Prof. Reichman Receives Honorary Doctorate from Heinrich Heine Universität Düsseldorf

8 NEW FELLOWS HONORED AT IDC

IDC’s NEW SCHOOL OF ECONOMICS OPENS

NEW TIKVAH LEADERSHIP PROGRAM ASTounds

SPOTLIGHT ON IDC ALUMS – COL. YEHUDAH FUCHS & HAREL GILLON

SPECIAL FEATURE - 10TH ANNUAL INTERNATIONAL COUNTER-TERRORISM CONFERENCE
2010 GRADUATING CLASS AWAITING THE TOSING OF THE CAPS
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President Shimon Peres lights Chanukah candles with international students at IDC.
Photograph by Kfir Bolotin.

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Prof. Reichman WELCOMES NEW CLASS AT IDC For 2010-2011 Academic Year

"YOUR WORLD IS GLOBAL AND IDC’S TRAINING IS MEANT TO POSITION YOU AT THE FOREFRONT OF ENTREPRENEURSHIP, IN A VARIETY OF PROFESSIONS, WITH BROAD PERCEPTION AND CAPABILITY FOR SUCCEEDING IN THE INTERNATIONAL ARENA."
It’s October 3rd, 2010, and IDC’s new academic year has officially opened. Over 2,000 students and faculty members are gathered on Radzyner Square for the opening celebration, which begins with performances by the IDC Herzliya Band and the IDC Herzliya Dance Group. This year there are over 5,700 students matriculating at IDC, including 1,300 students from 80 countries registered at the Raphael Recanati International School. As the performances finish, met by loud cheers of approval from the crowd, IDC Founder and President, Prof. Uriel Reichman, takes the stage. Looking out at the sea of expectant faces, he begins to address these first-year students and to welcome them to the pivotal year ahead.

“Very few moments in all of our lives are cardinal, ones that we remember. Today you stand at the threshold of a significant period in your lives,” Prof. Reichman begins, going on to address the fact that many of the students come to IDC having already amassed a number of important achievements, whether as entrepreneurs or as officers in the IDF. Many of the students arrived at IDC having overcome severe hardships in their lives, and a full quarter have left their homelands and traveled thousands of miles to attain their education at the Raphael Recanati International School.

For those concerned about being able to integrate socially, due to differences of religious orientation, national identity or economic gaps, Prof. Reichman assures that “in a few weeks, most of these apprehensions will disappear, and you will become one group, a group that carries our aspirations to create society’s future leadership.”

Inspiring confidence and feelings of mutuality, Prof. Reichman explains to the gathering that the training the students will receive was designed to address the challenges they will meet when they enter the work force, and that he sees the collaboration of faculty and students as a prime necessity towards completing this joint mission.

Addressing the importance of an international and interdisciplinary outlook in today’s world, Prof. Reichman goes on to say that “you will acquire comprehensive theories as well as the ability to bring them into practical application – knowledge that will not only train you at the professional level in Israel but open before you an interdisciplinary outlook and a grasp of international processes. Your world is global and IDC’s training is meant to position you at the forefront of entrepreneurship, in a variety of professions, with broad perception and capability for succeeding in the international arena.”

By the same token, continues Prof. Reichman, it is imperative to remember that IDC is a Zionist institute committed to the future of Israeli society:

“Alongside human values, pluralism and general knowledge, you will be able to acquire here knowledge about the Jewish people – its history and the Bible, the philosophy and the ethics of Judaism, and not least in importance, the history of Zionism and the State of Israel. You will be dealing with the challenges of our society and risks under which Israel operates, and you will be introduced to the source of strength that the country draws upon.”

To succeed in training a new generation of students who can achieve all this and more, students are encouraged to become free-thinking men and women who trust in themselves and act upon their beliefs.

“You will be dealing with the challenges of our society and risks under which Israel operates, and you will be introduced to the source of strength that the country draws upon.”

“Personal freedom begins with independent and critical thinking that does not blindly accept anything as true, even if generally accepted in society. Criticism is founded on the ability to understand phenomena and to perceive from them trends and schools of thought, while at the same time, being able to go deeper and analyze small details,” explains Prof. Reichman, who continues to say that even more important than criticism is creativity that can be “translated into action” and which is the foundation for entrepreneurship and leadership.

Prof. Reichman concludes his address by saying that “each one of you is important, and we support the success of each and every one of you.” He reminds the students that they should embrace every opportunity offered by IDC, whether by applying for one of the many leadership or international student exchange programs, or participating in community outreach and other student activities, on and off campus. Prof. Reichman urges all to move forward boldly, with no fear of failure, and a refusal to surrender to the status quo – to become independent human beings who practice original thinking and are set to make a difference in the world before them.

- Joy Pincus
Heinrich Heine Universität
Awards Honorary Doctorate
to Prof. Uriel Reichman

Nobel Peace Prize laureate Sir John Eccles of the United Kingdom and Prof. Uriel Reichman of Israel are the only two international recipients ever to have received this honor out of only 17 in the history of Heinrich Heine Universität
In the procedure of awarding academic titles of honor, the Faculty of Law has a restrained practice. This shows that only outstanding persons have the honor of receiving such an award. Without a doubt, Prof. Reichman deserves this honor. Thus, the decision to confer the honorary doctorate to Prof. Reichman, taken unanimously by the faculty council on April 27, 2010, was an easy one to make. - Prof. Dr. Jan Busche, dean of the Faculty of Law, Heinrich Heine Universität Düsseldorf

Today the law school of one of North Rhine-Westphalia's most prestigious universities awards an honorary doctorate to a man whose life is also a living history of the - forever special - relationship between Israel and Germany. - Hannelore Kraft, premier of the State of North Rhine-Westphalia

You, dear Professor Reichman, have agreed to accept this award from a German university. You have been a trailblazer when it comes to the trusting cooperation of two universities that goes way beyond the degree of academic cooperation between universities in North Rhine-Westphalia and other parts of the world. - Hannelore Kraft, premier of the State of North Rhine-Westphalia

To cut a long story short: There is hardly anyone who deserves an honorary doctorate more than Uriel Reichman. He is a member of a number of public and governmental commissions and committees; he is an international expert in Real Estate and Property Law; and he tries to make the world a better place. Prof. Uriel Reichman is a dedicated intellectual. - Peer Steinbrück, former federal minister of Finance and member of the Bundestag

It is nice and intellectually interesting to see what the willpower, leadership and charisma of one man can fulfill. - Prof. Dr. Dres. h.c. Gert Kaiser, former president of the Heinrich Heine Universität Düsseldorf and 2009 IDC Honorary Fellow

Prof. Reichman greatly utilizes his imagination, his energy and his ambition to serve society with innovations in the academic field. The founding of IDC Herzliya was a milestone in this respect. - Amb. Avi Primor, former ambassador of Israel to Germany and director of the Center for European Studies at IDC

It is thanks to the joint effort of Uriel Reichman and Harry Radzyner that the Faculty of Law of the Heinrich Heine Universität Düsseldorf has been in close contact with the Radzyner School of Law since 1994. Such an intensive and amicable cooperation with an Israeli university is still rare to be found and very considerable. - Prof. Dr. Dirk Olzen, former dean of the Heinrich Heine Universität Düsseldorf and director of the Dr. med Micheline Radzyner Health Law Institute

Even though the relationship between Germany and Israel can surely never be just normal, both countries have been bound in friendship for decades. The relations between both countries are more than treaties. They are filled with life. They are carried by the people. For us, Israel is a friend and a partner. We owe people such as Uriel Reichman a lot. - Dr. Jürgen Ruttgers, former premier of the State of North Rhine-Westphalia

Messages of Honor and Praise for Prof. Reichman
IN HIS ACCEPTANCE SPEECH, PROF. REICHMAN STRESSED THAT IDC IS A LEADING UNIVERSITY IN THE SOCIAL SCIENCES AND THAT ONE FOURTH OF OUR STUDENT BODY IS COMPRISED OF INTERNATIONAL STUDENTS.
The story of the special relationship between Heinrich Heine University and IDC is the story of three unique persons. Dr. Harry Radzyner, the founder of the Radzyner Law School, was the first major donor of IDC. I had just started – in what was considered a lunacy by many – establishing the first private non-profit university in Israel, in a vacated and depleted military camp, when I met Harry Radzyner. He heard me out for 30 minutes and offered me his support. His lawyer jumped out and said, 'how can you do it – you do not know him and you did not check him out!' The answer was loud and clear: 'All my life I have done business based on my intuition of people, and I trust Prof. Reichman.' The vital support arrived and it enabled us to move forward. Without the vision, courage and generosity of Harry Radzyner, we could have hardly made it.

17 years later, IDC is considered the leading university in the Social Sciences – defined most broadly – and is the first international university in Israel, teaching in English 25% of our student body who come from 77 countries around the globe. Nobody could have predicted the outcome of our pioneering venture at the time Dr. Radzyner made his contribution.

Being a Düsseldorf resident, Harry Radzyner set another ambitious goal: to facilitate ongoing academic relations between the two new law schools, the one of Heinrich Heine University and the Radzyner Law School of IDC. The champion of that move was no other than the celebrated, then rector of the university, Prof. Gert Kaiser. We both were mindful of the unique stretch of history, in which emancipated German-speaking Jews impacted German intellectual and creative life. Indeed, German-speaking Jews like Albert Einstein, Karl Marx and Sigmund Freud left a profound impact on the 20th century civilization. Although the Jews in the Weimar Republic numbered only about 1% of the entire population, their contribution was evident in all branches of academia, theater, politics and the arts.

If my parents could have attended this ceremony, they would have regarded it as the closing of a life circle... My father Alfred Reichman was born in Königsberg. He only spoke German and conducted his business in the language spoken only by few. His life as a refugee and immigrant were not easy. Nor was my mother’s, Gerda Joseph. She was born in Berlin. Her father was a decorated German officer of the First World War. She left for Israel, alone, at the age of 15. An almost banal description remains in my memory. When she arrived, she landed in a kibbutz on a Friday night. Sitting at the rather poor communal table, the young girl started to cry, for how can you sit at a Shabbat dinner without a white tablecloth and candles? The next years were even tougher, as she made a living by painting apartment walls. Separated from her mother, who fled to the United States, orphaned from her father, the gifted woman never had a chance to really study. Despite all the bitterness they felt towards their countrymen, who betrayed them and almost executed them, my parents did not preach hatred and revenge. On the contrary, they believed in dialogue with the new generation of Germans, a generation that I can attest did not close their eyes on the past but drew the conclusions and established a humane society.

German Jews played a major role in building the foundation of the State of Israel. Although only 60,000 German Jews immigrated to Palestine, their contribution was of great importance. They shaped our legal system and academia.
IDC Welcomes Eight New Fellows and Honors their Contributions to Israel, the Jewish People and IDC Herzliya

“IDC HERZLIYA HAS ALREADY SECURED ITS PLACE IN ISRAEL AS AN INSTITUTE OF HIGHER LEARNING THAT PROMOTES EXCELLENCE, CREATIVITY, ORIGINAL ENTREPRENEURSHIP AND MORAL INVOLVEMENT.” - Prof. Rivka Carmi, president of Ben Gurion University of the Negev and IDC Honorary Fellow
Mr. Sami Sagol, chairman of the Keter Group, is a leading figure in the world of business and a renowned philanthropist. Among his many awards and honors, he received a personal award of recognition from Prime Minister Ariel Sharon, for developing and promoting a successful multinational company in a competitive international marketplace. A strong supporter of numerous cultural, research and educational organizations, throughout his career Mr. Sagol has also brought energy and caring to advance Israel’s younger generation, through programs for personal enrichment and educational reinforcement.

Mr. Idan Ofer, chairman of the Board of Israel Corporation, Israel’s leading holding company, is an international business leader who brings innovation and inspiration for business growth in Israel and abroad. The founder of IDC’s New School of Sustainability and former chairman of Mizrachi Bank, Mr. Ofer carries his focus on green energy in his investment philosophy, serving as the chairman of Better Place, an innovative developer of alternative transportation solutions. He also is a member of the Board of various companies active in the fields of chemicals, shipping, energy and semiconductors, through which he helps to place Israel at the forefront of the international business arena.

Mr. Baruch Ivcher, an Israeli-born businessman and important public figure in Peru, is active in the real estate, manufacturing and media industries, with activities that span the globe. In the 1990s, as owner of the second-largest television station in Peru, he championed freedom of expression and journalistic freedom. As a close friend of Prof. Uriel Reichman and of IDC, he expressed his support in the early days of IDC by generously establishing the Ivcher Auditorium, which remains the largest auditorium on campus today.

Mr. Alan Dershowitz has been called “America’s most public Jewish defender” and “Israel’s single most visible defender – the Jewish State’s lead attorney in the court of public opinion.” He is among the greatest criminal lawyers in the world, known both as a passionate defender of individual rights and a dedicated supporter of Israel. Prof. Dershowitz joined the Harvard Law School faculty at age 25, the youngest full professor in the history of the institution, where he continues to serve to this day. He is the recipient of several awards, among them the Anti-Defamation League’s William O. Douglas First Amendment Award for his leadership and advocacy in the struggle for civil and human rights, which was presented to him by Nobel Laureate Elie Wiesel.

Dr. Miriam Adelson MD, has dedicated her life’s work to the medical, social, and educational advancement of Israeli society. Her insight as a researcher and pioneering initiative in establishing medical care facilities has led to international recognition in the fight against drugs in Israel and the US. She and her husband Sheldon are also staunch supporters of educational and social welfare projects throughout Israel and worldwide, including Birthright Israel (Taglit), which brings Jewish youth from across the diaspora to Israel to reclaim their Jewish heritage.

