources for a hi-tech company, gets calls from the US in the middle of the night, and the person on the other end doesn’t even apologize for waking him at 1 in the morning. If you work for a company, then you belong to that company and are expected to be available 24/7.”

“We have to realize that to maintain our autonomy and be able to control our lives, we have to choose responsibility – or our ‘ability to respond.’ When it comes to family life, there is a very important method that I call ‘Island of Love.’ This is something we create, by first blocking out everything else: for one day a week, turn off the Smartphones and computers. The world will wait. We want to be with our loved ones – we can’t wait for tomorrow. If we do, then type of flow is actually unobtainable for many people.”

So are we all doomed to a life in which we are slaves to our technological devices, never again to experience the energizing power of ‘flow’? No, says Amichai-Hamburger. We can choose to take a stance and win some control back over our lives. And it begins with creating borders.

“Vacation is one thing – but what about managing the demands of daily life? Amichai-Hamburger agrees that this is more challenging, but shows that in fact he really does practice what he preaches: “We do not answer the phone during meals,” he explains, and expect our kids to do the same. Frequently we turn off our technological devices, make popcorn and sit down as a family to watch a movie together, and once in a while we block a day or even half a day to go out together, as a family or just as a couple. These are the islands of love, where you invest in yourself, your spouse and your dear ones, and you take the position that you will control technology, not be controlled by it. And as difficult as it is to do in the beginning, you will soon realize how significant the people around you are. And when your kids see you are investing in them, they will open up and you will be able to build some powerful relationships that will give you real happiness in life.”

“I’m trying as well,” he says, “and I can attest that truly it is possible to manage for periods positions he holds at the CIP and WIP, he also teaches several courses at IDC and has a new issue of his book, The Social Net, about to be released by Oxford University Press. So how is he managing to avoid living a life of constant interruption, and achieve one where the possibility for flow exists?

Even vacations are no longer sacrosanct. Once it was understood that this was a time to take a vital break from work, clear one’s head and rejuvenate. Today, people must often be available to their offices while they are away. And even those people whose workplaces don’t require it often find that they are incapable of unplugging. They take their computers and their Smartphones to wherever distant island they are going to, and find it impossible to disconnect, even for short periods of time. This, according to Amichai-Hamburger, also has a negative effect on their health and wellbeing.

“One thing that can help us to understand how damaging this is,” continues Amichai-Hamburger, “is the ‘Flow Theory,’ suggested by Mihály Csíkszentmihályi, a psychologist who did pioneering work in the field of positive psychology. He says that the peak experiences we have in life are where we dive into an experience and are fully there. In such an event, we forget about time and pressure, and are completely focused on the activity at hand. It happens when we watch a good movie, when we are with someone we love very much, or when we are doing something that we love to do. However nowadays, whatever we are doing, we are accompanied by constant beeps and bleeps and other interference. You go to a movie and the person sitting next to you is constantly checking their messages, and so this when tomorrow comes, they may have moved on, they may not want to be with us. We cannot live in this fantasy that says that tomorrow we will have more time to invest in our children, or in our spouse. It has to start today. We have to take control and decide as a family, a couple, that during certain times we are not using technology.”

This is not to say that technology is bad – in fact, Amichai-Hamburger is a strong proponent for the positive uses of technology and the Internet. “It’s a great learning tool and can give people the power to change the world. A few years ago, I wrote an article about online volunteering; its ideas are now being employed by the UN. It featured one young boy who organized an operation to send sports equipment to underprivileged children in Africa. And what is most amazing about his story is that he is paralyzed. The Internet helped him change from a taker to a giver – a Superman, even though he can’t walk. So there is incredible potential for using the Internet as a tool for empowerment, but we have to direct it and work together. We have to show our children that technology is not in charge of our lives. Our values should lead us, and technology should serve.”

Meanwhile, Amichai-Hamburger is doing his best to practice what he preaches. Alongside the of time without digital devices and even enjoy ourselves! Just recently, my family and I went on vacation to a small village in Portugal that had no Internet, no Wi-Fi, nothing. We had a wonderful time – it was just us, our family, alone together.”

Vacation is one thing – but what about managing the demands of daily life? Amichai-Hamburger agrees that this is more challenging, but shows that in fact he really does practice what he preaches: “We do not answer the phone during meals,” he explains, and expect our kids to do the same. Frequently we turn off our technological devices, make popcorn and sit down as a family to watch a movie together, and once in a while we block a day or even half a day to go out together, as a family or just as a couple. These are the islands of love, where you invest in yourself, your spouse and your dear ones, and you take the position that you will control technology, not be controlled by it. And as difficult as it is to do in the beginning, you will soon realize how significant the people around you are. And when your kids see you are investing in them, they will open up and you will be able to build powerful relationships that will give you real happiness in life.”

Joy Pincus
I am delighted to once again share with you a sampling of the exciting and varied academic and research news of IDC Herzliya—much of which is global in nature, highlighting that IDC Herzliya is a truly international research university.

THE GROWING STATURE OF IDC AND ITS FACULTY

APPOINTMENTS & PROMOTIONS

Prof. Sharon Rabin-Margalioth appointed Dean of the Radzyner School of Law at IDC Herzliya

Prof. Rabin-Margalioth has a JSD from NYU, and received her LLB and LLM from the Hebrew University in Jerusalem. She has been a staff member at the Radzyner School of Law since 1997. In the past she was a guest researcher at Harvard University and a guest professor at NYU. Prof. Rabin-Margalioth is a leading researcher in the field of Israeli Labor Law and her main research field is Equal Opportunity in Employment, with a special emphasis on Women in the Job Market and Constitutional Rights in the Workplace. Her publications are often quoted by the Israeli Supreme Court and the National Labor Court.

Prof. Uriel Reichman, founder and president of IDC Herzliya, congratulated Prof. Rabin-Margalioth on her appointment as dean of the Radzyner School of Law and noted that the locating committee had unanimously recommended Prof. Rabin-Margalioth for the position. Prof. Reichman added: “I am convinced that Sharon will march the Radzyner School of Law forward, lead it to significant achievements and influence on both the academic and public levels.”

Prof. Rabin-Margalioth succeeded Prof. Yisrael Bar, who will continue to serve as a faculty member in the Radzyner School of Law.

Prof. Tami Tamir appointed Dean of the Efi Arazi School of Computer Science at IDC Herzliya.

Prof. Tami Tamir has a PhD from the Technion IIT. She has been a staff member at the Efi Arazi School of Computer Science since 2004 and has served as vice dean of the school since 2008. She completed her postdoc and lectured at the Department of Computer Science and Engineering in the University of Washington in Seattle. Her fields of research include Design and Analysis of Algorithms Resource Allocation and Media On-Demand Systems. Preceding her doctoral studies she worked at Intel’s Performance Enhancement group and participated in the design and development of the Pentium-MMX Processor.

Prof. Uriel Reichman, founder and president of IDC Herzliya, expressed his and IDC Herzliya’s gratitude to Prof. Gadi Taubenfeld, the former dean, for his many years of extraordinary influence at the school, in continuing the growth of the school, developing unique academic programs, and leading the Efi Arazi School to academic and research achievements.

Prof. Reichman added that “The Efi Arazi School of Computer Science is leading the way in IDC Herzliya’s continued growth, to the engineering field,” and that “the school is characterized by its modesty, exceptional research, publications and grants, and sets an example for the entire center.” Prof. Reichman concluded by congratulating Prof. Tamir and wishing her the best of luck in her new position.

Prof. Tamir thanked the search committee for her appointment and said that “the school’s staff and I feel very fortunate to be working at IDC Herzliya. I’m inheriting a great legacy, and my goal is to fulfill the school’s goals and to establish the school as a leading institute in computer science studies, both within Israel and worldwide.”
Prof. Alex Mintz appointed to the Editorial Board of the American Political Science Review

Prof. Alex Mintz, dean of Lauder School of Government, Diplomacy and Strategy at IDC Herzliya, has been appointed to the editorial board of the American Political Science Review. The American Political Science Review is ranked as the number one Political Science journal in the world. Only four non-North American scholars are on the board of this most prestigious journal.

Prof. Mintz is editor-in-chief of the journal Political Psychology. He previously served as co-editor of the journal Foreign Policy Analysis and as associate editor of the Yale-based Journal of Conflict Resolution. He also serves on the boards of eight international journals.

Prof. Mintz is the 2005 recipient of the Distinguished Scholar Award of the Foreign Policy Analysis section of the International Studies Association (ISA), and the 1993 recipient of the Karl Deutsch Award of the ISA for the most important contribution of any scholar in the world under age of forty to the scientific study of International Relations. He has published multiple papers in top journals such as the American Political Science Review, American Journal of Political Science, International Studies Quarterly, American Journal of Sociology, Political Psychology, and the Journal of Conflict Resolution. Mintz has published 10 books or edited volumes, including the widely read book, Understanding Foreign Policy Decision Making (with Karl DeRouen), Cambridge University Press (2010). He served as President of the Foreign Policy Analysis section of the ISA and together with five Nobel Laureates, is on the board of the Center for Conflict Management and Prevention in Sydney, Australia.

OTHER PROMOTIONS AND APPOINTMENTS SINCE MAY 2012

Prof. Gilad Hirschberger (Psychology) Promotion to Associate Professor

Dr. Ora Nakash (Psychology) Promotion to Senior Lecturer

Dr. Tamar Saguy (Psychology) Promotion to Senior Lecturer

Prof. Evgeny Lyandres (Business) New appointment as Associate Professor

Dr. Rivi Weill (Law) Promotion to Senior Lecturer with Tenure

Dr. Tali Regev (Economics) New appointment

Dr. Maoz Rosenthal (Government) New appointment

Dr. Amnon Cavari (Government) New appointment

Prof. Yuacov Trope (Business) Permanent Visiting Scholar

Dr. Son Preminger (Psychology) New appointment

Dr. Lilach Rahamim (Psychology) New appointment (collaboration with Schneider Children’s Hospital)

Dr. Orit Krispin (Psychology) New appointment (collaboration with Schneider Children’s Hospital)

Dr. Tzachi Ein-Dor (Psychology) Promotion to Senior Lecturer

Dr. Liav Orgad (Law) New appointment
GLOBAL PARTNERSHIPS

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

- L’Università commerciale Luigi Bocconi
- Stockholm University, School of Business (Sweden)
- Royal Melbourne Institute of Technology (Australia)

Radyzner School of Law at IDC Herzliya is a Founding Member of the Law Schools Global League

The Radyzner School of Law at IDC Herzliya is a founding member of the Law Schools Global League (LSGL), which was formally established in a celebratory meeting held at Tilburg University in the Netherlands on June 21, 2012. The league brings together 21 leading law schools from around the globe, including NYU and Northwestern in the United States, McGill University in Canada, Tsinghua University in China, Sciences Po in France, Sidney University, FGV Sao Paulo and Rio de Janeiro, Cape Town University, National University of Singapore, Hong Kong University, and the National Research University in Russia.