Prof. Rivka Carmi, president of Ben Gurion University of the Negev, is the first woman president of an Israeli university. Her contributions have created a major impact in academia and in the fields of medicine and genetics. She is known for her contributions in medical research, and has succeeded in identifying 12 new genes and 3 new syndromes, one of which is known as the Carmi Syndrome. Prof. Carmi is a prominent supporter of the Bedouin community, both in the fields of medicine and social activism, and has received many notable honors and awards, including the Lifetime Achievement Award by the Yadav organization and the 2008 Women of Distinction Award by the Hadassah Women’s Zionist Organization of America.

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“WHETHER IT IS IN TECHNOLOGY OR LIFE-SAVING MEDICINE, ENERGY OR THE ENVIRONMENT – ISRAEL IS A FRONTRUNNER AND IS CREATING A BETTER WORLD FOR OUR CHILDREN AND GRANDCHILDREN.”

- Prof. Alan Dershowitz, the Felix Frankfurter Professor of Law at Harvard Law School and IDC Honorary Fellow

Israeli Supreme Court, Prof. Aharon Barak and Former President of IDC Herzliya and 2006 Israel Prize Laureate, Prof. Amnon Rubinstein – both recipients of a 2009 IDC Herzliya Honorary Fellowship. IDC’s Provost, Prof. Rafi Melnick, moderated the event.

Today, as I look around me, I can see those about to be honored with IDC fellowships beginning to gather: There’s Mr. Gideon Argov, president and CEO of Entegris, who has been a stalwart friend and supporter of IDC for many years, and who established the esteemed Argov Fellows program at IDC, in honor of his father, the late Shlomo Argov. I’m also excited to see the arrival of Dr. Miriam Adelson, who has dedicated her life’s work to the medical, social and educational advancement of Israeli society. And there, speaking to a few esteemed colleagues, is Prof. Irwin Cotler, Canada’s former minister of Justice, a law professor and activist who is dedicated to the preservation of human rights.

As the chairs set out on the lawn begin to fill up with students, faculty members, family and friends, I can feel the excitement in the air as we prepare to pay tribute to these seven illustrious people whose life accomplishments and work on behalf of humanity and the State of Israel have won them the distinction of becoming IDC Fellows.

We all settle into our seats and the ceremony begins. There is a musical interlude by the IDC Herzliya Choir, generously sponsored by the Zimmerman Family, followed by greetings by Prof. Reichman. Mr. Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School, is the event’s master of ceremonies, and Prof. Melnick gives the Declaration on the Outstanding Researchers. Mr. Yoav Poisner then gives his address as keynote speaker on behalf of the Academic Excellence Award recipients.

Then, in the presence of Mr. Oudi Recanati, chairman of the IDC Herzliya Board of Directors, the Honorary Fellows are presented with their scrolls, with Prof. Rivka Carmi, president of Ben Gurion University of the Negev, the keynote speaker on behalf of the Honorary Fellows.

Prof. Carmi begins by mentioning her distinguished colleagues, the six Fellows sitting beside her, saying that “above all I was captured by the huge commitment of all to the Jewish people and the State of Israel. The guiding motif throughout was the commitment of all of these honorees to the idea that Israel is their permanent homeland or, for those whose lives are mostly outside of Israel, a real and proven commitment based in love to the people and the country, and a belief in their right to fruitful, prosperous and secure lives in a small Jewish homeland, the only one in the world. It is my honor to belong to such a beautiful group as this, and I thank the IDC for its decision to include me.

She then speaks about the state of Academia in Israel today, beginning with the fact that “IDC Herzliya has already secured its place in Israel as an institute of higher learning that promotes excellence, creativity, original

Prof. Alan Dershowitz (Center), the Felix Frankfurter Professor of Law at Harvard Law School, flanked by Prof. Uriel Reichman, IDC founder and president (right), and Prof. Rafi Melnick, IDC provost (left).
entrepreneurship and moral involvement...and if you look around you here you will be realize just how many are those who have a vision about which they speak and proclaim on any and every possible platform.”

Enumerating some of the world’s many great accomplishments to come out of Israel, Carmi says that all of these gifts, in the fields of technology, homeland security, medicine and more, “are to a great extent the results of the national investment in Israel’s higher education; and this by a state in the stages of establishment.” However, says Carmi, there is a growing trend today of de-emphasizing the importance of higher education, not realizing that it is the backbone of these many inventions and discoveries.

Carmi calls for a “massive investment of an historic magnitude into higher education, as it was done in the first years of the state, by improving the existing infrastructures and creating up-to-date ones, which are necessary for breaking through new frontiers in science and technology.” Simultaneously, says Carmi, the institutes of higher education must be watchful not to disappear into their Ivory Tower, but to be “aware and openly listening to the society around them and continually check their contribution to the public.”

Finally, says Carmi, Academia is morally obligated to be a bedrock of support for the State of Israel, and must “masterfully lead the perception that not only is the combination of liberalism and Zionism legitimate, but it is also natural and of course, possible.”

The ceremony soon draws to an end, and all Fellows, along with their family and friends, make their way to the offices of Keter, owned by 2010 Honorary Fellow Sami Sagol, for a cocktail reception. There, Mr. Sheldon Adelson, casino mogul and husband of Dr. Miriam Adelson, speaks to the gathering about entrepreneurship and the greatness of IDC.

Looking around me, I feel a sense of awe to be in the presence of these great humanitarians, who are not only striving to achieve success in their own personal field of expertise, but are expending every effort to ensure that those successes will benefit the nation and the world at large. ★

- Joy Pincus

“NEVER HAVE I HAD SUCH A GOOD EXPERIENCE OF TEACHING AS AT IDC, WHERE STUDENTS ARE HIGHLY INVOLVED IN THE LESSONS AND SPEAK OF THEIR PERSONAL EXPERIENCES AND REAL DILEMMAS TO ILLUSTRATE THE LEGAL ISSUES WE ARE DISCUSSING.” - Prof. Alan Dershowitz, the Felix Frankfurter Professor of Law at Harvard Law School and IDC Honorary Fellow

2010 IDC Herzliya Honorary Fellows

Dr. Miriam Adelson
Mr. Gideon Argov
Prof. Rivka Carmi
Prof. Irwin Cotler
Prof. Alan Dershowitz
Mr. Baruch Ivcher
Mr. Idan Ofer
Mr. Sami Sagol
IDC’S NEW SCHOOL OF ECONOMICS > A VISION REALIZED

EXCLUSIVE INTERVIEW WITH PROF. RAFI MELNICK, IDC HERZLIYA PROVOST AND FOUNDER OF THE NEW SCHOOL OF ECONOMICS
Not a man to waste time or words, Prof. Rafi Melnick looks at me across his desk and gets straight to the point: “IDC specializes in the Social Sciences, and it is therefore inconceivable that we would not have a School of Economics.”

For the last two years, Melnick, who holds the position of provost at IDC Herzliya and serves both as a member of the Council of Economic Advisors for the Office of the Prime Minister and a member of the advisory team to the Treasury, accepted the additional responsibility two years ago of establishing the School of Economics at IDC, and with the first class now underway, his efforts are showing their first fruits.

It’s clear that Melnick felt a strong personal desire to bring this school into existence. But as we speak, I learn that his drive originated even beyond a wish to see IDC contain all the necessary pillars of social science. It began with the desire to see Israel reclaim its former place at the heights of economics education.

“THESE PEOPLE ARE YOUNG AND HAVE LOTS OF POTENTIAL TO MAKE A STRONG CONTRIBUTION – NOT ONLY TO ACADEMIC SCIENCE BUT TO ISRAELI SOCIETY.”

- Prof. Rafi Melnick, provost at IDC Herzliya and founder of the New School of Economics at IDC.
“Israeli studies in economics used to be very highly ranked internationally,” explains the wistful professor. “The School of Economics at Hebrew University was probably one of the top 10 international programs in the 60s and 70s. Then the lead moved to Tel Aviv University, which was very highly ranked in the 80s and 90s. But this then deteriorated and Israel has never again been a leader in this field.”

One reason for the deterioration, Melnick says, was the great number of leading Israeli economists moving abroad. In fact most of the leading economics schools around the world hold at least one Israeli in a tenured position, and Melnick’s first quest was to convince some of these expatriate Israelis to uproot their families, return to their homeland and join IDC in its mission to create a better Israel.

Far from discouraged by the difficulty of such a task, Melnick has been traveling throughout the world, meeting with these leading young economists and appealing to the idealism he knows is buried within.

Beyond offering salaries above those of public universities in Israel, IDC offers them the challenge to be pioneers in creating something new and having significant influence in this arena.

“These people are young and have lots of potential to make a strong contribution – not only to academic science but to Israeli society,” says Melnick with passion, “and IDC, as a school that strives to make a contribution to Israeli society, put as one of its goals to bring them back here.”

Progress has already been made, with one well-known professor already on staff, and three leading economics professors set to join the faculty next year.

TEACHING ECONOMICS FOR TODAY’S WORLD

While the school’s first class was meant to have only 60 students, IDC received over 100 applicants and accepted 75, each one personally interviewed and handpicked by Melnick. “There’s quite a large demand for economics studies here - many of the students I interviewed had postponed their studies in anticipation of the opening of the school and applied immediately thereafter.”

Headed by Prof. Rafael Eldor, academic director of the Rich Center for Trading and Research in Financial Markets at IDC, the program contains...
a cutting edge curriculum designed to open students’ minds and introduce them to the most current research and understandings about world economics.

“One of the main lessons we have learned from the last financial crisis,” says Melnick, “is that people not only need to understand the laws of economics, but must have a wider foundation of knowledge that includes subjects such as political science, psychology, business and communications. So actually one quarter of the studies in this program will be from a different school within IDC, and students will be able to declare a minor in one of these other fields.”

Another main feature of the curriculum is to emphasize the application of theory, by following a series of case studies as well as opening important current issues from the world of economics.

“We have made a great effort not to lose contact with reality,” says Melnick. One way this is being accomplished is by inviting leading economists from institutions such as the Israeli government or the Bank of Israel, to lecture as adjunct professors. Another is to ensure that major global events – such as the financial crisis of the last few years – will be taken strongly into account.

“I am teaching the first year class, “Principles of Economics” and the textbook I’ve chosen is a 2010 special edition with coverage of the World...
"IT’S AN AMBITIOUS AND DIFFICULT PROGRAM, BUT I THINK WE WILL PRODUCE GRADUATES WHO ARE PREPARED BOTH TO CONTINUE IN THEIR ACADEMIC CAREERS, AND TO BECOME THE TYPE OF ECONOMISTS THAT THE MARKET NEEDS IN ISRAEL." - Prof. Rafi Melnick, provost at IDC Herzliya and founder of the New School of Economics at IDC.

An exterior view of the new building of the School of Economics, designed by architect, Moshe Tsur.

Financial Crisis. This crisis was a huge event – something that happens every 100 years - and major theories will be written about it. There is a lot to learn and I am happy that Prof. Alex Zuckerman from Tel Aviv University, who has written a great deal over the last two years about this crisis, has joined us. I will also make sure that in every course the tools employed will be related to what's happening in these current times.”

A third characteristic of the program is that students receive a strong background in statistics and econometrics, which will include at least one course that is usually studied at graduate level, to introduce them to critical tools that economists use in their work and research.

“It’s an ambitious and difficult program, but I think we will produce graduates who are prepared both to continue in their academic careers, and to become the type of economists that the market needs in Israel,” says Melnick. "I’ve heard a lot of complaints over the last 5 years, that the economists produced by the universities in Israel come to the working place without the necessary knowledge, tools and experience, and must do training on the job. Our students, when they get out there, will be much better prepared.”

JUST THE BEGINNING
Starting in Fall 2011, an international track will open, in conjunction with the Raphael Recanati International School. The program will be taught in English and approach economic affairs with a broader international view.

Plans are already being made to join forces with the Arison School of Business to create a variety of collaborative research workshops between the two schools, as well as to create a research institute under the school's umbrella, to deal with issues such as international trade, labor, public finance and monetary economics. And eventually the school will also offer a graduate program, as well as an excellent scholars program, in the tradition of programs at other schools, such as the Argov Fellows and Zell Entrepreneurs.

As I leave Prof. Melnick’s office, I can’t help but think of the students who put off their studies until the School of Economics at IDC opened. It’s a rare phenomenon that a school can inspire such fervor in young people today, and I feel a growing excitement to see what the future will bring – both to this fledgling program and to the economic leaders of tomorrow who will be passing through its doors. ✨

- Joy Pincus
BA degree in ECONOMICS

- Three-year BA program in economics
- Internationally renowned lecturers and researchers
- Cutting-edge program that reflects recent, fundamental changes in the Israeli and global economies
- Supplementary studies in communications, psychology, government, business administration and computer science
- Seminars on macro- and microeconomic policy in cooperation with key players in the Israeli economy
- Career preparation in the business, public and academic sectors

LIVE IN ISRAEL
STUDY IN ENGLISH

The Council for Higher Education has approved the opening of the BA program in Economics. Final approval for conferring the BA degree is pending.

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www.janisdesign.net
By now, the secret is out - the Raphael Recanati International School is Israel’s premier program offering undergraduate and graduate degrees taught solely in English. With students from over 75 countries, it is the most international program available in Israel, with students choosing from a vast array of schools in which to attain their degrees – including Business Administration, Government, Communications, Psychology and now Economics.

But what many don’t know is that the Raphael Recanati International School embraces not only the students who enter our doors, but their entire family. Maybe that’s why an increasing number of family members are choosing RRIS for their education in Israel.

According to IDC Vice President for External Relations and Head of the Raphael Recanati International School Jonathan Davis:

“The decision to study so far away from one’s home in the US or anywhere else in the world is frequently a family decision. And because so many of these students are 10,000 miles away from home, in many ways the RRIS becomes not only an academic student project but a family project. We are in constant communication with the parents, many of whom have become ambassadors for the RRIS, setting up parlor meetings to help us recruit more students, and many who have gone as far as contributing scholarship funds to allow disadvantaged students to study at IDC, which has been heartwarming and very morale boosting for all of us.”

To keep parents in the loop, the RRIS team sends regular updates throughout the year, providing information about campus events and sharing IDC’s news and achievements. Parents also feel comfortable to contact the staff with their questions, concerns and even suggestions, which are always met with immediate interest and attention. “We really welcome this kind of interaction with the parents, which we believe can help us to improve our program from year to year,” says Davis.

Parents also get involved to help shoulder the challenges faced by many youngsters at IDC, whether in overcoming bureaucratic hurdles or dealing with military service, for those who are Israeli citizens. “So the teamwork between the faculty at RRIS, the student and the parents is a synergistic way of helping solve a lot of those problems,” says Davis.

In essence, although they have traveled thousands of miles to attend the Raphael Recanati International School, students ultimately find that while they may be a long way from home, they are still among family.
Meet the Engelberg Family…

Three years ago, Joanna Engelberg, a native of Guatemala, spent a year in Israel under the auspices of a Latin American youth organization. When the trip’s organizers arranged a tour of IDC’s campus, it was love at first sight.

“I decided to apply, and when I told my sister Arianne, she decided to apply too, and we both got accepted,” she says. “From one month to the other we just decided to come.”

Arianne was already studying journalism in Colorado, but the prospect of studying communications in Israel was more than enough incentive to start back at the beginning. “I was exempt from a few courses, but I began my first year along with Joanna. I’ve never regretted the decision,” says Arianne.

With the current security situation in their native country, the sisters feel doubly blessed to be in Israel right now. “Guatemala is very dangerous now,” Joanna says. “We have a little sister who is 17 now, and in her last year of high school in Guatemala, but next year she’ll come and join us in Israel and maybe apply to IDC.”

While their parents miss them a great deal, they love Israel and are thrilled that their daughters are surrounded by Jewish people all the time. “In Guatemala we are just 800 Jews!” Joanna says, laughing. “You know, in Guatemala, I wouldn’t go out on Friday night because we had Shabbat dinner, and here, people all ask you if you will be going out ‘after Shabbat dinner’ – everyone is in the same mindset! At the beginning I was shocked.”

“Yes,” adds Arianne, “and even the taxi driver wishes you Shabbat Shalom!”

“It’s very special,” says Joanna, getting quiet. “A lot of people take it for granted. But if you come from a place with so few Jews, it’s pretty amazing.”

Both of the young women are now choosing the issue they will focus on for their final project in Health and Environmental Communications. The challenge is to create a project that advocates social changes. Arianne will probably focus on reducing the usage of plastic water bottles, and Joanna is wavering between recycling and dealing with cigarette butts being disposed of irresponsibly.

“I’m trying to be creative, and look at the issue from a new angle – I’m still brainstorming. But it’s good, because over the last two years we’ve been learning techniques and reading material, and now we actually will use that to carry out our projects.”

After graduation, the sisters will look for work and possibly enroll in an intensive ulpan to work on their Hebrew. I ask Arianne if it was really worth giving up those two years of school and starting all over again in a new country, a new university.

“It was the most perfect decision - 110%,” she tells me. And with that, our interview comes to a close and the two sisters dash off to meet their friends on the campus that has become their true home away from home.

Meet the Zinker Family…

Sitting across from me in the lounge of the Sammy Ofer School of Communications is Brandi Zinker, one of four siblings who chose to study at the Raphael Recanati International School for their undergraduate degrees.

Brandi was the trailblazer, making aliyah from Arizona in 2005. She began her studies at the RRIS in 2006, along with her sister, Sydni. While an extended illness caused Brandi to return to the States for 8 months, as soon as she was up on her feet again she got on a plane and high-tailed it to Israel to finish her studies.

Adam (1st year Business), Brandi (3rd year Business), Cory (1st year Communication) and Sydni (first graduating class of International Communications).
“THAT WAS THE DECIDING FACTOR FOR MY BROTHERS,” BRANDI SAYS WITH ENDEARMENT, REFERRING TO THE TWINS, ADAM AND CORY. “THEY WERE KIND OF ‘IFFY’ BUT WHEN THEY SAW THAT AS SOON AS I HAD RECOVERED FROM MY ILLNESS I RETURNED TO ISRAEL, THEY SAID ‘WOW THERE’S SOMETHING SHE REALLY WANTS TO GO BACK FOR – WE WANT TO EXPERIENCE WHAT SHE’S FEELING!”

The twins started their undergraduate degrees this year, one in Business and one in Communications. Brandi is in her final year at the Sammy Ofer School of Communications and Sydni graduated last year.

When I ask Brandi what it was about her experience at the RRIS that made her so determined to come back, she doesn’t hesitate before answering that the people at IDC made all the difference: “I could have stayed back in Arizona and gone to school there, but being so far from home, my friends became my family and I felt so much more connected to them. My friends in Arizona were people I could hang out with, but here it’s a different mentality. You do Shabbat dinner and experience everything together.”

Being away at school also helped Brandi to develop her sense of independence and autonomy: “With my parents so far away I had to learn to do more things on my own. I feel like life means more to me here than it does in the States. It’s not as superficial here and I have to experience things that make me stronger. For example, I was very shy when I came and people here tell you that if you want to succeed it’s all on you. People also help you instead of being in competition with you. My brothers told me that they had counselors in high school who acted like they were better than they were, but here, Cory and Adam bonded at orientation with their counselors, who made them feel comfortable and helped with whatever they needed.”

For the Zinker parents back in Arizona, the house feels quite empty with all 4 of their children so many miles away. According to Brandi, while they miss their children a lot, they are extremely happy with their choice to study in Israel. In a way, history is repeating itself, as Brandi’s mother, Laurie, came many years ago to study in Israel, only to meet and marry Brandi’s father.

Says Laurie Zinker, “I wanted to live in Israel the whole of my adult life, and I’m ecstatic that we’ve instilled in our kids the desire to be there. I’m very pleased with IDC and I think what my kids have been learning is really state of the art, which I am really impressed with. For example Brandi rents an apartment, and when her landlord asked her to leave she used what she learned in one of her classes and was able to hold on to the apartment for herself and her roommates for another year. And one of my sons, who just started in Communications, has been chosen to be the talk show host in one of his classes – and he was explaining to me how it’s being done and it’s all so professional and he’s enjoying it so much.”

Brandi plans to stay in Israel after she graduates, and look for work in advertising or public relations. Meanwhile, she feels that IDC has simply opened up the world to her. “Being at IDC was the first time I was exposed to students other countries. My first 3 roommates were all Belgian, and today they are my best friends. I love that aspect, of not being limited to America. I have friends in Mexico, France, Belgium, and I can travel the world and have friends everywhere I go.”

Chelsea and Leah, two recent graduates of the RRIS government track, take the bus from Tel Aviv to meet me on campus for our interview.

“OUR HEARTS ARE FILLED WITH NOSTALGIA,” SAYS LEAH WITH LONGING, “AFTER GRADUATION, WE COULDN’T WAIT TO MOVE TO TEL AVIV, WHERE ALL THE ACTION IS - BUT NOW ALL I WANT IS TO GO BACK TO HERZLIYA AND TO BE A STUDENT AT IDC AGAIN!”

The two beautiful graduates, identical twins, are in complete sync with each other, often finishing each other’s sentences and nodding in agreement with what the other has said, but as close and alike as they are, they each decided independently to apply to the RRIS for their college years.

“Actually it was our mother who first suggested coming to Israel for college,” says Chelsea. “She’s the one who did some research and found RRIS on the internet,” adds Leah. “At first it was a terrifying idea, but as we found out more information we got so excited. I remember feeling that studying in Israel was like a dream.” The sisters applied and waited, and then came the day when two envelopes arrived in the mail.

“I’ll never forget the day we both got our letters of acceptance,” says Chelsea. “It was a monumental day of our youth. And it was such an empowering feeling to know that we would be in Israel… and then coming to see the campus and meet people from around the world, was such a great incredible way to start our 3 years experience. I remember the first weeks of school we were at a friend’s house and there were people there from all around the world – Holland, South Africa, Switzerland - we are used to diversity growing up in Miami but nothing like this. Something we really appreciated all 3 years was how people from around the world found this common denominator and we never took it for granted.”

In another monumental step, Leah and Chelsea chose to make aliyah soon after graduation. As citizens, they are now considering their options, one of which includes enlisting in the Israeli army. “It’s something I think about every day,” says Chelsea. “It’s a very big decision but as a new immigrant, part of me feels drawn to enlist. Especially now that I graduated from IDC, I think I could be an asset.”
"I feel exactly the same way," chimes Leah. "I would prefer to serve in the army rather than not – I don’t know if I would be happy with myself not contributing to the State – and I would do it with happiness and with honor.”

Raised in a Zionistic family, Chelsea and Leah had their first taste of Israel at age 15, when they spent several months living on a kibbutz. “That was the catalyst for our love, love for Israel,” Leah says with passion. “We learned a little Hebrew and about Israeli society. We absolutely fell in love. And the day we left, we both knew that we needed to find our way back.”

As school drew to a close, both girls had a tough decision to make – return to the States or remain in Israel?

For Leah, it happened in the last year of studies. “I realized I had established a life here for myself and I didn’t want to leave. School was ending, but I didn’t want to take myself away; my life was fully 100% here.”

Chelsea, on the other hand, had been pondering the move from the end of her first year. “I was starting to realize how wonderful life can be here on your own and I started to recognize how much effort it took to build a life here and how rewarding it could be if you put yourself into it. And I remember thinking, how could I ever go back to the States when my life here is so sweet and so good. This is where I wanted to be after high school and after college, and where I’ll want to be 10 years from now.”

While their parents are suffering from empty nest syndrome, they are extremely proud and supportive of their children’s decisions - both to study in Israel and to become citizens. “IDC definitely made us who we are today, as cliché as that sounds,” says Leah. “The classes, the teachers – IDC has better teachers than anywhere else in the world. I got so much out of them - on a personal level they were accessible, and they knew students’ names, and in the States you just don’t get that.”

Adds Chelsea, “I am so grateful that there is a college in Israel that provides undergraduate degrees for students totally in English, because I wouldn’t have been able to come here otherwise. And if I’d gone to school in the States, who knows – maybe Israel wouldn’t have been such a priority by the end. But now, I can live here with meaning in my life, and continue living my life in a productive way but also live in Israel. I’m so thankful to the founders for making an international school – it was genius and I’ll forever be grateful.”

- Joy Pincus

Hebrew Studies at the IDC Summer Ulpan

From ages 18 to 80, students came in droves this past summer to enroll in the Raphael Recanati International School’s first-ever Hebrew ulpan.

Initiated by RRIS Director Wendy Keter and Ministry of Education Inspector of Adult Education Sara Rubinstein, and established in cooperation with the deputy director of Israel’s Student Authority, Orit Mor Sela, and with Israel’s Ministry of Absorption, the ulpan took place for six intensive weeks and attracted nearly 100 students from Herzliya and the surrounding area.

The concept of ulpan is well known among immigrants to Israel, and is nearly as old as the nation itself. Designed to aid in the absorption of new immigrants, students learn the fundamentals of Hebrew vocabulary, grammar and conversation, while being introduced to the mores of Israeli culture and society.

According to Keter, the ulpan fulfilled a vision she first had when she came to IDC, for “while the language of instruction at the RRIS is English, we must provide our students with the tools that will enable them to integrate into Israeli society, feel comfortable in Hebrew-speaking environments, succeed in their Israeli job market searches and generally feel at home in Israel. This truly gives the students the best of all worlds.”

The students and lecturers of the first Hebrew Ulpan at IDC.

Open to IDC students and local residents, some 60% of the class was from the RRIS, with the remaining students composed of tourists considering aliyah as well as recent immigrants.

According to the ulpan’s director, Aviva Friedman, the full time director of Ulpan Ra’anana, “The ulpan was an amazing experience for everyone involved. It was quite a challenge, because we set ourselves the goal of achieving a great deal despite the short amount of time we had, and going by the students’ feedback in the end, we more than succeeded.”

The course instructors included veteran Ra’anana teachers Eti Malka, Oshra Sharvit, Dafna Abu, Tali Avidov and Anat Blat, along with IDC faculty member Yuval Ben-Attia. All of the teachers received maximum possible evaluations from their classes and according to Friedman, “strong relationships were built between the students and teachers. Some of the students were so enthusiastic by the end of the ulpan that they signed up here in Ra’anana to continue their Hebrew studies with us.”

In addition to regular class work, students were treated to lessons that incorporated music and computer work into the learning, as well as a field trip to Tel Aviv, where they explored the scenic neighborhood of Neve Tzedek and visited the Reuven Rubin Museum.

- Joy Pincus
Chanukah
RRIS Students light candles with President Shimon Peres
On the seventh night of Chanukah, students, staff and friends of the Raphael Recanati International School gathered on campus for a special candlelighting ceremony with Israeli President, Shimon Peres.
nothing could prepare us for the sweltering heat of Shanghai. At 100 degrees Fahrenheit and almost 100% humidity, the weather battered us mercilessly from the moment we exited the airport and stepped foot on land. Outside, our Chinese tour guide Jerry was waiting for us with a blue flag with the name ARISON written in bold white letters. It was as if our group had been created to follow Jerry’s blue flag around obediently as we maneuvered through tourist and business attractions. Throughout, Jerry revealed himself to be a gentle and courteous young man who possessed a detailed knowledge of the histories of the companies we visited.