The Radyzner School of Law was represented in the conference by its dean, Prof. Sharon Rabin-Margalioth, and by the faculty director of International Liaisons, Prof. Amnon Lehavi. The Law Schools Global League was established with the goal of meeting the various challenges that the era of globalization poses for legal education and academic research. The league plans on offering joint degree programs, a summer school, co-teaching of courses, creation of databases, and collaboration in research among faculty from the member law schools.

The Radyzner School of Law’s membership in this prestigious league adds to its rich international portfolio, which already includes a thick network of bilateral collaboration agreements with top law schools worldwide, as well as an extensive English-language program that is taught by top visiting professors from all over the world.

42 Students from Abroad are Spending this Semester at IDC Herzliya; Currently 82 IDC Students are Studying Abroad:

IDC Herzliya is hosting students from the following institutions:

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IDC Herzliya students are spending a semester on exchange at the following institutions:

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

- Bahçeşehir University: School of Politics (Turkey)
- TEMPUS Higher Education Experts of Uzbekistan
- Faculty Fellowship Summer Institute in Israel 2012 (USA)
- Academic Delegation of Higher Institutions of Flanders (Belgium)
- Institute of International Education: Ibrahim Leadership & Dialogue Project (USA)
- Prof. Bill Schneider, CNN Senior Political Analyst & Professor at George Mason University (USA)
- McDonnell Academy Global Energy and Environment (MAGEEPE) Seminar
- National University of Singapore, NUS Overseas Colleges
- The Party School of the Central Committee of the C.P.C: Institute for International Strategic Studies (China)
- Prof. Robert Sullivan, Dean, Rady School of Management, University of California San Diego (USA)
- Prof. Armand Derhy, Dean, ESG Management School (France)

Tanenbaum Canada-Israel Scholarship Promotes Ties between IDC Herzliya and Canadian Students

The Tanenbaum Scholarship Program for business students entered its second year. The scholarship, established by Canadian businessman Lawrence Tanenbaum, promotes student exchange between IDC Herzliya and St. Francis Xavier University’s Gerald Schwartz School of Business in Nova Scotia, Canada. It allows two students from StFX to study at IDC Herzliya and brings two IDC students to StFX each year. The intent is for students to better comprehend the international world of business by understanding each other’s culture and issues. Successful candidates each receive $12,000 CD to facilitate the experience. IDC candidates must be third year business students who have at least an 80% average, have expressed interest in international business, and have demonstrated leadership experience.

“I felt like IDC prepared me to actually take on business positions in the real world,” says Patrick Phillips, who was StFX’s first student to attend IDC in the spring semester of 2011. “I am currently taking a medical degree back in Canada and my exposure to the semi-private healthcare system in Israel through IDC has given me a really useful perspective to see possible solutions from Israel in our own Medicare system.”

IDC Herzliya students Daniel Sela and Idan Eldor are currently studying at St. Francis Xavier thanks to the scholarship. Both students agree that it has been a valuable experience.

A nice article appears in the Singapore Management University publication about IDC Herzliya’s study abroad program.
COMPETITIVE RESEARCH FUNDING

IDC Herzliya continues to make great progress this year with grant submissions and newly funded projects. Competitive grants have been received from the Templeton Foundation, Israel Science Foundation, Google, the US–Israel Binational Science Foundation, the German–Israel Foundation for Scientific Research & Development, the Ministry of Industry, the Jewish Agency, the Ministry of Science and the European Commission.

Our research projects are highlighted in a new quarterly e-publication sent by email. To subscribe, send an email to research@idc.ac.il with “subscribe” in the subject line.

One recent grant worth noting is part of a European consortium: “Hearing, Remembering and Living Well: Paying Attention to Challenges of Older Adults in Noisy Environments (HEARATTN).” The partners are: CSO-MOH, Israel - Daniel A. Levy, The Interdisciplinary Center Herzliya; AKA, Finland - Anne Viljanen, University of Jyväskylä; BBSRC, UK - Antje Heinrich, MRC Institute of Hearing Research; CIHR, Canada - Bruce Schneider, University of Toronto; FRQS, Canada - Jean-Pierre Gagné, Université de Montréal.

The successful proposal, comprised of researchers from Europe and North America, responded to a pioneering call for multidisciplinary research applications on “Active and Healthy Ageing Across the Life Course,” coordinated by the European Research Area on Ageing (ERA-AGE).

SCHOOLS, CENTERS AND PROGRAMS

ENGLISH AS A FOREIGN LANGUAGE UNIT (EFL)

Dr. Miriam Symon, head

ENGLISH PROFICIENCY IN TERTIARY EDUCATION IN ISRAEL

As the academic year of 2011-2012 drew to a close, Heads of EFL (English as a Foreign Language) Units from the major universities and colleges in Israel came to IDC Herzliya for a day of learning about the TEMPUS-EFA project, sharing information and discussing future paths. This was the culmination of IDC’s involvement in the TEMPUS-EFA project, which aims to enhance the level of English of Israeli students in higher education. The main focus of the project was to introduce more English-medium instruction courses into Israeli tertiary education, following the Bologna Process in European universities. In addition to the Israeli partners, the consortium included European partners from universities in Cyprus, Poland, Italy and England.

Dr. Miriam Symon, as the Tempus-EFA project leader at IDC Herzliya, was responsible for coordinating the TEMPUS-EFA survey, and organized the day of workshops at IDC. The survey analyzed the current situation of English for students from various geographic and socioeconomic sectors in Israel at a tertiary level of education, and explored gaps between what is provided by universities and colleges and what students actually need for their academic studies and the global workplace. The day of workshops was structured to first consider the issues and problems facing students and English course providers at tertiary education level in Israel, and then review pilot courses offered within the project as solutions to some of the identified problems. This was the first time heads of English Units from Israeli universities and colleges met for a day of open dialogue, and representatives from the different sectors of Israeli society were present.

Following presentation of the survey and its findings, the question and answer session raised issues concerning the gap between students’ perceptions and institutional requirements. This was followed by a panel of lecturers and students who have been involved in teaching and studying content courses taught in English. The discussion in this panel emphasized the importance of this topic, especially as a result of the burgeoning trend to offer content courses taught in English. The panel demonstrated how English-medium instruction is open to various interpretations, with some colleges and universities allowing students to submit assignments and write exams in Hebrew, whilst others insist on English throughout, stressing the added value of students having to write papers and give presentations in English. There was some discussion regarding the extent to which content courses taught in English actually improve students’ English, and whether less proficient students may be at a disadvantage. The need to provide support for students and lecturers, who are not native-speakers of English, was highlighted.

In the afternoon session there was feedback from the pilot post-exemption English course. As highlighted in the graduate survey, real-life needs include speaking and writing, and yet in many institutions the focus in the English course is on reading only. Students in all institutions appreciated the opportunity to improve their speaking and writing skills in a post-exemption English course. In the final session of the day, the floor was opened to the participants, and there was a call for greater collaboration between the different institutions, since the same challenges are faced by all. Whilst all the institutions seek to become more ‘internationalized’, the implications of teaching more courses in English have not been sufficiently addressed, and this project was recognized as a good starting point.

As a direct result of the findings from the TEMPUS-EFA project, in which the need to provide more support for students taking content courses taught in English was realized, a Writing Center is being piloted at IDC this academic year.
ARISON SCHOOL OF BUSINESS

In the name of: Ted Arison (1924-1999)

Dean Prof. Ron Shachar

IDC Herzliya has gained international recognition and, about a year ago: Prof. Ron Shachar, the dean of the School, Prof. Eitan Miller, Prof. Barak Libai and Prof. Ya’acov Goldenberg. Prof. Yevgeni Lianders (formerly of Boston University), a senior researcher in the field of finance, joined the school during the past year. Furthermore, leading researchers from the best of the world’s universities are hosted at the school each year. A Masters Degree thesis could serve as a springboard to a doctorate degree; hence the program is attractive to quality research students. Prof. Eyal Bilogorsky will head the Research Masters Degree Program.

ROTHSCHILD CAESAREA CENTER FOR CAPITAL MARKETS & RISK MANAGEMENT

Prof. Jacob Boudoukh, academic director and head of Institute

Conference on Banking 2012: Basel III, Capital Adequacy and Credit Scoring Methodology
April 2012

In April, the Rothschild Caesarea Center for Capital Markets & Risk Management held its 2012 Conference on Banking, entitled: Basel III, Capital Adequacy and Credit Scoring Methodology. During the first session, developments in banking regulation and various practical aspects of risk management in general and Basel III in particular were discussed. Participants included: Adv. David Efратi (vice chairperson of the Rothschild Caesarea Foundation), CPA Or Sofer (deputy supervisor of Banks), Dan Koller (chief risk officer, Bank Hapoalim), CPA David Bernstein head of Financial Risk Management division, HMS and Alon Sarid (senior consultant, HMS).

The second session concerned capital adequacy and credit risk scoring methodology. The effects of the new Basel III capital requirement on local credit and banking markets were discussed. Among the participants: Kobi Haber (head of the Finance and Economic division, Bank Leumi), Emmanuel Volland (senior director, Standard & Poor’s, Europe), Michal Gur Kagan (director, Standard & Poor’s, Maalot) and Prof. Amir Barnea (Arison School of Business, the Interdisciplinary Center Herzliya). Over 200 people participated in this conference.

The 9th Annual Academic Conference, May 20-21, 2012

The Rothschild Caesarea Center and the Arison School of Business held their Ninth Annual Academic Conference in May 2012. During the two day conference, 14 papers, selected from a pool of over 170 submissions, were presented by researchers from top universities around the world. The papers were selected by a 30 member committee headed by Prof. Jacob Boudoukh, the academic director of the Rothschild Caesarea Center and Prof. Roni Michaely, professor of Finance at the Arison School of Business and at Cornell University. Over the years this conference has gained international recognition and, according to the participants, has become one of a handful of top “Boutique Conferences” in financial economics research.

Of the many participants who attended the conference were some 90 professors of Finance from leading universities in Israel and around the world, including: Columbia University; Cornell University; Drexel University; Duke University; Harvard Business School; HEC School of Management, Paris; HKUST; INSEAD; London Business School; National University of Singapore; New York University; Northwestern University; Rutgers University; Stanford University; University of Mannheim; University of Michigan; University of Texas at Austin; University of Toronto; University of Utah; University of Zurich; Vanderbilt University; University of Pennsylvania; and Washington University in St. Louis.