Day One:

On our first evening we strolled through the Bund promenade – Shanghai’s largest tourist center and the most famous section of the city. Our evening walk along the Bund was an eye-opening experience that truly impressed upon us China’s - and even more so Shanghai’s – economic prowess. Across the Huangpu River lay the Pudong quarter, which houses impressive, brightly lit skyscrapers, among them the Oriental Pearl Tower, an unconventionally shaped tower reminiscent of two skewered pearls, and the Shanghai World Financial Center, a momentous building shaped like a bottle opener, that reaches 1,614 feet – and is 2.6 times taller than the Azrieli Towers, Israel’s second highest structure.
Day Two:

The Intricacies of doing Business in China > We kicked off our second day with a visit to APCO, a firm that specializes in business consultation and public and media relations. There we met two spirited young professionals: a Russian-Israeli woman and a Spanish-British man of Jewish extraction who had spent a few years reporting from China before joining APCO. The two emphasized the freedom enjoyed by the economic sector in China. Unlike restrictions imposed in China on political and international news reporting, they explained, reports of corruption exposure are welcomed, as China is interested in boosting its international image and such reports are seen to strengthen China’s status as an economic powerhouse. In extreme cases, senior businessmen have even been executed on charges of corruption, and we were present in the country on August 7th, when an executive in the air travel industry was so executed. The death penalty in China is a troublesome issue, which is only exacerbated by the astounding number of convicted felons who are acquitted after many years in prison.

Reports of Corruption Exposure are welcomed, as China is interested in boosting its international image and such reports are seen to strengthen China’s status as an economic powerhouse.

CHINA’S POPULATION IS RAPIDLY AGING – THE ELDERLY POPULATION IS EXPECTED TO GROW FROM 500 MILLION TODAY TO ABOUT A BILLION IN 2015

Our two hosts at APCO discussed difficulties experienced by companies trying to enter the Chinese market – as the saying goes: connections, connections, connections. They introduced to us a key term for doing business in China: the guangxi. The guangxi is a strong person in an influential position who has the final say on whether a business exchange will take place or not. Surprisingly, the guangxi is not always immediately recognizable and is not necessarily tied to the deal directly, or even to the company engaged in the negotiations. To anyone unfamiliar with the complexity of Chinese social culture and the intricate interplay of interests and honor, a business deal might appear to be propelled or blocked by invisible forces. The default assumption to be adopted in such cases where no guangxi can be identified, is to assume that government officials are the guangxi.

World Expo Shanghai > We could not properly call our modest trip a business tour without setting foot in the Shanghai World Expo exhibition, which receives 400,000 visitors every day. By the time the exhibit is scheduled to close, it is estimated that it will have been seen by 70 million people. The site is easily recognizable from afar by the expansive Chinese pavilion, which outstrips all of the other international pavilions.

Nevertheless, our first stop was, of course, at the Israeli pavilion, where the glass and cement, ying-yang inspired structure conveys perfect harmony. Inside, we watched an audio-visual presentation of Israeli technological achievements. The video, which was tailored to the Chinese audience, emphasized central areas of life and focused on: Science (Einstein), hi-tech (computer chips and USB flash drives), medicine (heart implants and “the camera in a pill”), agriculture (cherry tomatoes and advanced watering systems), green energy (solar power plants) and aero-space (the planned satellite transmission of the 2012 Olympic games).

The Israeli Expo presentation even ended on a very Chinese note, with the parlance: “Israel remembers and nurtures her roots so that she can grow and develop in the future.” After the presentation we met with the Israeli Ambassador to China, who confided in us his impression that the Israeli pavilion at the Expo has been a stellar success judging from the fact that he had met with more senior Chinese government officials since the opening of the Expo – 5 in total – than he had in the past five years, which was only two. Apparently, the World Expo not only gives countries a chance to showcase their goods to the multitudes but also provides a networking opportunity for politicians and government bureaucrats.

Day Three:

Philips > On the third day, we visited Philips Company, where we met with the head of their HR Department, David Chang, and their CFO, Veronica. Both are natives of China and both delivered fascinating presentations, particularly Veronica, who managed – in a time frame of thirty minutes and without a PowerPoint presentation – to blow us away with a cascade of data and professional information. The field visit proved extremely interesting and we received several important tips for conducting business in China: 1. Health-care products in China are exempt from the standard 17% Value Added Tax; 2. Human resources is the most challenging aspect of running a company in China; 3. China’s population is rapidly aging – the elderly population is expected to grow from 500 million today to about a billion in 2015; 4. The equivalent of a baby-boom takes place in China every year – between 16 and 17 million babies are born each year; 5. Women in China control €40 billion; 6. The one-child policy has created a social phenomenon of the “little-emperor,” an overly indulged child who is at the center of the family’s attention; 7. The Chinese are prepared to
THE EQUIVALENT OF A BABY-BOOM TAKES PLACE IN CHINA EVERY YEAR – BETWEEN 16 AND 17 MILLION BABIES ARE BORN EACH YEAR

pay high prices for health-related and health-care products; 8. A national health safety net of 85 billion is to be invested over 3 years; 9. Ten million new jobs are created each year; 10. €300 Billion have been invested over the past year in improving the infrastructures in rural China. In Mr. Chang’s opinion, Philips’ success in China is due to its ability to concentrate on its strengths, its branding strategy, which positioned it as a simple brand, its involvement in sustainability development and its dedication to education and health care, a dedication which is epitomized in its partnership in the HOPE project for managing chronic diseases.

We learned that Philips oversees its supply chain even after its direct involvement ends. For example, Philips offers improved loans to its suppliers and agents and allocated up to 4% of its budget to cover the marketing costs of its sales agents. It also hedges its cash reserves as well as the reserves of the rest of its supply chain. In Asia, Philips has 50 investment sources, 26 of which are located in China.

**Visteon** > We continued to our next destination, Visteon. Visteon produces electronic equipment for the car industry, such as control panels and other panels that look like they belong to cars from the 1990s or earlier. Still, Visteon is one of the leading companies in its sector in China. Our visit included a tour to the production facilities. While production there is almost entirely automated, there are still pieces that are manually produced. For each production worker, primarily Chinese women, there was another worker who inspected her work for quality control. In this way, Visteon managed to slash the ratio of defects in five years from 75 per 1 million to less than 4. As a company, Visteon is looking to green technology and trying to increasing its OEM in China and overseas. Like other Chinese companies, one of the greatest challenges it faces is worker turnover rates and talent hunting.

**Gay Kohn, GMBA candidate, taking a look at one of China’s pandas.**

**Day Four:**

**Kulicke & Soffa** > The fourth day was particularly interesting. We visited an expansive industrial park stretching over an area three times the size of Manhattan – the China-Singapore Suzhou Industrial Park. There we met with representatives of the Israeli company Kulicke & Soffa, which specializes in manufacturing parts for electronic chip production lines. The company had relocated to China in order to cut its expenses and the move proved successful. Most of its IP remains in Israel with a precisely-planned C.E. relocation: by relocating 10% of its activities to China, the company managed to save 30% of its expenses. How long this solution will last, however, is unclear, since as the Chinese economy improves, so will living conditions and wages. In the past year alone, the cost of their Chinese workers jumped from $200/month to $500/month and the number continues to climb. Kulicke & Soffa employs a manager for every 30 employees and the worker turnover rate is 40% (but only about 10% among mid- and upper-level management). By way of comparison, the turnover rate in Israel was less than 10%. It takes three months and costs $1,000 to train a new worker and his productivity is lower than that of an experienced worker. Before the relocation, the cost of an Israeli worker was 6 times that of a Chinese worker. However, upon questioning, it became clear that they don't know how much productivity is compromised by the employees being less experienced, because the CEO admitted that that factor was not included in their calculations. A more comprehensive calculation would reveal that the cost of employment in China is approaching that of Israel and will even surpass it unless Kulicke & Soffa finds a way to reduce its employee turnover rate.

My observations are that two main understandings are the key to solving Kulicke & Soffa’s management problem: society in China is hierarchical, and there are byproducts to the combination of the “little-emperor” phenomenon and the completely socialist government. According to Maslow’s hierarchy of needs, the Chinese worker is motivated by two interests: social acceptance and self realization. Unfortunately, Kulicke & Soffa satisfies neither: the managers are not leaving and so workers feel that they have no prospects of advancement within the company – and this is more important than wages. The solution is to redistribute management responsibilities and titles. More management positions can be created by inserting more mid-level management positions, as for example, if there was a manager for every 5 workers. Wages would also have to be adjusted to reflect the new hierarchy.

**Day Five:**

**Yangzhou** > One cannot presume to have an understanding of China before one has become acquainted with China’s population of farmers. Our window into China’s agricultural landscape traveled through Yangzhou, or so we thought. Under the pretense that the driver did not know the way, we were escorted by 2 to 4 official government cars and two officials sat with us on the bus on our way to see traditional rice paddies. Our tour involved a minute-long stop near a small rice paddy and a visit to a model house of the Chinese farming population. If you were imagining a tiny shack in the plains, think again. We were brought to a humongous private house which probably costs about 700,000 CNY to construct (approximately 400,000 NIS). The entire contents of the house appeared to be specially selected
and some of it was still in its original packaging. Left without a taste of authentic, rustic China, we had to make do with an authentic taste of Chinese government policy and with their prefabricated image of a strong and successful China. The same day we also had a more interesting visit to a bonsai tree exhibit, where our elderly Chinese guide described to us with intense, almost lyric passion, the story of the creation and delicate design of each bonsai tree we viewed.

IN THE RACE FOR GLOBAL ECONOMIC PROMINENCE, IT IS BELIEVED THAT BY THE YEAR 2015, 50% OF CHINA’S POPULATION WILL LIVE IN URBAN CENTERS, AS COMPARED WITH 46% TODAY

Day Six:

Beijing > After the sweltering heat of Shanghai, we found the 18 degree temperature drop in smoggy and polluted Beijing more agreeable to us. Shopping in the markets of Beijing is an interesting experience and another opportunity to learn about unique Chinese mannerisms and culture. The best prices are achieved early in the morning when sellers are willing to go down for the first sale of the day in order to win for themselves good luck, and also towards the closing hour, when sellers try to achieve one last gain for the day. The markets operate by the same rules as the big businesses: no exchange can take place without a negotiation process, not even when the final price is known to both sides in advance. For example, if you open by stating the final price you are willing to pay and do not agree to compromise, your offer will be viewed as an insult and you will most likely be the object of various “blessings.” Therefore the proper way to shop in the market is to offer a ridiculously low price, which will instigate a ridiculously high price from the seller, and to follow through with the ensuing power-struggle until the final price is reached. As a buyer, the best tactic is to spare your words and to insist that the price is too high.

During our second week we visited several spectacular tourist sites including the Great Wall of China as well as two interesting companies: IBM and Sanyou. At IBM we were introduced to an interesting business model: IBM as a global company rather than an international company. IBM functions as its own universe; instead of championing a diversity of languages and cultures, IBM champions its own corporate IBM language and IBM culture. This means that an IBM Chinese employee who is transferred to the United States will feel at home in his new work environment, although he will still experience culture shock on his way to his hotel. Are international borders becoming blurred? Are we moving to where states will be replaced by corporations? Will the day come when corporations whose names outstrip the GDP of some nations and which are run better than entire countries.

The second company we visited, Sanyou, is the first company in China to operate in the field of intellectual property. Its name, “Sanyou,” which means the “three friends of winter,” is the name for a traditional Chinese symbolic triad of the pine, bamboo and plum. The pine represents endurance and longevity, bamboo represents strength and agility and the plum represents perseverance and purity. When Sanyou was established, all of the other companies operating in the field were government firms, but following its establishment, the Chinese government privatized the companies. Currently, only 5% of companies in China operating in the field of intellectual property are government owned. This is another example of how China is making an effort to become a leading world force, and in fact, this year was the first that China outstripped the United States in the number of intellectual property law suits opened. Admittedly, more than half of the cases are discharged before they arrive in court, but of the cases that are tried in court, 78% uphold the intellectual rights of the rightful owner.

To conclude, I will share now some of the issues that were stressed by almost all of the companies we visited: In the race for global economic prominence, it is believed that by the year 2015, 50% of China’s population will live in urban centers, as compared with 46% today. In its efforts to speed up the process of urbanization, the Chinese government is investing great efforts to improve infrastructure in its western provinces and to provide incentives for companies to open factories and business companies in Western China. Today, 80% of China’s GDP is produced in its eastern provinces. Another recurring theme was the awareness for environmental considerations, which is responsible for large investments into the development of green solutions, particularly in the car industry. It is no coincidence that China retained an 8% growth rate in 2008, during the low-point of the global recession: the government creates jobs and students are practically all employed. Finally, we learned that if one wants something to be done quickly and efficiently, there is nothing like a capitalist dictatorship to set things in motion. ★

- Guy Kohn, GMBA Candidate (Class of 2011)
Arison School of Business, IDC Herzliya

10 Golden Rules for China:

1. In China: Anything is possible.
2. Nothing is easy.
3. Patience is the key to success.
4. “Yes” does not necessarily convey agreement or approval.
5. “You don’t understand China” implies disagreement.
6. The “Temporary Provisions” effectively mean that the laws are subject to change at any time, even retroactively.
7. Generally speaking, “no problem” means there is a big problem.
8. Signing a contract is a sign that the real negotiations have begun.
9. When you are optimistic, reread rule #2.
10. When you are pessimistic, reread rule #1.

* The watermark text means “Students travel to China” in Chinese.
IDC INAUGURATES
THE DVORA SCHOCKEN
SCULPTURE GARDEN
SOME 200 guests were present, including IDC President, Prof. Uriel Reichman; the founding dean of the Efi Arazi School of Computer Science at IDC - Dvora’s son, Prof. Shimon Schocken; and many of Ms. Schocken’s friends and family members.

Prof. Uriel Reichman took the podium and brought each and everyone present back in time, to when the IDC campus was nothing more than an abandoned army base, full of thorns and dilapidated buildings. “There was a need for daring and belief in order to take part in this marvelous journey, and Dvora felt moved to enlist because she loved the idea of an academy enriched with art, sculpture, and archeology that would provide its students a diversified setting.”

- Prof. Uriel Reichman, IDC Founder and President

Over the course of the last 16 years, Ms. Schocken has performed a labor of love, using her considerable influence in the art world to engage the help of a long list of artists, each of whom donated their work for display on campus. The garden’s feature attraction is a series of sculptures by the venerated artist, Bernard Reder (1897-1963), who was a close friend of Ms. Schocken and her husband, the late Gidon Schocken.