The “Best Paper Award” was presented to Prof. Alexandra Niessen-Ruenzi of Mannheim University, for her paper entitled: “Sex Matters: Gender and Prejudice in the Mutual Fund Industry.” The “Outstanding Discussant Award” was presented to Prof. Luke Taylor from Wharton School, University of Pennsylvania, for his discussion of the paper: “Investment-Based Corporate Bond Pricing.”
The 9th Annual Conference on Risk & Alpha / May 2012

This past May, the center hosted the 9th Annual Conference on Risk & Alpha. Prof. Jonathan Berk of Stanford University opened the conference with a discussion of the underlying economics of alpha generation ability among asset managers. Prof. Kobi Sagi of Vanderbilt University presented research backing single-stock alpha notes he helped launch at the NASDAQ stock exchange. Mr. Kobi Schiff of BSP Funds Ltd. discussed the approach of analyzing hedge funds by means of quantitative and qualitative tools. Dr. Andrea Frazzini of AQR Capital Management discussed the approach at AQR to alpha-beta separation, and presented cutting edge research indicating highly levered firms suffer from negative alpha.

Prof. Robert Whaley of Vanderbilt presented research weighing the pros and cons of VIX-tracking ETFs. Prof. Lauren Cohen of Harvard discussed the use of information derived from social networks for trading stocks. Prof. Alon Brav of Duke discussed the underlying means of value creation among activist investors who operate through hedge funds.

Prof. Jacob Boudoukh, the academic director of the Rothschild Caesarea Center, summarized and provided a systematic discussion of market efficiency limitations and related quantitative trading strategies. Over 200 participants took part in the conference: Investment managers, FCOs, analysts, economists and researchers from financial and regulatory organizations.

Academic Research on Capital Markets in Israel
September 9, 2012

During the months of March-May 2012 the Rothschild Caesarea Center invited researchers to submit research proposals on “The Capital Market in Israel: Financial and Accounting Aspects.” The proposals were reviewed by an academic committee chaired by Prof. Jacob Boudoukh with the participation of Prof. Avi Wohl, Tel Aviv University, Prof. Evgeny Lyandres, the Interdisciplinary Center Herzliya and Boston University, Prof. Roni Michaely, the Interdisciplinary Center Herzliya and Cornell University and Roy Stein, head of Capital Markets Research at the Bank of Israel.

The Committee allocated grants of NIS 5,000 to five proposals. The selected studies were presented at a conference held at IDC on September 9th, 2012.

Roy Stein presented joint work with Prof. Zvi Wiener and Dr. Orly Sade, both from The Hebrew University of Jerusalem, entitled: “Israeli Treasury Auction Reform.”

Dr. Meni (Menachem) Abudy, of Bar Ilan University, presented a paper jointly written with Prof. Simon Benninga of Tel Aviv University, entitled: “Non-marketability and the Value of Employee Stock Option.”

Prof. Aharon Ofer presented a paper jointly written with Ido Kallir, both from Tel Aviv University, entitled: “Learning from Trade.”
Nadav Steinberg presented a paper jointly written with Yehuda Porath, both from the "Bank of Israel," entitled: “Chasing Their Tails: Inflow Momentum and Yield Chasing among Provident Fund Investors in Israel.”

Dr. Meni (Menachem) Abudy presented a paper jointly written with Dr. Eyal Yaniv, Prof. Beni Lauterbach and Dr. Oren Kapah, all from Bar Ilan University, entitled: “Changes in Controlling Shareholders' Holdings: Another Vehicle for Private Benefits Extraction?”

Summer Finance, July 2012

During the month of July the Rothschild Caesarea Center held a Research Summer Conference in finance consisting of (1) a month long sojourn by a number of researchers from leading universities throughout the world, including a research seminar conducted by each of them, and (2) a two day academic conference with the participation of over 35 researchers and Ph.D. students from all around the world, in which eight diverse research papers on finance were presented. The conference was organized by Prof. Roni Michaely of Cornell University and IDC Herzliya, and Prof. Jacob Boudoukh of IDC Herzliya.

A number of seminars were held in parallel to the conference. Prof. Bruce Tuckman, director of Financial Markets Research, Center for Financial Stability, presented a paper entitled “Federal Liquidity Options: Containing Runs on Deposit-Like Assets without Bailouts and Moral Hazard.” Prof. Vyacheslav Fos, of the University of Illinois at Urbana-Champaign, presented a paper jointly written with Prof. Pierre Collin-Dufresne of Columbia University and NBER entitled: “Do Prices Reveal the Presence of Informed Trading?” Prof. Evgeny Lyandres, of Boston University School of Management and IDC Herzliya, presented a paper jointly written with Dino Palazzo of Boston University School of Management, entitled: “Strategic Cash Holdings and R&D Competition: Theory and Evidence,” and Prof. Roy Zuckerman, of Rutgers Business School, presented a paper entitled: “Synchronized Arbitrage and the Value of Public Announcements.”

The conference facilitated personal and professional encounters and the creation of a research environment, resulting in mutual and interactive enrichment among leading researchers in the field in Israel and their colleagues from leading universities around the world. The summer conference is aimed at creating and laying the infrastructure for research cooperation and mutual acquaintance between Israeli lecturers working in Israel and abroad prior to the possible absorption of the overseas lecturers in leading academic institutes in Israel in general and at the Arison School of Business in particular.
The second annual Harvard-Lauder School Lecture and Workshop Series on Political Psychology & Decision Making was held this past November. Coming up in January, the school will host the Conference on The U.S. 2012 Presidential Election: Campaign and Results. As well, top scholars from Stanford University will participate in an international conference on US–Israel Relations at the Lauder School, in the same month. This summer, the Program in Political Psychology and Decision Making (POP-DM) will host the 2013 Annual Scientific Meeting of the International Society of Political Psychology (ISPP).

The IPS Visits NATO

A delegation of high-level opinion leaders, brought together under the auspices of the Institute for Policy and Strategy at IDC Herzliya (IPS), visited NATO headquarters in Brussels, Belgium in October. The visit consisted of briefings and discussions with NATO civilian and military officials, as well as Allied representatives. Notably, the delegation headed by IPS Director Major General (ret.) Danny Rothschild met with NATO’s Deputy Secretary General Ambassador Alexander Vershbow. The visit took place in the framework of NATO’s Public Diplomacy activities under the Mediterranean Dialogue.

IPS Hosts Israel Oil & Gas Mission

The Institute for Policy and Strategy (IPS) invited members of the Israel Oil & Gas Mission organized by the US Department of Commerce, to a policy seminar at Herzliya’s HaSharon Hotel in November. The meeting was co-organized with the Israeli Institute for Economic Planning and sponsored by the Israel Forever Foundation, along with Heideman, Nudelman & Kalik, P.C., and enabled high ranking energy executives, officials, and experts to network and exchange thoughts regarding the development of Israel’s gas-based industries and transportation. Mr. Richard Heideman, chairperson of the IPS International Advisory Board, shared opening remarks with the executives, and Mr. R. James Woolsey, chairperson of Woolsey and former director of the CIA, provided a strategic overview.

The issues discussed included business opportunities in Israel’s gas-based industries, challenges with Israel’s gas infrastructure planning and licensing process, and workforce development issues such as the unavailability of a skilled and trained Israeli workforce. The gathering enabled both Israeli and international energy entrepreneurs and political leaders to discuss and dissect the issues Israel’s gas industry faces.
THE AMBASSADOR OF SPAIN VISITS IDC HERZLIYA

On December 5, 2012, IDC Herzliya was honored to be the first academic institution in Israel to host H.E. Fernando Carderera Soler, the newly-appointed ambassador of Spain to Israel. The visit was initiated and organized by the students of the Argov Fellows Program for Leadership and Diplomacy, as part of the weekly Argov Seminar, during which inspiring leaders from a wide range of fields meet with the students to share their experience and knowledge.

Mr. Carderera started his visit with a lecture to the Argov students, during which he elaborated on the current challenges facing Spanish society and underlined all the advantages and high potential of economic and cultural cooperation between Israel and Spain.

Mr. Carderera then answered questions from the students, who were eager to hear about the current economic situation of Spain; Spanish and European foreign policy towards Israel; and opportunities for collaboration between the two countries. The students were also very interested to hear about Mr. Carderera’s 20 years of experience holding key positions in European and Spanish government offices.

After meeting with the Argov Fellows, the ambassador was accompanied by Mr. Jonathan Davis, vice president for External Affairs at IDC Herzliya and head of the Raphael Recanati International School, to meet with the students of Spanish origin and Spanish exchange students studying at IDC. The ambassador was eager to learn about the experience of studying in Israel at IDC and about the unique international environment of the institution. The visit was concluded by a short tour in the IDC Herzliya facilities, organized by the Office of External Relations at IDC.

IDC Herzliya and the Argov Fellows Program in Leadership and Diplomacy expressed their gratitude to the ambassador for the visit and for a thought-provoking and topical lecture. In the spirit of promoting international collaboration, IDC Herzliya will be looking forward to expanding and strengthening the academic and cultural relations between Spain and Israel in the future.

- Stas Levitan, Argov Fellow, Class of 2013
The Visual Content Hub at the Sammy Ofer School of Communications is a place for development and formation of new formats and contents for the modern world of communications and various platforms. The Content Hub was established in 2009 by Dr. Amit Lavie-Dinur and Dr. Yuval Karniel. It operates as a framework that combines theory, analysis, study and critique with creative and original activity, and brings together communications students, professors, journalists, producers, directors and creators from the communications industry. The creative and innovative activity as part of the Hub is the peak of training of students in the visual content specialization at the Sammy Ofer School of Communications.

The Structure
The Hub includes an advanced annual research seminar on “Culture, Ideology and New Formats of Communication,” along with a workshop on development of formats and formation of original and new content, under the guidance of lecturers that possess experience in similar activity in the communications industry.

The scope of topics that are treated as part of the Hub is very wide and includes the content world of communications, including cinema, various television genres, journalism, new formats, Internet, cellular content, photography, visual design, etc. The theoretical research deals with the history and cultural, social and ideological significance of contents, their analysis and understanding the ways by which they are formed.

Developing Drama & Reality Series for TV and New Media
One of the workshops in the Content Hub deals with developing drama series and reality formats for TV and new media. In this workshop the students have the rare opportunity to learn the elements and foundations of different dramatic genres as well as develop their own series.

The students follow the different steps including: finding the right idea, developing the characters, writing the story of a season, writing synopses of a few episodes, etc. By the end of the first semester they all have a complete “Bible,” which is actually a fully developed series without the script-writing. In the second semester they choose 4 projects and each group goes out and shoots a scene from the series they developed. This scene, together with a presentation, is screened during the final showcase evening of the Hub Content.

This year we have four outstanding projects:

- **COMIX - A comic interactive platform** in the technique of “make it yourself” that encourages the users to be involved in creating comedy sketches. The users choose the content and style of each segment within the categories of: subject, props, dialogue, or location. The best ideas will be produced and published every week.

- **THE TABLE - A documentary series** that follows a number of families during the “Shabbat” Jewish dinner that exposes the secrets hidden under the customs and the family relationships. A complex portrait of the Israeli society is portrayed through the Jewish rituals.

- **BORDERLINE - A documentary series** exposing the unique lives of those who deal with borderline personality issue. Efrat the protagonist leads the camera into her personal process through moments of fear, happiness and doubts.

- **WHAT IT TAKES - An internet comic series**. Three friends experience their everyday life from 3 different points of views. Each viewer/user can follow the story from a specific hero’s POV, and transfer to another hero’s POV during viewing. Each hero has his or her own perception that is characterized by a special cinematic style and sound.

- **Arik Bernstein** has been a leading force in the Israeli film industry for the past 20 years. He has initiated and overseen numerous productions: documentaries, documentary series and drama series, most of which were international co-productions. These films and programs have been screened in major film and television festivals worldwide, and were awarded many Israeli and international prizes.

CoMix, a new format from the Content Hub.
MiLab continues its exploration into the future relationship between technology and society

Research conducted by lab co-director Dr. Oren Zuckerman literally took to the streets, studying how motivational games can help people walk more in their day-to-day lives. So-called “gamification” for behavior change has been studied in research laboratories, but Dr. Zuckerman’s study explores the idea of positive change through mobile games with a large sample of real world users. In a related behavior-change project, a game developed by the lab in collaboration with the “Or Yarok” Association for Safer Driving helps teenage drivers get more diverse driving experience as they start out behind the wheels.

Looking at the relationship between humans, robots and entertainment, a study led by miLAB co-director Dr. Guy Hoffman showed that participants liked the same songs better when they listened to them jointly with a robot that responded to the songs. These findings could not only have implications for the entertainment industry, but reveal our inherent tendency for being influenced by others when it comes to emotional responses, even if the “other” is just a mechanical device. Dr. Hoffman’s paper describing the device and his vision for small smartphone-powered robots in every home and office was also nominated for the Best Paper award at the IEEE International Symposium on Robot and Human Interactive Communication in Paris this summer.

A new way to experience the city is now possible thanks to a miLAB student project. “FlashBack,” developed in collaboration with the City of Tel Aviv, enables users to experience their surroundings as seen through the lens of time. Using Augmented Reality (AR) technology on a mobile phone, together with a detailed archive of the city’s history, tourists and residents alike can take a photo of a landmark and are taken back in time to see what the same place looked like decades ago.

This year miLAB research also spun off its first commercial company, Tovbot, co-founded by Dr. Hoffman. The company aims to revolutionize the personal robotics space by developing smartphone-based home robotics. In its first stage of inception, Tovbot has already received wide praise from the press, including mentions by Discovery.com, CNN, TechCrunch, engadget, and cnet. After having been invited to Google’s annual technology event Google I/O, Tovbot was accepted as one of 25 finalists in the prestigious TechCrunch Disrupt Battlefield competition held in San Francisco.

2012 also marks another important milestone: two companies that began as miLAB student projects turned into independent technology start-ups. STUI and Xtendi, which were developed by student groups as part of the unique innovation process taught in the lab, are now in advanced stages of commercialization. STUI was accepted as one of 125 - out of 1,125 - young companies to participate in the competitive MassChallenge Accelerator in Boston; Xtendi was chosen among 50 selected startups, out of 850 applicants, to compete at the Pioneers Festival, held in Vienna.
The Asper Institute for New Media Diplomacy is kick-starting this new academic year with two unique projects: NoCamels and the IDC International Radio.

NoCamels.com, founded two years ago by Dr. Noam Lemelshtrich Latar, dean of the Sammy Ofer School of Communications, and international journalist Anouk Lorie, has emerged as the world’s leading news website on Israeli innovation.

Each year, 15 of IDC’s brightest students are selected to join NoCamels as journalists. They are trained by professional journalists and travel around the country to interview Israel’s foremost innovators.

The website showcases innovative Israeli solutions to global problems in the fields of technology, health and the environment.

NoCamels’ articles are republished on sites around the world, including theNextWeb, the Jerusalem Post, Forbes, Atlantic Magazine, ENN and other leading publications. In addition, El Al now features a special section for NoCamels in the airline’s monthly inflight magazine, Atmosphere.

This year the Asper Institute is also launching a new international radio channel. The channel will be distributed online to Jewish communities around the world and serve as an important bridge between Jews in Israel and abroad. The online radio channel will deal with issues including Zionism, aliyah, Israeli culture and current affairs, and will be broadcast in different languages. Going forward, the radio channel will partner with Jewish and college radio stations around the world to reach the broadest audience.

For more information on the Asper Institute and its many projects, visit our website or contact Asper Institute Director Anouk Lorie at lanouk@idc.ac.il.

Digital Empowerment: Old Concepts - New Meaning

This was a particularly exciting academic conference organized in the summer by the Research Center for Internet Psychology. The conference considered the whole question of how digital technology is being harnessed to empower people with different needs and how this important and expanding field can be further developed in the future. Lectures were given by leading scholars of the field. The speakers considered how old concepts such as friendship, personality, identity and privacy have taken on new meanings in our digital age.


In 2005, Yair Amichai-Hamburger edited *The Social Net*, a book that considered the major aspects of how people interact using the Internet. The book, published by Oxford University Press, proved an outstanding success and has become the standard text book at universities throughout the world. In fact Yair and the book are credited with predicting the development of social networks. As anyone who has followed this field will know, since the publication of the book, huge changes have taken place in the way we communicate over the Net and hence Oxford University Press commissioned Yair to put together and edit a revised edition. This second edition, due out shortly, contains 70% new material (!) and contains contributions from an A team of scholars from all over the world, including leading academics from the USA, the UK and Hong Kong and of course from here in Israel. The book demonstrates the force of the Internet revolution and its impact on every aspect of our lives.
News from IDC's Academic Departments

» World-renowned Faculty
» Career Development Services
» Professional Networking
» International Student Body
» Exchange Programs
» Study Trips to India, China & Brazil

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INTERNATIONAL ROUNDTABLE WORKSHOP ON CONTEMPORARY CHALLENGES TO THE LAW OF ARMED CONFLICT

In June, The Radzyner School of Law hosted a unique international roundtable workshop on Contemporary Challenges to the Law of Armed Conflict, bringing together leading legal academics, practitioners and high-ranking military officials. The event was jointly organized by IDC Herzliya’s Profs. Yishai Beer and Moshe Halbertal, TAU’s Prof. Eyal Benvenisti, the International Committee of the Red Cross and The Marc Rich Foundation.

The conference was attended by professors from Oxford, Harvard, Yale, Georgetown and Israeli universities, as well as IDF Generals.

The workshop, academically prepared with the assistance of IDC’s Dr. Eliav Lieblich, addressed four burning questions in contemporary international humanitarian law. The first concerned the legitimate goals in the fight against non-state actors. In this context, the participants discussed the dilemmas arising from asymmetric conflicts, in which states combat adversaries that intermingle and (sometimes) draw support from local civilian population. The participants elaborated on the complex task of balancing between military necessity and the lives of civilians in such scenarios. In particular, the participants addressed the questions of deterrence as a legitimate (or illegitimate) military advantage, and the problematic aspects of defining “victory” in contemporary conflicts.

The second question concerned the definition of legitimate targets of attack – both persons and objects – in the context of asymmetric conflicts. The participants noted the pressure placed on the principle of distinction in such situations, and analyzed the many dilemmas arising in the attempt to reconcile the differing approaches to this question.

The third issue discussed the obligation to minimize harm to civilians. The participants conducted a lively discussion regarding the duty to take feasible precautions in order to minimize civilian harm, and whether and to what extent does the latter obligation require militaries to take risks in order to save the “enemy’s” civilians (“force protection”).

Last, the workshop analyzed the definition of the term “armed conflict” in an era in which classic wars between states are becoming rarer and rarer. As this question has important effects over the application of norms of international human rights law, the participants offered their diverse insights and approaches towards this issue of utmost importance.

Israeli Academic Forum on Intellectual Property

In October, the Israeli Academic Forum on Intellectual Property held its annual seminar on Intellectual Property Law. The seminar took place at the Interdisciplinary Center Herzliya and was organized by Dr. Assaf Jacob, in cooperation with Dr. Amir Huri and Dr. Orit Fishman Afori. The seminar was attended by representatives from all the relevant sectors: judges, lawyers and of course IP law professors and other members of academia, all of whom have a special interest in the field of IP. The seminar dealt with current issues in various areas of IP law, including copyrights, patents and trademarks, as well as the burning issue of technological protection measures.

The first part of the seminar was dedicated to a number of academic presentations on copyrights and patents: “The Melting Pot of Copyright Law: Urheberrecht in Jerusalem,” “Copyright Criminalization,” “Just Kidding – Three Legal Paradoxes of Satire and Copyrights,” “Optimal Patent Policy when Secrecy is Valuable,” “Is IP Blocking Cooperation? Stem Cells as a Test Case,” and “Patent Propensity Deficit by Emerging Economies.” The presentations raised vivid discussions among the attendees, who enthusiastically shared their different points of view on the various subjects.

During the second part of the seminar, two roundtables were held: the first addressed a recent bill regarding technological protection measures (TPM/DRM) and electronic data regarding copyrights’ management, and the second discussed a recent Supreme Court decision dealing with trademarks in a case regarding the stripes on Adidas shoes. The lively discussion shed a new light on trademark law doctrines, the tort of passing off and the law of unjust enrichment. The seminar was widely perceived as a big success, and we are looking forward to next year’s seminar on IP.
IDC Law Review Roundtable Event

In November 2011, the *IDC Law Review* held a roundtable event in English that dealt with issues related to Family Law, Labor Law, and the interface between them and gender. Two panels were held in the event: The first one focused on Family Law, with Prof. Ruth Halperin-Kadari as commentator and chairperson of the panel. During the panel, Dr. Ruth Zafran and Dr. Ayelet Belcher-Prigat each presented their own papers, “An Alternative to the Tender Years Doctrine – The Approximation Rule as a Source of Inspiration” and “From Partners to Joint Parents: Toward a Theory of Financial Obligations between Co-Parents,” respectively. The second panel focused on Employment Law, with Dr. Noya Rimait as commentator and chairperson of the panel. As part of the panel, Prof. Sharon Rabin-Margalioth presented her paper, “The Prohibition of Terminating Pregnant Workers: A Case of Over-protection?” and Dr. Yofi Tirosh addressed the question, “Is Fat a New Category in Israeli Law?” Prof. Katharine T. Bartlet from Duke University School of Law, who is widely recognized for her interest in those issues, was the keynote speaker of the event. She responded to both panels and presented the American perspective on those complicated issues.