How Reder’s sculptures came to reside on IDC’s campus is a story worth hearing, and so on a recent afternoon I visited Ms. Schocken at home. There we sat, surrounded by the beloved pieces of art that represent her life’s journey, as she gently unraveled the threads of history behind the garden… “I come from two families that were immersed in the world of art,” Ms.
IDC’s Dvora Schocken Sculpture Garden

Schocken began, “The Schocken family had a very important international art collection and my husband was an art expert and connoisseur. As I grew up in this atmosphere, I later became a collector myself, using my knowledge and connections in the art world to open a gallery and organize exhibitions around Israel.

“About 60 years ago, while my husband ran the Schocken Publishing House in New York, a Jewish artist by the name of Bernard Reder walked into his office with a portfolio of graphic work. He wanted to see if my husband would be interested in publishing them in book form.”

Reder (1897-1963), Ms. Schocken went on to explain, was born in Czernowitz, Bukovina, which was at the time part of Austria. He went on to study sculpting at the Academy of Fine Arts in Prague, while earning his living as a tombstone carver. When the Nazis arrived, Reder moved to Paris for some time, but was forced only a few years later to flee to Spain, ultimately making his way to New York in 1943. Penniless, Reder was fortunate enough to have several benefactors, one of whom provided him with a place to live and work, and Dvora and her husband, who were so impressed with his portfolio that they began supporting him by buying his artwork and even helping to put food on his table.

In 1961, Reder was discovered by the Whitney Museum, which gave him a solo retrospective that brought him international acclaim, with exuberant reviews such as the one in the New York Times entitled “A Miracle at the Whitney.”

Reder fell sick and died just two years later, but his legacy lived on, and Ms. Schocken, who had been named as the executor of Reder’s estate, remained in close contact with his widow.

“I suggested that she come to Israel and bring Reder’s sculptures,” remembered Ms. Schocken, “and I would try to arrange an exhibition at the Helena Rubenstein Museum in Tel Aviv. The manager of the museum agreed immediately, but the question was, how would we get the sculptures over here? Ultimately the manager of the Zim Shipping Company agreed to transport the sculptures for free, and we were able to hold a memorable Reder retrospective.”

Following the exhibition, Reder’s sculptures found a temporary home at the Asia House in Tel Aviv, where they remained until one fateful day, when Prof. Reichman took Ms. Schocken on a tour through the wasteland that was to become the IDC campus.

“Billha Hochman, director of Public Affairs at IDC, got the two of us together,” Ms. Schocken reminisced, “and as we walked the land all I could see were weeds and rundown shacks, but Prof. Reichman, with his amazing vision, already saw the place with all the departments and buildings erect on the ground. And when he asked me, well would you do something for us, I said I’ll try, because the thought of turning this war-torn land into a university was very appealing to me, and because I knew that finally Bernard’s work would find their adequate surroundings.”

Over the last 16 years, under Ms. Schocken’s guiding hand, the sculpture garden continued to grow and flourish. In addition to Reder, some of Israel’s best sculptors have donated their work, including Zvi Lachman, Zadok Ben-David, Dina Recanati, Ofra Zimbalista, Gila Stein, Varda Givoli, Ya’akov Dorchin and others. With IDC students milling about the campus, sitting on the grass besides the sculptures having impassioned discussions or reading under the shade of a nearby tree, they provide a welcome artistic atmosphere and a reminder of the importance to nourish the artistic side of one’s soul. One student I asked, Efrat from the School of Government, replied that while she may not understand much about sculpture, she feels that their presence adds a great deal to the campus environment.

Recently, after ten years of trying to convince a reluctant Ms. Schocken that the garden would be named in her honor, Prof. Reichman finally took the decision into his own hands. “My family gave me a big party when I turned 90,” said Ms. Schocken, “and Prof. Reichman, who was present, gave me a citation of honor from IDC.

“Then, in front of the entire gathering, he announced that the garden would be named after me. So there you are, as usual, he does what he wants - but he does!”

Next in line for Ms. Schocken’s attention is the new building currently being erected on campus, and she continues to act as curator for the art exhibitions held in the foyer of the Efi Arazi School of Computer Science.

As for the Dvora Schocken Sculpture Garden, Ms. Schocken, never one for fanfare, nevertheless feels a great sense of fulfillment in its existence. On the evening of its inauguration, she stood before those who had gathered to pay homage and said, “The statues here constitute a large portion of this teeming-with-life project, wherein students from all ethnic and religious groups come to learn. My feeling is that this place is the most appropriate for these statues, as within their silent presence lies a sense of potency coupled with a relationship between them and the oak trees - so beloved by Prof. Reichman - as if it had existed always. I love and am connected to this place, and the work done here has caused me much gratification.”

- Joy Pincus
IDC’s Dvora Schocken Sculpture Garden
Col. Yehudah Fuchs, IDC graduate, former commander of the Officer’s Instruction Base and new assistant to the next chief of Staff, Yoav Galant, speaks about his deep connection to and love for IDC Herzliya.
Col. Yehudah Fuchs is an authoritative presence and the very picture of discipline, order and control. But within a moment of speaking to the man, I notice that behind his initial austere appearance lie the values that drive his every action — warmth, caring, kindness and dedication to humanity and the ideals of democracy.

As commander of the Officer’s Instruction Base, Fuchs was responsible for teaching thousands of young people what it means to behave with, around and towards other people. He also helped them to understand things about themselves and the world around them — knowledge he himself learned through his three years of study at IDC.

Having grown up in an Ultra-Orthodox household, Fuchs first encountered hilonim (secular Jews) at IDC Herzliya and he feels that those connections and experiences really taught him about respect for all others — no matter what their background or beliefs.

He notes that his army and academic experiences led him to look at others as individuals and respect them as such: “I met amazing people at IDC, students and lecturers from all walks of Israeli life.”

Married to Lilach, Col. Fuchs is the very proud and doting father of Alona and Ariel. I ask him about his dreams for his children — regarding life, the army and Israel, expecting to hear some version of “I want my children to be dedicated and long-serving officers of the Israeli army.” Fuchs’ response could not be more different. Without hesitation, he answers that he wants his children always to have deep respect and understanding for all people, no matter what their race, color, creed or political opinion. He wants his children and the rest of their generation to really care for humanity. “In a few very short years we have gone ahead and built an amazing state,” he says, adding that many of the army’s commanders had come from there and many soldiers, officers and commanders would leave the army to study there.

“Prof. Reichman is an amazing man,” states Fuchs, noting that IDC Herzliya’s firm view on mandatory army service and reserve duty is highly commendable. He adds that many of his soldiers and officers have gone on to become students in various faculties at IDC — many of them having been accepted mainly because of their impressive service record and dedication to their country. Not only this, but at every opportunity, the lecturers and general staff were always on hand to help students slip back into routine after a stint of reserve duty, seeing this service and time away from their studies as a positive element to their personalities rather than something negative that would affect their grades.

As I get ready to leave his office, Fuchs stresses that the army and IDC Herzliya really do have one very important thing in common. He believes that IDC Herzliya, his Alma Mater, is built on very human principles and that in the same way that he strove to create ambassadors for the State of Israel through the Officer’s Training at Bahad Echad (The main Officer’s Instruction Base in Israel), IDC Herzliya is creating ambassadors within both its Israeli and international schools — simply by enforcing Zionist ideology and care for others — be they refugees or international students - at every opportunity.

- Lara Greenberg

“I met amazing people at IDC, students and lecturers from all walks of Israeli life... I’m very proud to be a graduate there”

- Col. Yehudah Fuchs, former commander of the Officer’s Instruction Base and new assistant to the next chief of Staff, Yoav Galant

“At every opportunity, the lecturers and general staff were always on hand to help students slip back into routine after a stint of reserve duty”

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- Lara Greenberg
I’m sitting across from Harel Gillon in his office at Oppenheimer Israel, located on the 15th floor of Dizengoff Center’s commercial tower. The view of Tel Aviv is extraordinary, and would clearly prove to be a distraction for someone less focused than Gillon.

As Co-CEO of Oppenheimer Israel, the view is particularly sweet for Gillon, who rose Cinderella-like from a low ranked clerk to one of the firm’s most powerful positions, a journey that took only 10 years and was aided by a first-rate MBA from IDC’s Arison School of Business.

“When I was applying for my MBA back in 2003, IDC already had a name but the MBA program was brand new. Then I read about the program and saw who was running it and I chose IDC without looking any further,” Gillon tells me. “I felt that IDC is doing things the right way and that in 20 years from now I would be proud that I was part of the first classes because IDC is making steps to become a leading academic institution in Israel.”

One of the program’s main attractions for Gillon was its similarity to prestigious American MBA programs, and even more so was the caliber of his fellow students.

“We started off with a 2-day leadership seminar, where I was able to get to know the people I would be learning with. I was very happy with what I met there - I learned a lot from the person who delivered the seminar, I felt that the energy was right for me, and I felt very fortunate to meet a lot interesting people.”

In Israel, according to Gillon, where there is a plethora of bachelor degree graduates, having an MBA can provide a strong edge in the job market. For Gillon, who already held a secure job and had risen in his firm over the previous eight years to the position of Deputy Head of Sales, it was more a matter of wanting to do more, to achieve more, to add to an already brimming box of life tools and knowledge.

“I already had my resume, contacts, and a lot of achievements, but I felt that an MBA was a must-have on my resume. The MBA gives you additional tools to use in life, helps you learn to deal with other people, sharpens your intellect and provides another challenge to overcome. I feel it built me from the inside and it made me proud of finishing it while not only working full time, but also experiencing the birth of my first daughter!”
RISE TO CO-CEO

Three days after Gillon was discharged from his military service, he found himself working as a trading desk clerk for the Israel representatives of Oscar Gross & Son, a financial firm. With only a high school education, Gillon’s work consisted mainly of sending faxes and answering phones. As Gillon reminisces back over those early years, I can feel the romance of the pre-Internet, pre-cell phone age.

“Checkpoint was not yet public, Yahoo was still a private firm, and Google was in the dreams of some people – it was really still the beginning of the beginning,” says Gillon. “The capital market revolution, the internet revolution – it all happened while I was here. And that first year, 1995, was the turning point from a market that was depressed after the recession, and the collapse of the local exchange.”

While working mornings at Oscar Gross & Son, Gillon began his bachelor’s degree at night school in an arduous program that only the young and extremely dedicated can manage. Every day he would finish his work at the firm and then go study from 4pm – 10pm - 4 days a week. After his first year he received a promotion at work to evening broker, dealing with international exchanges. Around that same time, the firm changed its name to E. Shalev Ltd. and became affiliated with Oppenheimer, an international financial company of repute.

Over the next few years, Gillon finished his bachelor’s degree and while his classmates were out pounding the pavement, looking for jobs, Gillon was being appointed Deputy Head of Sales and Trading. It was a glorious time, to hear Gillon describe it – the Renaissance of the hi-tech industry and the capital markets that served them. Over the next few years the industry climbed to the highest of heights before crashing down with the deep recession of 2001-2002, followed by yet another ownership change of Gillon’s company, which now became the Israeli branch of the Canadian Imperial Bank of Commerce (CIBC).

Then, in August 2005, after completing his MBA at IDC, Gillon was appointed Co-CEO of the company.

“I invested my life in this firm, and although I was not the leading person for this job, the process they went through to identify the right people meant that they pulled me from the 3rd or 4th place to inherit the chair, and I got the job.”

With capital markets experiencing another renaissance in 2006 and 2007, and Israelis rushing to invest in outside markets, funds were pouring into the company and the firm was riding high. In 2007 the company changed hands once again, bought by its current owner, Oppenheimer and becoming Oppenheimer Israel.

The firm today employs 40 people working in 4 divisions: sales and trading, operations, administration and research analysis. Its clients include Israeli institutions, private investors and public companies. According to Gillon, one of the challenges inherent in his chosen industry is living with extreme situations: “In the brokerage business there is no inventory or backlog – you get up every morning and hunt for your dinner and what you hunt is what you eat. It can be amazingly profitable or it can be terrible and frustrating.”

Alongside his work for Oppenheimer Israel, Gillon maintains his ties with IDC in several ways: as a member of Israel Friends of IDC; as a guest lecturer at the Arison School of Business, both in the MBA program and the undergraduate program; and as a volunteer interviewer to help screen candidates for the MBA program.

As our interview draws to a close, I ask Gillon if looking back, he feels that the MBA at IDC was worth the time and energy he invested in it.

“By all means - it was a very meaningful and self-building experience for me,” Gillon answers without hesitation. “I met serious people from other industries, who appreciate one another and who want to move forward with life achievements. It was a good group of people, with high standards - really the crème de la crème; people who are smart, know how to deal with challenges, have done something in their lives, and are willing to help and to listen. I felt that I was dealing with the best people in Israel.”

As I leave the offices of Oppenheimer and the heavy glass doors closed behind me, I feel honored to have met Gillon, who at such a young age has achieved so much, and remained thoughtful, modest and gracious. As I descend in the elevator, I am hoping he realizes that when referring to the ‘best people in Israel’ he can count himself among them. 🌟

- Joy Pincus

“THE MBA GIVES YOU ADDITIONAL TOOLS TO USE IN LIFE, HELPS YOU LEARN TO DEAL WITH OTHER PEOPLE, SHARPENS YOUR INTELLECT AND PROVIDES ANOTHER CHALLENGE TO OVERCOME. I FEEL IT BUILT ME FROM THE INSIDE AND IT MADE ME PROUD OF FINISHING IT WHILE NOT ONLY WORKING FULL TIME, BUT ALSO EXPERIENCING THE BIRTH OF MY FIRST DAUGHTER!”

“I ALREADY HAD MY RESUME, CONTACTS, AND A LOT OF ACHIEVEMENTS, BUT I FELT THAT AN MBA WAS A MUST-HAVE ON MY RESUME.”

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In Memoriam – IDC F16 Pilot, Maj. Amichai Itkis z”l

Amichai Itkis z”l, a combat pilot and officer in the Israeli Air Force, found studying at the IDC ideal and enjoyable. Sadly, he lost his life in a training accident in the Negev desert during his first semester of study.

Prof. Uriel Reichman Obtained The Permission Of Mr. And Mrs. Itkis To Share Amichai’s Admission Letter with all Friends and Staff of IDC, Herzliya. This Is A Letter That Reveals This Young Man’s Personality And Shows That IDC Herzliya Was Founded For People Like Amichai.

Request to be Accepted for Studies based on Demonstrated Leadership

Who I Am
Amichai Israel Itkis, 28 years old, major, combat pilot, deputy commander of the Atalef Squadron, an F-16I squadron, at the Israel Air Force's Ramon base.

I was born in Mexico, where my parents, who are educators, were serving as emissaries of the Jewish Agency for Israel. Most of my childhood, until I was nine years old, was spent in the US, where my parents had been sent on another mission. Since then, my family and I have lived at Moshav Sde Warburg in the Sharon area.

At the age of 17, I decided to volunteer to serve in a combat unit for two main reasons: The first: Zionism. The second: My desire to realize my aspiration of following a path not dictated by mourning. On one hand, this decision was natural when considering the atmosphere in which I was raised and educated. On the other hand, this was a complex decision for me and my family, due to our loss and the requirement that my parents sign a form officially consenting to my service in a combat unit.

As a youth, I was an athlete as well as an active member, and later a counselor, in the Agricultural Union youth movement. When I was 16 years old, my family and I suffered a heavy blow when my older brother, Barak, fell in the line of duty while serving as an officer in the Navy. This had a significant impact on many aspects of my life throughout my adolescence, including my high-school experience, both academically and socially.

I spent that year fighting on two fronts: One was with the authorities in the IDF in order to raise my medical profile, which was not suitable for combat service. The second was with my parents, who refused to allow their second son to endanger his life, knowing that their signature could make that possible.

My Military Service
I enlisted in January 2001 and began the pilots’ course. When the course ended, my training continued for another year, on a Hawk aircraft, in the operational training course, which I completed with distinction. For the following two-and-a-half years, I served at the Hazor air force base in the Akrav Squadron, an F-16D squadron, during which I received operational certification, was trained for combat delivery, managed complex projects, commanded air force and ground force soldiers, and fought in the Second Lebanon War.

From the middle of 2006 and for the following two years, I was a flight instructor for young soldiers, graduates of the pilots’ course who were taking their first steps into the world of combat aviation, in the Hawk operational training course, the same course which I had completed with distinction a few years earlier.

From the middle of 2008 until today, I have served as the deputy commander of the Atalef Squadron, a role which involves command, management and education skills, while carrying a heavy workload and handling unusual stress in a complex, challenging, and fascinating organizational framework. I fought in Operation Cast Lead with this squadron. In addition, throughout my service I participated in operations which I cannot detail here for field security reasons.

Reasons for my Application to Study in the Law and Business Administration Track
The high-school diploma that I enclosed in this application shows the results of the performance of a youth whose entire world was turned upside down in tenth grade, whose mind, spirit, and ability to concentrate did not allow him to focus on his studies like his fellow classmates. From the time I entered the air force until today, I have made a significant contribution to the security of the State of Israel. The demands and time that this contribution required did not allow me to take the time to improve the results of my matriculation exams or to prepare for the psychometric exam sufficiently.

Today I bring with me the demonstrated ability to study on a high academic level as well as leadership skills, management skills, excellence, the ability to work under pressure, the ability to multitask, my personal example, and my belief in Zionism. I am confident that these skills will outweigh what a dry calculation of my test scores shows and lead me to academic success and to contribute to my fellow classmates and to the Interdisciplinary Center Herzliya.

I would be happy to meet with you in person or to answer any questions you may have by telephone.

Respectfully,
Amichai Israel Itkis
The first floor of the Efi Arazi School for Computer Science seems quiet at first, but if you walk with me and listen closely, you will hear an almost indiscernible hum that permeates throughout the entire building. It’s not the sound of computers at work; it’s the brilliant minds churning away behind closed doors, working intently on solutions for this changing and ever-expanding technological world in which we live.

Arazi School Researchers – Breaking Limits

Vice Dean, Dr. Tami Tamir - Mechanism Design

Behind one door is Vice Dean, Dr. Tami Tamir, whose research extends in several exciting directions. One, entitled "Mechanism Design," a field in game theory and economics, involves creating systems that will encourage truthful behaviors by online users.

There are countless opportunities for people to misrepresent facts when using the Internet: a seller may provide a non-reliable description about his goods; an individual can publish false information about her background to improve her image; a service provider may give false feedback about a competitor’s solutions.

According to Tamir, people often veer from truthful behavior when online, in the hopes that it will provide a better personal outcome. Tamir’s work, which she recently presented at a conference in Senegal, Africa, suggests a theoretical model that can trace user conduct online and help safeguard against such non-truthful behavior.

The Efi Arazi School of Computer Science changes lives by changing the face of the computer science world. Most of the school’s alumni work today as software developers, project leaders and managers in leading global companies. At least 50 graduates have established their own companies.
“By identifying the critical places where cheating has potential revenue,” explains Tamir, “this model can be used to check whether a user’s best strategy is indeed to tell the truth, and to help application owners minimize the resources they invest in cheating prevention.”

Dr. Alon Rosen – Leading Expert in Cryptology

Down the hall from Tamir sits Dr. Alon Rosen, a leading expert in cryptography, who is developing a novel “open audit” system for electronic voting. According to Rosen, this state-of-the-art system will allow each individual voter to make sure that his or her vote is being counted in the final tally.

The objective, says Rosen is to create a system that is “intuitive, easy to understand and simple to deploy.” Similar systems have already been used by Belgium University and Princeton University in the US, by the Student Unions for their elections. In Maryland, USA, one town used a similar system in their mayoral elections. The system Rosen, along with his team members from Tel Aviv University, Professors Amnon Ta-Shma and Ran Canetti, is creating, is tailored for an Israeli-style election. Even more importantly, they have maintained the integrity of non-coercion in their design – which means that while users receive proof that their vote has been counted, they have no way of proving to a third party for whom they voted, effectually eliminating the possibility of selling one’s vote.

The system’s operation is simple: The voter enters the booth and, using a touch screen, votes for the party of his or her choice. The machine then prints a receipt with an encoded number, which the voter can locate on the Internet to see that it was truly lodged in the election. The creation of such a system comes after years of complaints by voters worldwide, who fear that their votes have not been counted or that unethical organizers will falsify results.

“The Iranian story is good example,” says Rosen. “In June 2009 there were general elections, and there was a big uproar because people felt they weren’t counted. People were protesting with signs: ‘Where is my vote?’”

The system is scheduled for deployment in May 2011, with the first users likely to be IDC’s Student Union, for holding their annual elections. Besides adding transparency to the voting process, the system will also eliminate the costly and unsustainable need for a paper trail alongside electronic elections. “It is inevitable that we will move to electronic voting,” says Rosen. “And IDC will serve as a bouncing board for this kind of technology.”

Dr. Ariel Shamir – Creating Perfect Pictures

Walk a bit further and you come to the office of Dr. Ariel Shamir, whose exciting research allows anyone to create the perfect picture. The project, called Sketch2Photo, is the product of Shamir and collaborators from Tsinghua University in China and Singapore National University. To operate, the user simply defines the core elements to be in the picture, such as a man walking his dog down a city street with a bird flying overhead, and the computer does the rest – locating all the graphic elements on the Internet and combining them seamlessly; even offering a few variations, so the user can select how the final result will look.

With Sketch2Photo, any computer novice can create their ideal picture with ease and simplicity – bringing the concept of virtual reality to a new level. And while some may shy away from technology that blurs the line between what’s real and what’s virtual, Dr. Shamir’s work has applications into education, architecture and medicine that can improve our world and the lives of millions. Children will be able to read or write a story that will come to life within seconds. Diagnosticians will have real-time image processing capabilities. Civil engineers will be able to complete inspections and analysis that predicts earthquake damage using virtual buildings. According to Shamir, the ultimate aim is to “create things that are more realistic” and he’s not stopping at photographs – he believes that in the future it will be possible to move to the next phase of virtual worlds, where we can register sensations as if we are located somewhere thousands of miles away.
"I have no doubt that my studies at IDC provided the foundation for dealing with the many challenges that the real world has presented me."

– Natan Linder, Efi Arazi School class of 2003

Dr. Anat Bremler-Barr – Data Security on the Internet

This is just a sampling of the many exciting projects underway; others include Dr. Anat Bremler-Barr’s research into data security on the Internet that won an enormous €1 million grant from the European Union, not to mention the groundbreaking work by the school’s dean, Prof. Gadi Taubenfeld, which involves synchronization algorithms that aim to resolve conflicts resulting from several processes trying to use shared resources – one potential outcome of which would be to enable the usage of several computers around the world to work efficiently together towards completing a single task.

Efi Arazi Graduates Going Places
From IDC to MIT, Natan Linder – Class of 2003

Equally as exciting as the breakthroughs happening by the Efi Arazi faculty members, are the achievements being racked up by the many bright and talented young people who pass through the school’s doors. One perfect example is Natan Linder, class of 2003, who is currently studying for his Master’s degree and serving as a research assistant at the internationally-acclaimed MIT Media Lab in Boston, Massachusetts.

Linder, who served in the Israeli Air Force intelligence wing, arrived at IDC with some technical knowledge but virtually no theoretical background. According to Linder, the study groups he joined made all the difference, as he and his classmates devoted strenuous hours in doing the necessary practical work to close the knowledge gap and keep up with the advanced level of work.

Linder and fellow classmate Eyal Toledano decided to “test the boundaries of IDC” by doing their final project in their first year of studies – something previously unheard of. “I think Prof. Schocken threw us out of his office around 3-4 times before consenting,” says Linder.

The duo approached Sun Microsystems’ development center, where they worked hard over the summer and into their second year of school. “IDC gave us free rein, which allowed us to simply get up and do, and this is not such a simple thing within an academic framework,” says Linder. At the end of the year, the team presented their project in conferences, along with publishing an article and five patents.

During their third and final year, the two outstanding students, by then part of the Zell Entrepreneurship Program, were approached by IDC’s public relations department with a request to meet with the president of Samsung in Israel. “That meeting with Samsung gave birth to a process that eventually led to Eyal’s and my joining in the creation of a new development center,” explains Linder. “The center continued to expand over the years, growing from a lone staff of developers to a development center employing over 120 engineers. I led the mobile development section at the center as its managing director for almost five years, during which time we developed and implemented software products in Samsung’s cellular phones. It was very difficult, intense, fascinating and challenging.” Linder went on from Samsung to work as ‘house entrepreneur’ for JVP Venture Capital Fund, until recently making the move to Boston, along with his life partner who is studying for her MBA, also at MIT.

According to Linder, the most important thing for students approaching their studies at the Efi Arazi School is to be prepared to challenge themselves. “I have no doubt that my studies at IDC provided the foundation for dealing with the many challenges that the real world has presented me. Still, if anyone comes to the Center with expectations for ‘regular’ academic studies – he will simply be disappointed. In reality the program is much more. It allows students to challenge themselves and to maximize their studies with real achievements, connections, entrepreneurship and working with the community. More than everything else, I believe that IDC provides a unique and personal platform that facilitates the students to fashion themselves favorably for the next stage of their career.”

Other graduate success stories include Ishai Green, who along with his co-founder Tomer Dvir and fellow IDC student Roee Adler, established Soluto, which produces “anti-frustration software” aimed to end the frustrations of PC users everywhere who are faced by sluggish or non-responsive computers. The start-up, besides raising nearly $8 million in two rounds of financing, was the winner in May of the first TechCrunch Disrupt Cup, given by the Internet’s most well-known technology blog.

Green for one was no stranger to success: before founding Soluto, he was a co-founder of Onigma Ltd., a data protection solutions provider that was acquired by McAfee for $20 million.

These and other stories – and the ones yet to be written – attest to the prowess, dedication and determination of Efi Arazi students, not to mention their willingness to reach for the stars, and the faculty members who assure them that their arms are indeed long enough to reach!

"IDC provides a unique and personal platform that facilitates the students to fashion themselves favorably for the next stage of their career."

– Natan Linder, Efi Arazi School class of 2003

Activities Galore

While the ‘regular routine’ at school is hardly routine as is, several students at Efi Arazi have chosen to shake things up in a big way by studying abroad this semester, at schools including Washington University in St. Louis, University of Southern California and the University of Pennsylvania.

The school’s faculty has also been traveling the globe, with each lecturer attending conferences in some 2-3 countries over the summer, including Switzerland, the US, Japan, Africa and more.

On a more personal note, at the end of each year, the school invites all faculty members and master’s degree students to a special day’s retreat. This time together allows students to mix on an intimate level with faculty, to learn more deeply about each faculty member’s area of research and to discover new research topics together. This year’s gathering, held at Kibbutz Dalia, led to stronger connections between the participants and gave birth to exciting new possibilities in the realms of computer science research.
The Founder’s Vision

The Efi Arazi School of Computer Science was made possible by the beneficence of its founder, Mr. Efi Arazi. A leading international high-tech entrepreneur, Arazi is responsible for significant breakthroughs in both technology and business. His team at Raytheon developed the camera used to broadcast the first pictures from the surface of the moon, and the company he later founded, Scitex, introduced the first digital pre-press computer and CCD scanner to the world. In 1990 Mr. Arazi founded EFI (Electronics for Imaging), whose inventions made it possible to turn any copy machine into a high-quality color printer. A graduate of the prestigious Massachusetts Institute of Technology, Arazi’s appreciation of the connection between high-tech and academia led him to become an enthusiastic supporter of IDC Herzliya, and the Efi Arazi School of Computer Science was established in 2002.