Honoring the Supreme Court Judge (Retired) Ayala Procaccia

In May 2012 the *IDC Law Review* held a two day conference to honor the Supreme Court Judge (retired) Ayala Procaccia. All papers were connected to the main issue: “Judge in a Society Rife with Tensions - Between Freedom and Responsibility.” Over 30 academic scholars took part in 7 different panels; among the participants were four of the Supreme Court judges that accompanied her through her tenure: Prof. Itzhak Zmair, Elyakim Rubinstein, Edna Arbel, and the former Chief Justice Prof. Aharon Barak. The main fields addressed in the panels were Commercial Law; Family Law; Religion, State and Court; and Social Rights – all of which raised complicated dilemmas with which Judge Procaccia had to deal throughout her years as a judge. Some of the papers presented during the conference will be published in the next *IDC Law Review* volume.

SNIPPETS OF NEWS

★ Please see page 14 for full article about the opening of our new new research center - FACT: Foundations & Applications of Cryptographic Theory.

★ Dr. Anat Bremler-Barr was the co-organizer of OWASP-IL 2012 (Open Web Application Security Project) Conference, held at IDC Herzliya in September 2012. The conference was attended by 250 people from the application security industry. This conference has been held at IDC Herzliya annually since 2007.

★ Prof. Shimon Schocken recently gave a TED talk on “The Self-Organizing Computer Course.” The talk already has attracted more than 400,000 views.

★ Prof. Tami Tamir presented her work on “Online Algorithm for Battery Utilization in Electric Vehicles,” in the 7th International Symposium on Advances in Artificial Intelligence and Applications (AATA) in Wroclaw. The paper, joint work with Ron Adany, received the best student paper award.
IDC Herzliya’s School of Sustainability participates in COST: Intergovernmental framework for European Cooperation in Science and Technology

COST is an intergovernmental framework for European Cooperation in Science and Technology, allowing the coordination of nationally-funded research on a European level. Israel is a full member of all Cost Actions. The IDC School of Sustainability, representing Israel, participates in Cost Action IS1007: Investigating Cultural Sustainability, which is part of the Domain - Individuals, Societies, Cultures and Health. Faculty members who are participating members in this action are Prof. Arza Churchman and Dr. Karni Lotan. Symposia are held twice a year in different countries. The symposia include working groups, set up to allow interactive discussions on different aspects of the topics set for the symposia. Cultural sustainability was discussed by a number of presentations in the International Conference for Cultural Policy Research (ICCPR) in Barcelona, July 9-12, 2012. A special panel on “Investigating Culture, Cultural Policy, and Sustainable Development” was organized by the COST Action and Chaired by Dr. Nancy Duxbury. The panel highlighted some of the research underway by the Working Groups and individual members of this COST Action. IDC faculty members have attended the symposia held in Barcelona, Tallinn and Coimbra, and have been very active participants in the discussions and formulations of working documents.

IDC Herzliya’s School of Sustainability leads the panel on ‘Energy Futures: A Social Sciences Perspective’ at the 4th MAGEEP symposium

The provision of sufficient clean energy in order to avoid dangerous climate change poses many challenges to government, industry and society around the world. However, while technological and technical aspects of energy provision and consumption are often discussed by policy makers and academic scholars, social aspects and perspectives on these issues tend to be overlooked. Critically examining the relations between energy and society, and how social sciences could contribute to sustainable solutions, IDC Herzliya and the School of Sustainability led the panel on ‘Energy Futures: A Social Sciences Perspective’ at the 4th MAGEEP symposium which focuses on Abundant, Clean, & Cost-effective Energy Systems for Sustainability. The conference was held in Mumbai, India in December 2012.

The McDonnell Academy Global Energy and Environment Partnership is a consortium of 28 universities and corporate partners working together in energy, environmental and sustainability research, education and operations. The vision of the consortium is to identify and collaboratively tackle important global energy and environmental challenges. In June, IDC Herzliya hosted the Pre-Mumbai Sustainability Workshop. The workshop discussions highlighted the contributions of social sciences to our understanding and analysis of various energy challenges faced by developing and developed countries around the world, such as energy security, the deployment of renewable energy, energy poverty and equity. Options for future collaborations in education and research between IDC and other MAGEEP partners were discussed too. From IDC, participants included Eric Zimmerman, Moti Shechter, Yael Parag, Uri Marinov, Arza Churchman, Amit Mor, Karni Lotan and Asaf Tzachor. Other participants were Dr. Biswas, director of MAGEEP at Washington University in St. Louis; Prof. Sened and Prof. Axelbaum, Washington University in St. Louis; Prof. Narayanan, IIT Bombay; Prof. Tessler, Unicamp, Brazil; Ms. Low Yu Xing, National University of Singapore; Prof. Feuer, Technion; Dr. Schaefer, University of Haifa; Dr. Palatnik and Mr. Baum, University of Haifa; Prof. Sokolov, Afeka College of Engineering; and Dr. Goldblatt, ETH Zurich.
The School of Sustainability’s Dr Yael Parag Leads the Socio-Technical approach for the Security of Energy Services (STESS)

STESS (Socio-Technical approach for the Security of Energy Services) is a 4 year research project funded by the EU (Career Integration Grant scheme, CIG) and led by Dr Yael Parag from the School of Sustainability. It aims to provide multi-level criteria for the examination, analysis and evaluation of energy services security (ESS) in the context of the transition to a low carbon economy. Concerns about energy security have been increasing in recent years due to rising demand for energy on the one hand and on the other hand resource depletion and other political, social, technological and environmental constraints on energy supply. The traditional approach for energy security focuses on the security of supply and concentrates on international relations and on technical aspects of the system. STESS research uses a different perspective and focuses on energy services and the security of energy services. It develops a more holistic socio-technical approach to energy security, which goes beyond politics and technology. It recognizes that (i) many state and non-state actors with diverse functions, roles and interests are part of the energy system, (ii) the provision and consumption of energy are interlinked in many ways, and (iii) demands for energy services as well as energy practices are developed and shaped in technical, social and cultural contexts. Four research strands comparatively examine and integrate different aspects of ESS in the UK and Israel: The first examines the existing institutional structure of energy security vs. ESS in each country. The second examines the existing policy networks of ESS in each country. The third examines current and potential roles of different actors in the provision of ESS (e.g. communities, individuals, businesses), and the fourth integrates the findings to suggest multi-level criteria for the measurement and evaluation of ESS, with a special emphasis on the UK and Israel.
COLLABORATION BETWEEN THE JOSEPH SAGOL NEUROSCIENCE CENTER IN THE CHAIM SHEBA MEDICAL CENTER AND THE SCHOOL OF PSYCHOLOGY AT IDC HERZLIYA

The Chaim Sheba Medical Center signed a co-operation agreement with IDC Herzliya, stating that psychologists with PhD’s who are interested in having an academic career would find their academic home at IDC Herzliya. This cooperation is a joint initiative of Prof. Michal Schnaid-er Beeri, the director of the Joseph Sagol Neuroscience Research Center; and Prof. Mario Mikulincer, dean of the School of Psychology at IDC Herzliya.

"Psychologists are educated to practice in scientific research, which is why their contribution to research in psychology and bio-medicine in the world is extensive. We see this collaboration as a priceless opportunity for the psychologists at Sheba who work in various departments in the medical center - cancer, psychiatry, rehabilitation, neurology – to enter the world of research in issues that relate to their daily work at the Sheba Center, which has an exceptional academic level, and simultaneously help develop the psychologists’ theory and methodology by incorporating them in a leading academic institute such as IDC Herzliya,” said Prof. Beeri.

The School of Psychology at IDC Herzliya was founded 5 years ago and is one of the leading psychology schools in Israel. Its goal is to advance research in clinical, medical, rehabilitation and social psychology as well as neuroscience, while implementing researched and theoretical knowledge accumulated in prevention and community outreach programs and in clinical programs as the Sheba Medical Center. The agreement states that psychologists from IDC will be able to complete their practical training period at The Joseph Sagol Neuroscience Center in the Chaim Sheba Medical Center, and the IDC Herzliya School of Psychology would provide an academic home to the research psychologists from the Sheba Medical Center. “This is without a doubt a fantastic opportunity for both IDC and the Sheba Center. We are excited about the future of this joint collaboration,” said Prof. Mikulincer.

Similar models are already in place between the Sheba Center and Tel Aviv University, as well as between the School of Psychology at IDC Herzliya and the Schneider Children’s Medical Center of Israel. This agreement will enable vast research potential for the next generation of psychologists who wish to become researchers, clinical psychologists, or both.

ACADEMIC EVENTS AT THE SCHOOL OF PSYCHOLOGY FROM APRIL-NOVEMBER 2012

© April 3-5, 2012
Fifth Herzliya International Symposium on Personality and Social Psychology

Nature and Formation of Social Connections: From Brain to Group

One of the most exciting recent developments in social psychology is the incorporation of neural, physiological, evolutionary, and developmental concepts and methods into the study of human relationships. While obviously desirable from a scientific perspective, this kind of integration has been rare in a field based largely on behavioral experiments involving American college students. In the fifth Herzliya Symposium on Personality and Social Psychology, we surveyed some of the latest developments in theory and research concerning the physiological and psychological mechanisms underlying the formation of social connections at neural, dyadic, and group levels, and across the lifespan, beginning with infant-parent relationships. The symposium included 21 talks that were divided into four main sections: Brain Level, Developmental Level (focusing especially on child-parent relationships), Dyadic Relationship Level (especially romantic/sexual/marital relationships), and Group Level (considering both evolutionary and physiological bases of group processes). We invited some
of the best-known and most creative researchers in these topic areas, spanning several fields and multiple nations. Participants included: Karen Bales, University of California, Davis; Jaak Panksepp, Washington State University; Bianca Acevedo, University of California, Santa Barbara; Art Aron, State University of New York, Stony Brook; Christian Keysers & Valeria Gazzola, University of Groningen; Lior Noy, Weizmann Institute of Science; Yulia Golland, Interdisciplinary Center (IDC) Herzliya; Jim Coan, University of Virginia; Ruth Feldman, Bar-Ilan University and Yale University; Rechele Brooks & Andrew Meltzoff, University & of Washington; Dana Shai, Interdisciplinary Center (IDC) Herzliya; Jude Cassidy, University of Maryland; David Oppenheim, Haifa University; Jeff Simpson, University of Minnesota; Justin Cavallo, Columbia University; Harry Reis, University of Rochester; Phillip Shaver, University of California, Davis; Mario Mikulincer, Interdisciplinary Center (IDC) Herzliya; Brooke Feeny, Carnegie-Mellon University; Gurit Birnbaum, Interdisciplinary Center (IDC) Herzliya; Tsachi Ein-Dor, Interdisciplinary Center (IDC) Herzliya; Mark Van Vugt, VU University Amsterdam; Naomi Ellemers, Leiden University; and Carsten De Dreu, University of Amsterdam.