Founding Dean, Professor Schocken, Produces Bestseller

IDC’s Prof. Shimon Schocken has recently received significant renown for a book he wrote with Prof. Noam Nisan, “The Elements of Computing Systems: Building a Modern Computer from First Principles,” published by MIT Press in 2005. Courses based on the book are taught in many computer science departments, ranging from Harvard University to the non-profit University of the People. Recently, the book made it into two Amazon bestselling lists, and at some point reached Amazon’s #610 bestselling book in all categories—an almost inconceivable accomplishment for a computer science book. The book describes an innovative and self-contained approach to teaching applied computer science—by building a complete, general-purpose computer from the ground up. The approach was accepted enthusiastically by many professors, students, and self-learners worldwide.

Mr. Efi Arazi, the Efi Arazi School of Computer Science founder, with Prof. Uriel Reichman, IDC Herzliya founder and president.

The Efi Arazi School of Computer Science changes lives by changing the face of the computer science world. Most of the school’s alumni work today as software developers, project leaders and managers in leading global companies. At least 50 graduates have established their own companies, and many have completed M.Sc. and MBA degrees at top universities including MIT, Harvard, Columbia, Cornell, NYU, Chicago, Berkeley, and CMU.

As we descend the stairs to the lobby and leave behind us the quiet of the computer science wing, we can be sure that the almost indiscernible hum continues on, as faculty and students apply their minds to the challenges of tomorrow, leading the way to the next technological breakthroughs that will change the world of computer science as we know it. ★

- Joy Pincus

Esti Romem, executive administrator for the dean of the Efi Arazi School of Computer Science, visits the school’s exchange program students during their program at the University of Pennsylvania. From left: Muli Salem, Guy Kashlan, Esti Romem and Heydar Katz.
Recently I was honored with the privilege of accompanying a delegation of outstanding IDC Herzliya students who went to learn firsthand about the most horrific chapter in the history of the Jewish People – one that took place in the graveyard called Poland.

The students originated from various ethnic and geographic backgrounds, including Israel, the United States, Australia, Iraq, Morocco, Persia, Ethiopia, Germany, Finland and others – a melting pot of Jewish youngsters representing Israeli society and IDC Herzliya in particular. Mostly leaders, many of these students are commanders in elite combat units, who actively serve in the IDF reserves, while others are social activists and leaders in their community. All of them demonstrate exemplary traits that include responsibility, motivation, Zionist zeal, and independence.

The most moving moments for me throughout the mission took place during the ceremonies that the students performed at the camps and ghettos, in which they displayed thoughtfulness, sensitivity, creativity, Jewish identity, and artistic abilities. Being surrounded at all times by these young men and women, who are truly the salt of the earth, made me feel secure in the knowledge that we can depend on students like these to take over the reins of the future leadership of the State of Israel, and guarantee the vibrancy of our country.

One very frustrating aspect in this Jewish tragedy is the knowledge that the Allies did little to save Jews during this period, and that if an IDF had existed during these dastardly years, many of our brothers and sisters could have been saved. This point was not wasted on these students, who returned from the mission imbued with Professor Reichman’s motto of “liberty and responsibility.” It was clear to all that we must cherish more than ever our liberties, and our democratic and pluralistic values. We must be tolerant of the strangers among us and of those who are different than us. We must also take responsibility for protecting the Jewish State from Holocaust deniers in the region who preach for its destruction, and we must take their threats seriously by strengthening the Israeli Defense Forces, serving in the reserves and keeping a watchful eye.

Following is a moving letter written by the Chairman of the Student Union, Yair Yitzhar, to the students, staff, and faculty of IDC upon his return from Poland as a member of the delegation.
Dear Faculty and Fellow Students,

We left for a difficult and sensitive journey, and while we clearly knew the day it began, we had no knowledge of how it would end. We still don’t.

We traveled in time from the glorious period of flourishing Jewish life to the blackest point in the history of the Jewish people.

I have no words to describe the spiritual strength of this journey - a strength that boosted us, when we sang Hatikva at the Auschwitz death camp and at Majdanek, where the ashes of our brothers and sisters lay.

I have no words to describe how we suddenly burst into laughter and dance at the Lublin Yeshiva, or the life we brought into the Warsaw Synagogue on Friday night.

I have no words to describe our march out of the Treblinka death camp, where, in total darkness, as we marched through the woods in which 900,000 Jews had been murdered, we raised our voices to sing Yerushalayim Shel Zahav.

My grandfather, Meir Rosental (z”l), a survivor of the Holocaust who went through 12 concentration camps and lost all his family in Auschwitz, used to say: “If all the sea would turn into ink and all the sky into paper, it still wouldn’t be enough to write down the horrors of those days.”

I wonder if any of us were able to understand or imagine what had happened on that land. Personally, I doubt that we ever will.

Abba Kovner once wrote: “Remember the past, live in the present and believe in the future.” During this journey, I was strengthened in my feeling that it is our responsibility to ensure that the Jewish people will always have a home, and to ensure that we will always remember and never forget. To remember - that is our legacy.

We take Israel for granted, but for our forefathers back then, it was a distant dream. This dream became reality and it our responsibility to take care of it - to take responsibility of the present, to believe in and take care of the future, to change what needs to be changed, and to love and appreciate what we have.

The journey was made unforgettable by the amazing people participating in it. I wish to thank Libat, Maya, Tal, Udi, Edo, Tamar, Nir, Eyal, Danielle, Anat, Einat, David, Tal, Natali, Reut, Esti, Ofir, Shai, Gilat, Barak, Imanit, Orli, Ester, Idan, Guy, Tal, Michal, Lee, Liron, Shatona, Or, Lital, Miriam and Zevik.

I wish to thank Lior Zagury, the one-and-only guide of the journey. Lior, because of you, the journey gained deeper meaning. You made the difference.

To Moshe Zelikovitch, the heart of our delegation: Thank you for sharing and contributing your personal story. You are our true hero. I cannot describe the honor we felt to stand side by side with you.

To Hadas Barashi-Carmel, the mother of the delegation: You were always there for us, taking care of everyone. You are amazing. Thank you for that.

To Mr. Jonathan Davis, vice president of External Relations and head of the Raphael Recanati International School: Thank you for being such a warm and loving member of the delegation, and for being there for all of us. Thank you for being you.

I have no doubt that the delegation to Poland is one of the most important projects of the Student Union and a tradition that must be kept in the future.

“לעולם לא עוד” - Never Again

Yours,
Yair Yitzhar
Chairman of the Student Union
NEWS FROM IDC’S ACADEMIC DEPARTMENTS

ACADEMICS IN ACTION

The following faculty members were recently promoted to new academic ranks:

- Guy Seidman to Associate Professor, Radzyner School of Law
- Yacov Kedmi to Associate Professor (on the non-research track), Radzyner School of Law

The following new faculty members were recently appointed and are joining our ranks this year:

- Prof. Alex Cukierman, School of Economics
- Prof. Yoav Gelber, Jewish Peoplehood
- Prof. Amir Rubin, Arison School of Business
- Prof. Mordechai Shechter, Dean - School of Sustainability
- Dr. Dima Adamsky, Lauder School of Government
- Dr. Shahar Ayal, School of Psychology
- Dr. Lynda Canina, Arison School of Business
- Dr. Asif Efrat, Lecturer, Lauder School of Government
- Dr. Guy Hoffman, Sammy Ofer School of Communications
- Dr. Ronen Kritenstein, Radzyner School of Law
- Dr. Nadav Levi, School of Economics
- Dr. Assaf Moghadam, Senior Lecturer, Lauder School of Government
- Moran Ofir, Lecturer, Radzyner School of Law
- Dr. Anat Shoshani, School of Psychology

THE WORLD AT IDC’S DOORSTEP – VISITS OF ACADEMIC DELEGATIONS

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 to learn of our unique model of higher education and to forge concrete agreements with us. The list includes:

- Olin Business School, WUSTL
- Chamber of Commerce of Milan for foreign students
- Universidad Rey Juan Carlos
- Kazakhstan Deputy Ambassador Erik Yakubayev
- Columbia University
- Dr. Simonetta DELLA SETA, Cultural Attaché, Italian Embassy
- Visit of the science attaché from Italian embassy - Dr. Stefano Boccaletti
- Tomas Pajar, Czech Republic Ambassador to Israel and Czech Republic Academic Delegation
- Masaryk University
- Columbia University Business School
- Mr. Larry Tanenbaum St-Francis Xavier University
- Danish Enterprise and Construction Authority, Ministry of Economy and Business affairs
- Latin American Airport Directors
- 2010 Ibrahim Leadership and Dialogue Project in the Middle East
- Visiting Professors - Verbit Group
- Faculty Fellowship in Israel Summer Institute
- Seminar for USA Visiting Academics, AXIUS
- Italian Ambassador, Mr. Luigi Mattioli
- Project Interchange University Presidents from the USA
- MIT Club of Israel
- University Rectors from Latin America
- Daniel Bar-Eli, Director General of the Israeli Committee to UNESCO
- Incoming Counselor for Press and Cultural Affairs, Hilary Olsin-Windecker and the new Cultural Attaché, Michael Hahn – US Embassy
- Higher School of Economics, Russia
GLOBAL PARTNERSHIPS

In recent months, IDC Herzliya has signed a few important bilateral agreements with leading international institutions of higher education. These include:

- Bezalel Academy of Arts and Design, Jerusalem
- Goizueta Business School, Emory University
- School of Business and Information Systems, St Francis Xavier University Antigonish, Nova Scotia
- Sciences Po – Aix, France
- Université Jea-Moulin, Lyon, France
- Washington University St. Louis – School of Business
- Washington University St. Louis – School of Engineering

This year exchange students from the following institutions are spending a semester at IDC Herzliya:
- NALSAR, India
- University of Ottawa, Canada
- Hong Kong University
- Duke University, USA
- The Wharton School, USA
- SMU, Singapore
- Koch University, Turkey
- Emory University, USA

IDC Herzliya students are this year journeying to:
- University of Ottawa, Canada
- Sabanci University, Turkey
- Hong Kong University
- Duke University, USA
- Tsinghua University, China
- SMU, Singapore
- Pompeu Fabra, Spain
- Charles University, Prague
- George Mason University, USA

COMPETITIVE RESEARCH FUNDING FOR STATE OF THE ART RESEARCH

IDC Herzliya continues to make great progress this year with grant submissions and newly-funded projects. Competitive grants have been received from the Israel Science Foundation, General Motors, Microsoft, Amdocs, IBM, Google, the Ministry of Defense, the US–Israel Bi-national Science Foundation, the Ministry of Industry, the Jewish Agency, The Israel Internet Association and the European Commission.

Research in the Spotlight: To give the reader a sense of the varied high-quality research undertaken at IDC Herzliya, in this issue we again spotlight several recent competitive research grants secured by IDC Herzliya researchers.

DEEP PACKET INSPECTION TO NEXT GENERATION NETWORK DEVICES

Bremler-Barr, Anat
Efi Arazi School of Computer Science

Deep packet inspection (DPI) lies at the core of contemporary Network Intrusion Detection/Prevention Systems and Web Application Firewall. DPI aims to identify various malware (including spam and viruses), by inspecting both the header and the payload of each packet and comparing it to a known set of patterns. DPI is often performed on the critical path of the packet processing, thus the overall performance of the security tools is dominated by the speed of DPI. Traditionally, DPI considered only exact string patterns. However, in modern network devices patterns are often represented by regular expressions due to their superior expressiveness. Matching both exact string and regular expressions is a well-studied area in Computer Science; however all well-known solutions are not sufficient for current network demands.

First, current solutions do not scale in terms of speed, memory and power requirements. While current network devices work at 10-100 Gbps and have thousands of patterns, traditional solutions suffer from an exponential memory size or exponential time and induce prohibitive power consumption. Second, non-clear-text traffic, such as compressed traffic, becomes a dominant portion of the Internet and is clearly harder to inspect. Finally, the resilience of matching the algorithm to various attacks is a mandatory requirement of the system; this major concern was not considered traditionally and most prior-art algorithms are not secure.

In this research we design new algorithms and schemes that cope with today’s demands. This is an evolving area both in Academia and Industry, where currently there is no adequate solution. We intend to use recent advances in hardware to cope with these demanding requirements. More specifically, we plan to use Ternary Content-Addressable Memories (TCAMs), which have become a standard commodity in contemporary network devices. TCAMs can provide a key against all rules in a memory in parallel and thus provide high throughput. We believe TCAMs can provide a break-through for DPI and intend to evaluate its advantages from both a theoretical and a practical point of view. This will include a comparison and hybridization of the following three architectures: Dedicated hardware (FPGA/ASIC); network multi-core processors that combine different memory costs (e.g. DRAM vs. SRAM, off-chip memory vs. on-chip); and TCAM devices. These architectures provide new research avenues, since, until very recently they were not feasible or practical.
The weakest link of couple interaction: an attachment-theoretical perspective on perceived partner responsiveness and sexual desire

Birnbaum, Gurit
School of Psychology

The belief that a relationship partner is responsive and understands, values, and supports important aspects of the self (i.e., perceived partner responsiveness) is inherent to the development of intimate and satisfying long-term relationships. Because sex is considered a prominent context in which people seek a sense of felt understanding, validation, and caring, it is reasonable to believe that intimacy-related processes may underlie changes in the desire to have sex with one’s partner. However, previous research has yielded conflicting results about how, for whom, and when intimacy contributes to sexual desire. These inconsistencies are difficult to resolve due to methodological problems in past studies (e.g., correlational designs, differences in conceptualization and measurement of intimacy, failure to consider potential moderating variables) and the lack of a coherent theoretical framework capable of explaining the functional significance of sex in close relationships. This proposed research program uses attachment theory as a valid and well-researched conceptual framework for examining the associations between perceived partner responsiveness, which is the linchpin of intimacy, and sexual interactions. Moreover, it relies on complementary methodologies to address limitations of past studies. Study 1 will employ a daily experiences methodology to explore the dynamic interplay of daily perceived partner responsiveness and sexual motives and experiences in their natural dyadic context. Studies 2 and 3 combine longitudinal, experimental, and observational designs to examine the effects of perceived partner responsiveness on sexual motivation across two years (i.e., the transition from dating to more enduring attachment bond; Hazan & Zeifman, 1994). Study 4 combines longitudinal and experimental designs to examine the effects of positive and negative sexual experiences on perceiving a partner as responsive, thereby establishing the bi-directional causal link between perceived partner responsiveness and sexual experiences. All studies will also test the moderating role of attachment orientations and relationship phase. Preliminary findings based on 93 participants, who visualized a responsive or an unresponsive partner and then rated their partner’s sexual attractiveness, support the hypothesis that perceiving one’s partner as responsive have beneficial effects on sexual motivation of less avoidant people, probably because of their tendency to engage in sex for attachment-related reasons (e.g., proximity seeking). The proposed research is expected to elucidate the contribution of intimacy-related processes to sexual desire over time.