© May 10, 2012
Workshop on Mentalizing Fear: Transformation and Integration
This workshop, led by Prof. Arietta Slade, focused on ways that the therapist’s capacity to mentalize early threat and fear can lead to the modulation of intense and dysregulating patterns of arousal and affectivity that are grounded in the individual’s neurobiology and derived from early relational experiences. Despite the fact that threat detection plays a key role in survival across a number of species, and that the regulation of early threat and fear has long been seen as central to emotional security, there has been little interest in fear within the psychodynamic literature. Prof. Slade argued that the therapist’s and ultimately patient’s capacity to recognize and mentalize both fear and the search for safety can play a crucial role in promoting psychic change and reorganization. Arietta Slade, Ph.D., professor of Clinical and Developmental Psychology, City University of New York, and Visiting Research Scientist at the Yale Child Study Center, is an internationally recognized attachment theorist, researcher, and infant mental health specialist. Her research on mother-infant attachment led to the development of the The Parent Development Interview, as well as the elaboration of the concept of parental reflective functioning, both of which have had a significant impact in the field of infant mental health. For the past 10 years she has been co-directing Minding the Baby, an interdisciplinary reflective parenting home visiting program for high-risk mothers and infants at the Yale Child Study Center and School of Nursing; this intervention is now being tested in a federally funded RCT, as well as a large scale replication in the United Kingdom. She is currently collaborating with Dr. Dana Shai, a clinical researcher in the IDC School of Psychology, in the development of a research institute devoted to the study and improvement of parent-infant relations at the IDC School of Psychology.

© May 21, 2012
International Conference on Nurturing Mindfulness in Families, Schools and Youth: Advancing the Science and Practice of Awareness and Caring
Professor Mark T. Greenberg is the Edna Peterson Bennett Endowed Chair in Prevention Research and Professor of Human Development and Psychology at Penn State University. His studies attempt to promote the well-being of children and youth and to reduce the prevalence of high risk behaviors and poor outcomes for children, families and communities. Specifically, his work focuses on (1) examining the effectiveness of innovative models of preventive intervention, (2) providing training on topics related to prevention research, (3) providing assistance to communities on the development, implementation, and evaluation of prevention programs, and (4) providing policy-relevant information on best practices to governments. Prof Greenberg is collaborating with Dr. Nava Levitt Binnun, co-director of the Applied Neuroscience Unit and Muda Center at the IDC School Psychology, in development techniques aimed at nurturing teacher mindfulness and creating a more caring classroom.

© June 21, 2012
Conference on Implementation of Mental Health Insurance Reform in Israel
Speakers include: Dr. Roni Gamzu, general director, Israel Ministry of Health; Dr. Gadi Lubin, head of Mental Health Branch, Israel Ministry of Health; Prof. Hanan Munitz, head of Mental Health Branch, Kupat Holim Clalit; Dr. Yoichi Bin-Nun, head, Israel Psychological Association; Prof. Eli Shamir, head, Organization of Families of Mental Health Patients; Prof Alan Apter, head, Medical Psychology Unit, Schneider Child Medical Center.

© September 6–9, 2012
Certificate course on “From Wonders of the Brain to Wonders of Human Beings”
Teachers included: Dr. Nava Levitt Binnun (PhD, Weizmann Institute), IDC School of Psychology; and Dr. Yulia Golland (PhD, Weizmann Institute), IDC School of Psychology.

© November 8, 2012
International Conference on Attachment and Emotion-Focused Therapy
In this conference, the University of Ottawa’s Prof. Susan Johnson, a clinical psychologist, researcher, professor, author, popular presenter and speaker and one of the leading innovators in the field of couple therapy, presented the theoretical basis and key tasks of Emotionally Focused Couple Therapy (EFT). EFT is an empirically validated approach that changes the emotional accessibility and responsiveness of each partner to foster secure bond interactions. The key tasks in EFT are to expand and crystallize emotional responses and, using new emotional signals, to shape positive new interactions. Prof. Johnson offered an overview of the EFT perspective on emotion and focus on these two tasks, how to approach and complete them and blocks that occur in therapy sessions.
The year-long Zell Entrepreneurship Program culminates with a 10-day study trip to the US in order to broaden students’ horizons and expose them to the opportunities of the US corporate and economic environment. The trip includes a specially designed MBA seminar at the University of Chicago, Booth School of Business, one of the top business schools in the US, visits to a wide variety of companies around the country and a chance to meet and present ventures to entrepreneurs, senior executives, investors and Sam Zell himself. Traditionally, the study trip consists of stops in New York and Chicago, but as the program continues to evolve and veer more towards new media ventures, the need to get to Silicon Valley to round out the experience has become increasingly relevant. That’s why this past year the program added a third stop to their US tour – Silicon Valley, and with visits to the likes of eBay, Facebook and Google Headquarters!

In Chicago, students participated in a two-day study program at the University of Chicago, and presented their ventures to Sam Zell. They also had the opportunity to join Sam and his wife for cocktails at his private home, followed by an incredible dinner at a restaurant at Sam Zell’s Waldorf Astoria hotel in Chicago. On another night, the students were hosted for dinner by Lowell Kraff of Trivergence, where a surprise “elevator pitch” competition was held, and the first place team took home an $18,000 investment grant from Kraff and his partners.

The next stop was New York, where students had two full days of visits to Estée Lauder, Goldman Sachs, Getty Images, and more. Following a five-year tradition, the students also presented their ventures to a roomful of 50+ people at Tech Aviv New York (hosted at New York University), and again at Tech Aviv Palo Alto (hosted at Stanford University in California).

Finally, the students headed to the Golden State of California for the final leg of the tour. They started at eBay headquarters, had lunch and a tour at Facebook, and then presented and received feedback on their ventures at Innovation Endeavors. Students also traveled to Khosla Ventures to talk with founding partner Vinod Khosla, one of the top venture capitalists in Silicon Valley. The students continued on to Google Headquarters, where they were given a tour and the opportunity to present their ventures to Google employees. To round out the trip, students visited SRI International, a cutting edge technology research institute that created iPhone’s “Siri,” and many other companies like it.

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

After six months of entry exams, summer assignments, and six personal interviews with IDC Herzliya faculty members, alumni and representatives of the advisory board, 34 IDC students from all different faculties were selected to participate in the Summer Induction Program (SIP) – the culmination of the long and grueling application process and the final test to get into the Zell Entrepreneurship Program.

Likened to the traditional army boot camp that all IDF soldiers must complete upon entering the Israeli Army, SIP is an intensive 10-day “entrepreneurship boot camp” at IDC that is designed to test what the Zell applicants are truly made of and provide a taste of what the Zell Program is all about. With long, busy days working from the early hours of the morning until the IDC Herzliya gates close at the end of the night, students participate in a wide variety of activities, lectures and learning by doing projects, where they work in new groups every day. Following SIP, the admissions committee accepts a total of 20 students, who will all begin their last year of studies at the IDC as members of the Zell Entrepreneurship Program.

The SIP platform includes fundamental academic lectures and workshops that are provided by both the Zell faculty and industry professionals and entrepreneurs. Through lectures, discussions, case studies and assigned activities, students are assessed on their interpersonal skills and their ability to implement and demonstrate their knowledge and experience in intense group projects and presentations. While the focus of SIP is on innovation management through ideation and idea assessment, other lectures cover diverse topics such as group dynamics, IP law, Internet entrepreneurship and negotiations. There are also entrepreneurship workshop lectures, where alumni like Dror Ceder and Daniel Tal of Wibiya, come to share their war stories with the aspiring pre-Zell students.

Team assignments are an integral part of SIP. Each day, candidates are divided into ad-hoc non-random groups so that as many of them can meet each other as possible. Based on the topics covered that day, a group assignment is given to be completed overnight. Some of the assignments are academic, while others involve practical application of material covered in the lecture. One of the ultimate goals of these team exercises is to give students a chance to identify potential teammates with whom to create ventures during the Zell year.

SIP is a tough and challenging experience that all students benefit from whether they ultimately get into the program or not. In SIP, students learn that entrepreneurship cultivates a range of important life skills, from leadership and team building to negotiation, communications, innovation and decision-making. During this brief period, students learn to open their minds and challenge the existing ways they think and perceive the world. Although it’s only a short ride on the “entrepreneurial rollercoaster” of ups and downs, it’s definitely enough of a taste to inspire any entrepreneur to follow his or her dream of starting the next big company.

Overall, SIP is a great way for students to get to know each other, and get a feel for the intensity and vibe of the program. On the last day, candidates are chosen to spend the coming year testing their limits, obtaining the necessary entrepreneurial tools to succeed, and hopefully learning more about who they are along the way. This year 22 students were chosen as the Zell 12 class.
IDC Students Promote Social Causes

Students of the ADVENTURE IDC Program Use Their Public Relations Skills to Help Others
When the Sammy Ofer School of Communications opened its doors, its founders decided that the students should receive maximum possible exposure to events in the “real” world through extensive practical experience in their third year of studies. The academic staff wanted to prevent a situation in which determined and talented students became just glorified interns in Israel’s major ad agencies and PR firms.

Dr. Yariv Ben Eliezer, head of the Persuasive Communications specialization, subsequently developed the concept of a communications laboratory under the brand ADVENTURE IDC. According to Ben Eliezer, the lab operates under the same motto as IDC Herzliya: Freedom and Responsibility. “We give our students freedom of thought and expression, and the ability to argue with and criticize us; while at the same time, we encourage them to take responsibility for whatever they do. At Adventure IDC, the students also affirm their commitment to society by helping the underprivileged, and through their work they become deeply involved in Israeli society.”

“The lab is fundamentally a PR firm in every respect that provides marketing communications services exclusively to NPOs and social organizations. During one entire academic year, students receive a PR budget and are required to provide extensive, top notch communications services that comply with the most stringent professional standards, under the auspices of the highly experienced staff.

Numerous organizations and entities in various sectors have, in recent years, benefited from the students’ activities, including associations operating on behalf of children with cancer and children with serious disabilities. This is the underlying principle of the successful project - a comprehensive and professional communications plan for third sector organizations to raise awareness of their extremely welcome activities.

According to Dr. Noam Lemelshtrich Latar, dean of the Sammy Ofer School of Communications, “In the school of communications we are educating the future leaders of the media. Media professionals hold a lot of power in their hands and we try to make sure that they use it in a constructive and ethical way. We strongly encourage our students to participate in social projects conducted by NGOs that help the needy. Adventure IDC is one of our leading projects in societal contribution and we have received excellent feedback from the NGOs. We are very proud of it.”
The project is being spearheaded by media consultant Dana Levy Elgrod and journalist and digital specialist Roy Katz, who are working alongside Shay Even, a School of Communications graduate and currently political strategist employed as a TA.

Success and Professional Recognition

This past academic year was a stellar year for the project. Three associations were selected for the project in its fourth year – The Haim Association for Children with Cancer; Etgarim, which focuses on promoting people with disabilities through challenging sports, and Education and Society Enterprises, which focuses on promoting young people through sports. Every association was assigned 5-6 students, who worked energetically on the campaign. During the year, the students managed to generate exceptional results in public relations, obtaining media exposure for the organizations from leading media organizations in Israel, including Channel 2 News, Channel 10 News, Yedioth Ahronot, Galei Zahal and Reshet Bet, as well as from leading international newspapers including the Chicago Tribune, San Francisco Chronicle and several major Jewish newspapers around the world.

The students’ achievements were not measured solely in quantitative terms (number of mentions in the media). The associations benefited from repeat ads in major media channels in Israel as well as the most prestigious locations. To summarize the year of activities, the three professional teams, which were composed of third-year students, managed to generate NIS 1.3 million worth of media exposure, an impressive sum in every respect and rare for NPOs and associations.

The project’s overwhelming success this year is also attributed to the fact that responsibility for the project expanded far beyond traditional public relations. The changes in the communications market compelled the school staff to allow an expansion of the project into the digital and production areas under one framework. As a result, students spearheaded a campaign in the social media, and managed, for the first time, to introduce the three associations to the digital world. The students managed all of the associations’ social networks, initiated bold creative moves and combined the digital world with the traditional PR world.

The students’ impressive achievements resonated well beyond the IDC campus. At the conclusion of the academic year, the Roaring Lion ceremony, the ‘Oscar Awards’ of the public relations industry in Israel, took place, with the group of students who oversaw the Etgarim association’s campaign winning the Cub award for its exceptional achievements in PR for the association. The winning students were: Lior Ovadia, Gili Lazreovitch, Michal Kipanis, Adi Luria, Ayelet Dotan and Adi Berger. Incidentally, the students have already been employed by top PR firms in Israel.

The project concluded with a unique closing event in which students presented their achievements to association representatives, to their peers, to the academic staff and to their families. Speaking at the event was Chairperson of the Haim Association Avshalom Cohen, who said that the students’ activities resulted in a 30% increase in revenue from donations. CEO of Etgarim Dafna Harrari said at the event that the public relations that the association received was greater than all of the public relations generated by all PR firms with which the association had worked in the entire 18 years of its operations – a compliment rare in its intensity.

The project is now entering its fifth year, with focus being placed on three new associations in addition to the veteran organizations that are continuing for another year. The new students are beginning to formulate work plans to surpass the amazing achievements of the previous class and to generate unprecedented exposure and revenue for the associations. ★

“Adventure IDC is one of our leading projects in societal contribution and we have received excellent feedback from the NGOs.”

- Dr. Noam Lemelshtrich Latar, dean of the Sammy Ofer School of Communications
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DC Herzliya student, **Nadav Ben Yehuda**, was awarded the Presidential Medal of Honor from *Israel President Shimon Peres* in a special ceremony this past September.

Ben Yehuda, a skilled ice climber and mountaineer, was attempting to scale Mount Everest back in May, when he found his Turkish friend, Aydin Irmak, lying unconscious inside a crack in the ice. Though less than 1,000 feet from the peak of Everest, Ben Yehuda turned his back on the prize to rescue his fellow climber, forsaking the opportunity to become the youngest Israeli ever to conquer Everest, the world’s highest summit.

It was an historic decision to stop climbing and try to save the fallen climber. The path to the apex of Everest is often littered with the dead and dying, and single-minded climbers are known to ignore their fellow man’s distress in order to reach the top and then return to base as fast as humanly possible. For Ben Yehuda, that simply wasn’t an option.

“A person’s life, any person’s life, is more valuable than anything,” he told reporters upon arriving home in Israel.

The moment Ben Yehuda grasped that Irmak had no gloves, oxygen mask or supply bag, he removed his own gloves in order to assist, and soon lost his oxygen supply. He somehow succeeded in lifting Irmak and spent the next 8 hours carrying him down to the next highest camp, even having the wherewithal to save a second fallen climber that he passed, by insisting that another group of climbers stop and provide spare oxygen.

Ben Yehuda came away from the rescue with a critical case of frostbite that nearly cost him his fingers. For months following the accident, he suffered from severe pains and had to undergo grueling physical therapy in order to save his fingers and work towards recovery. Today he no longer has to fear amputation, and while his hands have not returned fully to themselves, Ben-Yehuda has already returned to mountaineering. In September he conquered the highest mountain in eastern Georgia, and followed that success with a challenging solo climb in the Pyrenees.

Now back for his second year at IDC, where he is in the law and government track, Ben-Yehuda is doing his best to fulfill both his academic and athletic responsibilities. "As part of the professional athletes’ program, I get special help and accommodations that enable me to fulfill both my academic and athletic responsibilities,” says Ben-Yehuda. "I’m flying to South Africa this January for training, and IDC approved it. They understand that you cannot be an ice climber without practicing, and in Israel we don’t have ice except inside the fridge!"

"There is something in these stories, about climbing, that makes a person look at their life in a very deep way. But I don’t tell people what they should do, what to think, or how to live their lives.”

- Nadav Ben-Yehuda, IDC Herzliya student, ice climber and mountaineer

DC Herzliya student, Nadav Ben Yehuda, was awarded the Presidential Medal of Honor from Israel President Shimon Peres in a special ceremony this past September.

Ben Yehuda, a skilled ice climber and mountaineer, was attempting to scale Mount Everest back in May, when he found his Turkish friend, Aydin Irmak, lying unconscious inside a crack in the ice. Though less than 1,000 feet from the peak of Everest, Ben Yehuda turned his back on the prize to rescue his fellow climber, forsaking the opportunity to become the youngest Israeli ever to conquer Everest, the world’s highest summit.

It was an historic decision to stop climbing and try to save the fallen climber. The path to the apex of Everest is often littered with the dead and dying, and single-minded climbers are known to ignore their fellow man’s distress in order to reach the top and then return to base as fast as humanly possible. For Ben Yehuda, that simply wasn’t an option.

“A person’s life, any person’s life, is more valuable than anything,” he told reporters upon arriving home in Israel.

The moment Ben Yehuda grasped that Irmak had no gloves, oxygen mask or supply bag, he removed his own gloves in order to assist, and soon lost his oxygen supply. He somehow succeeded in lifting Irmak and spent the next 8 hours carrying him down to the next highest camp, even having the wherewithal to save a second fallen climber that he passed, by insisting that another group of climbers stop and provide spare oxygen.

Ben Yehuda came away from the rescue with a critical case of frostbite that nearly cost him his fingers. For months following the accident, he suffered from severe pains and had to undergo grueling physical therapy in order to save his fingers and work towards recovery. Today he no longer has to fear amputation, and while his hands have not returned fully to themselves, Ben-Yehuda has already returned to mountaineering. In September he conquered the highest mountain in eastern Georgia, and followed that success with a challenging solo climb in the Pyrenees.

Now back for his second year at IDC, where he is in the law and government track, Ben-Yehuda is doing his best to fulfill both his academic and athletic responsibilities. "As part of the professional athletes’ program, I get special help and accommodations that enable me to fulfill both my academic and my athletic responsibilities,” says Ben-Yehuda. "I’m flying to South Africa this January for training, and IDC approved it. They understand that you cannot be an ice climber without practicing, and in Israel we don’t have ice except inside the fridge!"

He’s also coming to terms with the fact that his hand will never return to its former state. “It will never be what it was,” he says, without a hint of self pity, “but now, when I go to the surgery department at Hadassah Hospital in Jerusalem, they are only checking on the extent of the permanent damage – rather than checking to see what they’ll have to cut off. This was really not expected – when I first returned, they wanted to remove four fingers from the base of my right hand. But we waited, and over the next five months it’s like I grew a new hand, so I consider myself very lucky.”

For several years, Ben-Yehuda has been lecturing about ice climbing and mountaineering – to high school seniors, new army recruits, combat soldiers and of course the climbing community. Now that he’s well on the road to recovery, he’s continued to lecture, and his audiences of course are always eager to hear the tale of the rescue at Everest. Ben Yehuda does his best to comply, though “there are some hard parts that I decide to keep for myself,” he says. “But I try to give them the facts and let them draw their own conclusions. There is something in these stories, about climbing, that makes a person look at their life in a very deep way. But I don’t tell people what they should do, what to think, or how to live their lives.”

While some of the interest over the rescue has faded, anonymity isn’t possible just yet for Ben-Yehuda, who must constantly wear a highly-conspicuous black glove on his recovering hand. "From Michael Jackson to Moshe Dayan - I’ve heard all the jokes, already," laughs Ben-Yehuda. Then, more quietly: "You know, this experience
“I’M FLYING TO SOUTH AFRICA THIS JANUARY FOR TRAINING, AND IDC APPROVED IT. THEY UNDERSTAND THAT YOU CANNOT BE AN ICE CLIMBER WITHOUT PRACTICING, AND IN ISRAEL WE DON’T HAVE ICE EXCEPT INSIDE THE FRIDGE!”

Nadav Ben-Yehuda, IDC Herzliya student, ice climber and mountaineer

“Leading 2010 expedition to a 7,000m peak - the Himalayas.

A discussion with elementary school pupils.

Struggling with the Scottish winter, while training for Everest.

As part of the professional athletes’ program at IDC Herzliya, I get special help and accommodations that enable me to fulfill both my academic and my athletic responsibilities.”

- Nadav Ben-Yehuda, IDC Herzliya student, ice climber and mountaineer

Earlier this month, Ben-Yehuda decided to focus his energies in a completely new direction by initiating project “Buds of Friendship,” to support residents of southern Israel, who have borne the brunt of the Israel-Hamas conflict in the last 12 years.

“There are thousands of children under the age of 12, who for their entire lives have never known another reality,” says Ben-Yehuda. “They suffer from ADD, they can’t sleep well at night, and they need therapy to cope with their daily situation. When the government goes for a military solution, these people get hit the hardest and don’t complain, and then when the operation ends, everyone’s life goes back to normal – which for the people of the south means getting bombed again, constantly. And the children are left wondering why their nation helped them during the operation, but then seemed to forget about them. So this time, I wanted to show them that there are people in the central area – including children just like them – who keep them in their hearts and minds, and truly care about their situation.”

In a massive operation, Ben-Yehuda and his team collected 6,000 letters from 6,000 children living in the central area of Israel. On the evening of Thursday, January 24th, the day before the holiday of Tu B’Shevat, they set out in stealth on their sacred mission.

“We entered all of the elementary schools and kindergartens in the Eshkol municipality,” Ben-Yehuda tells me, “and for ten hours, we went from classroom to classroom and placed on each child’s desk two letters written by children from the center of Israel, one plant, in honor of Tu B’Shevat, and a small and modest gift – keychain flashlights. There are some 3,000 children in the region, and the following morning, when they came to school, each child found a surprise waiting.”

Ben-Yehuda was on hand to visit the classrooms and talk to the children and their teachers – who were as surprised as their students, since only the school principals were involved in the preparation. He also met with the head of the municipality to initiate a follow-up event for Passover, in which 2,000 children from the central area will visit their southern counterparts for a day of education and solidarity.

“I feel it’s very important to show people from central Israel that there is so much more to life in the south than missiles and bomb shelters. I want them to see that there is a rich cultural life there, centered on agriculture, where you can feel the true essence of Israel. It is a special, beautiful place and its residents are our brothers and sisters.”

“So you see, I won’t be telling the Mt. Everest story for the next 20 years,” concludes Ben-Yehuda. “I must have different stories to talk about.”

In handing the award to Ben Yehuda, Israel President Shimon Peres had shaken the young climber’s hand and said, “You were trying to reach a geographical summit, and found a human summit.”

“There is no doubt that we can expect to see very great things from Ben Yehuda in the years to come – a greatness that may find expression in his very impressive athletic ability, or by something much simpler, but no less impressive – his profound humanity.”

- Joy Pincus
Program in Political Psychology & Decision Making (POP-DM) Reaches New Academic Heights

Lauder School sets the world standard for strategic assessment and predictive decision making programs. From its collaborative endeavors with Harvard, Columbia and Stanford to its internationally renowned Simulation Unit, the program is bringing the world’s attention to the school’s doorstep and helping establish a new scientific discipline.
"Students affiliated with POP-DM have recently designed a decision support system for President Obama’s decisions on Iran, analyzed Abu Mazen’s policy options and predicted Hamas and Hezbollah’s decisions on the ceasefire with Israel."

-Prof. Alex Mintz, dean, Lauder School of Government and director, POP-DM

What if we could predict specific leaders’ decisions, based on their psychological and decision making profiles? How do political leaders come to their decisions? To what degree are these decisions determined by personal bias, rather than a clear-headed analysis of the situation?

“We offer workshops that help managers and decision makers predict the decisions of their competitors and rivals.”

- Dr. Liraz Margalit, visiting lecturer at the Lauder School

These are just some of the questions being asked today at the Program in Political Psychology and Decision Making (POP-DM) at IDC Herzliya’s Lauder School of Government, Diplomacy and Strategy. POP-DM seeks to be at the forefront of global research in Political Psychology and predictive decision analysis, as part of its continued efforts to advance interdisciplinary thought and strengthen the cooperation between academia, society and policy makers.

"POP-DM has been receiving worldwide accolades for the seriousness and innovative nature of its approach to the subject of political psychology and decision making and for its on-the-mark predictions. Its wide range of conferences, lectures and workshops are conducted by leading experts in the field and draw key international participants, and its coveted internships appeal to the field’s newest members."

- Julia Elad-Strenger, visiting lecturer at the Lauder School and a political psychologist

According to Prof. Alex Mintz, dean of the Lauder School and the program’s director, “POP-DM is one of the leading strategic assessment and predictive decision making programs in the world. Its expertise and comparative advantage lie in its focus on understanding and predicting leaders’ decisions. Students affiliated with POP-DM have recently designed a decision support system for President Obama’s decisions on Iran, analyzed Abu Mazen’s policy options and predicted Hamas and Hezbollah’s decisions on the ceasefire with Israel, to name a few projects. POP-DM has ongoing dialogues with scholars from Columbia University and Harvard University, among others. It is known for its accurate predictions of terrorist leaders’ decisions and of state decisions regarding interest rates; and for its strategic analysis of leaders’ policy options. I am especially proud that MA students affiliated with the POP-DM research lab regularly participate in our global simulation exercises and present scientific and policy papers in conferences."

"IDC Herzliya is the only place in Israel and one of a few places in the world that treats political psychology as a full-fledged discipline with its own theories and methodologies."

- Julia Elad-Strenger, visiting lecturer at the Lauder School and a political psychologist

One activity hosted by POP-DM that has drawn a great deal of acclaim and media coverage is the IDC Simulation Unit in Foreign and Military Affairs. Established to simulate complex dynamics of decision making on issues of critical strategic importance, the unit acquaints policy makers from Israel and abroad with state-of-the-art technological tools and academic models that can help in formulating foreign affairs and security policy predictions and recommendations. As with so many of IDC’s successful projects, the Simulation Unit grew from a student initiative. Suggested by Lior Fadalon and given full support by Mintz and IDC’s management, a course was built around the idea, and today the entire process is organized and run by IDC students under the guidance of Dr. Lesley Terris of the Lauder School.

"It’s really exciting to manage the simulation’s infrastructure," says Joseph Ganel, who earned his master’s degree in public policy at the Lauder School and now works as a Teaching Assistant at IDC Herzliya. "While the students organize the event, the actual players are top government officials, senior policymakers, both past and present, senior academics and experts, representatives of governmental organizations and diplomats – all of whom generously come to participate in the project. Former participants have included Prof. Daniel Kurtzer, former US ambassador to Israel; Prof. Uzi Arad, former national security advisor to PM Netanyahu; Tzipi Livni, then head of the Opposition; Maj. General Res. Dan Halutz, former IDF Chief of Staff, who observed the simulation exercise; Zalman Shoval, former Israel ambassador to the US; Gen. Res. Eitan Ben Eliyahu, former commander of the Israel Air Force; Haim Assa, who served as strategic advisor to PM Rabin; and other top experts."

To date, the Simulation Unit has held three main simulations regarding crucial issues facing Israeli Foreign Policy: ‘Iran: The Day After,’ ‘A Palestinian State: The Day After,’ and ‘Combating the De-legitimization Threat to Israel.’ The simulations’ results have been published for the benefit of high-level officials and policy makers, and have also received significant news coverage in domestic and foreign press, including MS-NBC, The New York Times, Reuters and the BBC. POP-DM also hosts the Research Lab in Political Psychology and Decision Making. The Research Lab seeks to conduct research inte-
routering two fields of study - political science and behavioral decision making – to examine how political leaders and decision makers make decisions, their motivations and the cognitive process behind their choices. Significantly, the Research Lab is also conducting strategic assessment and predictive modeling. Coordinated by Dr. Liraz Margalit, visiting lecturer at the Lauder School, participants utilize multiple analysis tools and decision boards to help managers and decision makers predict the decisions of their competitors and rivals, so it has many potential applications."

Another source of great pride for IDC is that POP-DM also sponsors and hosts Political Psychology, the journal of the International Society of Political Psychology. Considered the most prestigious journal in its field, Political Psychology is dedicated to the analysis of the interrelationships between psychological and political processes. International contributors draw on a diverse range of sources, including cognitive psychology, political science, economics, history, international relations, philosophy, sociology and social and clinical psychology. Mintz serves as the journal’s editor-in-chief; professors from Harvard, Rutgers, and Utrecht serve as co-editors; and Dr. Eran Halperin of IDC serves as associate editor.

Mintz, who received tenure from Hebrew University at age 33 and is the recipient of the International Studies Association’s Karl Deutsch Award, given to the scholar under 40 who has made the most important contribution to the discipline, while Prof. Tingley will offer a workshop on experimental research in political science and political psychology as part of the Lauder School’s MA program in Government.

This coming year promises to be one of its most exciting yet. POP-DM is scheduled to host some of the most prestigious international events in the field of political psychology and decision making, including a conference on the future of US-Israeli relations featuring top professors from Stanford University, including Prof. Ken Schultz, head of the program for international security and cooperation at Stanford, and Prof. Judy Goldstein of the Stanford Communication Department. Prof. Gilad Hirschberger and Dr. Eran Halperin of IDC Herzliya and Dr. Daphna Canetti of the University of Haifa are teaching courses in political psychology as part of the Lauder School’s master’s degree in Government.

According to Julia Elad-Strenger, visiting lecturer at the Lauder School and political psychologist, "IDC Herzliya is the only place in Israel and one of a few places in the world that treats political psychology as a full-fledged discipline with its own theories and methodologies. As part of these efforts, it is host to many of the largest and most prominent international events in political psychology."

In November 2012, POP-DM hosted the second annual Harvard-Lauder School symposium and workshop series in Political Psychology and Decision Making. The symposium, which was attended by faculty, students and experts in the field, featured lectures by Prof. Gary Orren and Dr. Jennifer Shkabatur of Harvard University’s Kennedy School and Prof. Dustin Tingley of Harvard’s Department of Government. In addition, Prof. Orren offered a workshop on Persuasion, while Prof. Tingley will offer a workshop on experimental research in political science and political psychology as part of the Lauder School’s MA program in Government.

Senior POP-DM faculty members recently hosted a joint dialogue with the Program in Negotiation and Conflict Resolution at Columbia University on the subjects of framing, decision making and negotiation, and this past fall, as part of its ongoing lecture series, POP-DM hosted Prof. Janice Stein, director of the Munk School of Global Affairs, University of Toronto, among other notable scholars.

According to Margalit, "Using both the computerized platform created by Prof. Mintz and our collective, interdisciplinary knowledge, graduate students of IDC who are affiliated with the POP-DM Research Lab research areas relate mostly to political, foreign and military decision making and then publish policy papers that can be used by leaders to make strategic assessments of policy options and detect cognitive biases in decision making. We also offer workshops that help managers and decision makers predict the decisions of their competitors and rivals, so it has many potential applications."
LIVE IN ISRAEL, STUDY IN ENGLISH

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