Sex and sexuality on Israeli television: content and audience effects

Eyal, Keren
School of Communications

Increased global and multidisciplinary interest, often heightened by concerning public health indicators as the growing rates of sexually transmitted diseases, motivate research about sexual socialization. Among the factors contributing to youth sexual health, there is an increased recognition that television (TV) is a central agent of socialization. A growing body of research, primarily conducted in the U.S., has documented significant relationships between exposure to large amounts of sexual messages on TV and sexual outcomes including expectations, attitudes, and behaviors. Causal links also have been identified between viewer sexual outcomes and contextual elements in TV portrayals, such as the presentation of safer-sex messages. The current research will contribute to this body of knowledge by applying social cognitive theory to the examination of the nature and extent of sexual content on Israeli TV and of the implications of this content for effects on young audiences. The developing TV environment in Israel, with its increase in channel offering and commercial programming, makes such an investigation especially timely.

In addition to characterizing the sexual messages conveyed in the Israeli TV landscape, the research will characterize the nature of exposure to such content among Israeli adolescents. It will further employ social cognitive theory (SCT) to elucidate the social and cognitive processes that underlie the links between exposure to sexual TV content and adolescent sexuality. Specifically, and consistent with SCT’s notion of triadic reciprocal causation, the research will examine the concurrent interplay among adolescents’ sexual experiences, their exposure to sexual TV content, perceived realism of such content, and communication about sexuality with parents and peers.

The research will employ content analysis methodology to characterize the Israeli TV landscape in terms of its sexual messages. Two weekly composite samples of Israeli prime-time programming will be created as well as a complementary sample of the top-20 adolescent-preferred programs. The samples will encompass multiple channels representing different TV outlets available in Israel (commercial TV, cable, and satellite). Both the frequency of sexual messages and their nature, the inclusion of messages about sexual risks and possible consequences, and the presentation of mediated personalities in the context of sexual behaviors will be identified. Parallel to this, a survey conducted among Israeli high-school adolescents will examine the TV exposure habits of youth, and especially their exposure to sexual TV content. The survey will examine the associations between such exposure and diverse sexual indicators, including sexual beliefs, attitudes, and behaviors, as well as cognitive and social mediators such as perceived TV realism and communication with parents and peers. It will take into consideration adolescent sub-group membership and factors unique to the Israeli cultural environment. Overall, the current investigation will serve as the foundation for policy and education initiatives and for experimental research on media and adolescent sexuality in Israel by presenting a comprehensive picture characterizing both the TV landscape and the realm of adolescent sexuality in Israel, and the links among them.
Consumer researchers frequently distinguish between objective knowledge (OK), accurate product-related information stored in memory, such as product-related terminology or relevant attributes, and subjective knowledge (SK) that reflects what individuals believe that they know (e.g., Brucks, 1985; Carlson et al., 2009). Although most studies report a positive correlation between OK and SK (Carlson et al., 2009), recent studies show that SK may be experimentally manipulated, independently of OK, leading to systematically different attitudes and behavior. For example, See (2009) examined the impact of SK on the extent to which people rely on their perceived fairness and their predicted outcomes of new public initiative when forming their support of that initiative. SK was manipulated (holding OK constant due to random assignment to experimental groups) by referring to a group of people that was more/less knowledgeable than the study participants about the initiative topic.

Participants who were reminded of a less knowledgeable group of people felt knowledgeable and participants who were reminded of a more knowledgeable group of people felt unknowledgeable. In Study 1, for instance, before administering a survey concerning an environmental policy, participants in the low-SK (high-SK) condition were told that the Republic elections (i.e., they felt more knowledgeable – higher SK-- about the Russian elections, by comparison) than if they were first asked to predict the results of the upcoming Dominican Republic elections (i.e., they felt less knowledgeable -- lower SK – about the Russian elections, by comparison).

These studies reveal important characteristics of SK. At the theoretical level, they illustrate that (1) SK can vary independently of OK, thereby affecting attitudes and behavior independently of relevant information stored in memory. Further, they suggest that (2) SK may have a direct impact on consumer attitudes and choice that is not mediated by information search or processing (the focus of previous research on consumer knowledge). At the methodological level, these studies demonstrate that (3) SK can be easily manipulated by presenting a standard of comparison. This is important because SK has not been manipulated in previous consumer research. Manipulations of knowledge focused on OK, and SK was only measured. OK was typically manipulated by providing participants varying amounts of information about the product category in a learning session prior to the actual experiment. These sessions were highly likely to strain participants’ cognitive resources and thus possibly affect Subjective Knowledge.

More importantly, research on SK relied on self-reports of SK rather than on careful experimental manipulation (e.g., Johnson & Russo, 1984). Since self-reports of SK tend to be biased (Alba & Hutchinson, 2000) and because they may be correlated with OK, the impact of SK on choice is not very well known. From an applied perspective, (4) SK manipulations are easy, cheap, and quick to administer and therefore can be used outside the laboratory, in real life consumer settings.

Research Objectives: The project objective is to fill in the theoretical and methodological gaps in the literature by examining the direct impact of carefully manipulated SK on consumer choice. We will use newly developed manipulations of SK to investigate its direct impact on choice processes for the first time, and offer cheap, quick, and easy to administer methods that may increase choice effectiveness. Study 1 will examine how SK affects consumer choice deferral, and whether this tendency is mediated by consumer confidence in their choice. Study 2 will test whether SK and anticipated regret affect consumers’ tendency to choose default options. Study 3 will examine the impact of SK and having consumers estimate their responsibility for the decision outcome on the preference for a currently available item on sale over waiting for a better sale. Study 4a and 4b will test the effects of SK and the need to justify choice on the attraction effect, the increased likelihood to prefer an alternative that asymmetrically dominates another alternative in the choice set, and on the compromise effect, the increased likelihood to choose an alternative when it is the compromise option in a choice set. Study 5 will examine the impact of SK and receiving consumer goods in the near versus the far future on preference for hedonic versus utilitarian goods.
The improvement of Higher Education (HE) through increased accessibility and equal opportunity on one hand, and the fast technological development on the other, as well as institutional standardization and internationalization, are some of the greatest challenges of the 21st century in Europe and worldwide. Thirty percent of Israelis have a first degree (Central Bureau of Statistics, Israel, 2008) and approximately 250,000 students are currently enrolled in degree programs. Hebrew is the formal language of teaching in Israeli HE system but English studies are compulsory foundation courses, and undergraduates must attain a passing grade on the exemption level exam.

Despite a significant improvement in the quality of HE in Israel in the last 20 years, there are still noticeable gaps in the level of English required and attained especially of students from marginalized sectors of society (Arabs, Geographical and socio-economical periphery, etc.). With the increased tendency towards internationalization and globalization in education, research and industry, English proficiency is one of the main obstacles for students in Israel (SCE – internal report).

Pursuing and completing a higher education even partly taught in English will provide future graduates access to work in worldwide enterprises that would otherwise not be attainable. The socioeconomic impact on society, based on these graduates’ contribution to the human capital, will be vital for a well-balanced collaboration in the labor market towards a healthy economy. Moreover, fluent English in science and engineering graduates augments the pool of specific skills and knowledge facilitating the mobility of these graduates towards innovation and growth in the knowledge-based western world economies. One of Israel’s national priorities is fostering the education-innovation-research triangle. Enhancing students’ English knowledge will directly influence the level of communication, sharing, learning, creating and innovating positively impacting all aspects of the Israeli society.

The multi-national project, funded by the European Commission, will address the following challenges:

- Enhance networking between the Israeli higher education institutions and the EU as well as WW
- Enhance mutual understanding at a global level
- Facilitate mobility and internationalization of students, graduates, and faculty members
- Enhance the competitive edge of HE graduates

The Israeli partners in the consortium are from different disciplines (Engineering Colleges SCE, HIT, OBC and Art College - Sapir), and geographical locations (OBC – north, SCE – south HIT, IDC – center), and educate students from a wide variety of socioeconomic backgrounds (private colleges – IDC and local colleges with significant Arab population – SCE, OBC, Sapir). All of them share a common challenge: the inadequate level of English of our students and graduates. This diversity allows the members of the consortium to contribute to the creativity of the project through their understanding of the needs within their own field, while at the same time forging a common program to address the challenges facing Israeli society as a whole. The EFA proposal was composed by discussion and thinking processes by all consortium members which share identical problem. The EU partners in the EFA consortium have vast experience in introducing English/other second language into the HE system in their countries and will contribute that experience to EFA national project.

Wider objectives to be addressed in the EFA project include: 1. Increase Equal Opportunity: reducing the disparity in English proficiency will do better with marginalized populations especially among Israeli Arabs and geographical periphery in Israel. 2. Increase mobility of students and staff: increasing opportunities for study and teaching abroad through improved English language skills - Achieve “social mobility” and better control of higher educated personnel’s future (UNESCO, 2007 annual report). 3. Increase of institutional and national prestige: supporting institutions to set up large-scale exchange student programs through the development of courses and programs taught in English - Enhance higher-level skills and competencies, essential to national development – especially in the context of globalization and the shift towards knowledge economies. 4. Institutional standardization and internationalization, - one of the greatest challenges of the twenty-first century in Europe and worldwide: supporting students and lecturers towards the use of academic literature and teaching materials in English thereby facilitating the standardization of courses and accreditation. 5. Improvement of the knowledge triangle – education-innovation-research higher education through increased accessibility to international knowledge data: collaborating with the project’s joint worldwide databases, virtual courses for e-learning and life-long-learning, and cooperative work in an international environment.

The project’s specific objectives are to:

1. Design and develop an operative master plan to enhance English knowledge in HE in partner countries, e.g. Israel, and develop a work program to enhance English knowledge in higher education at a national level.
2. Implement teaching in English of at least 4 courses of BA and B.Sc. curricula in the participating Israeli academies.
3. Develop and execute an English language course - Active Participation in English (APIE).
4. Develop a multidisciplinary pilot e-course - Systematic Inventive Thinking (SIT) - to enhance the education-innovation-research triangle and improve thinking skills for undergraduate students.
5. Develop and implement a Teachers Training course, Quality assurance and monitoring to support and monitor transfer of courses into English.
6. Establish and maintain a user-friendly interactive website and program-portal to facilitate participating partner countries and EU institutions in adopting, sustaining and further disseminating the project.
SCHOOL, CENTER AND PROGRAM NEWS

SCHOOL OF SUSTAINABILITY
Dean, Prof. Mordechai (Moti) Shechter

Prof. Mordechai (Moti) Shechter was appointed as the founding dean of the School of Sustainability founded by the Israel Corp., ICL and BAZAN, which opened at the Interdisciplinary Center (IDC) Herzliya.

Professor Schechter has a Bachelor of Science degree summa cum laude in Agricultural Economics from the University of Houston, Texas, and holds a Ph.D. in Agricultural Economics from the University of Iowa, USA. He previously served as rector of the University of Haifa and as president of Tel-Hai College. During Prof. Schechter’s tenure in the University of Haifa he served in key academic positions including: head of the Department of Economics, head of the Department of Natural Resources and Environment, founding head of the Center for Natural Resources and Environmental Research and dean of Research.

In addition, Professor Schechter currently serves in public positions, including: chairman of the Research Committee - Economics, the Water Authority; chairman Higher Education Forum, Association “Bash’ar” - Academy for the community; Steering Committee - Environmental Policy Center, the Jerusalem Institute, Professor Schechter previously served as chairman of Israel’s Nature and Parks Authority; chairman of the Executive Board of the Society for the Protection of Nature in Israel; National Board of the Council for a Beautiful Israel; and chairman of the Board of Directors of Haifa museums.

Prof. Mordechai Shechter is a pioneer in environmental research and one of the field’s leading researchers. In recent decades he has trained many scientists and his research contributed to promoting economic and social aspects of the environmental protection.

The main goal of the School of Sustainability at IDC Herzliya is to train the future leaders in the fields of environment and provide the private sector, including lawyers, economists, lobbyists, the media and communications consultants with profound knowledge and understanding required in the fields of environment, in order to support the planning and action processes in these areas.

Prof. Uriel Reichman, president, IDC Herzliya: “We are proud to have Prof. Schechter joining IDC Herzliya. His tenure as dean will establish the school as a center of international importance and as important to Israel’s dealing with the future challenges posed by the environment, water and energy.”

ARISON SCHOOL OF BUSINESS
Dean, Prof. Yair Tauman

CAESAREA EDMOND BENJAMIN DE ROTHSCHILD CENTER FOR CAPITAL MARKETS AND FINANCIAL RISK MANAGEMENT

The Academic Conference of the Rothschild Caesarea Center and the Arison School of Business was held for the seventh year.

Twelve papers carefully selected from 150 submitted from all over the world were presented at the two day conference. The papers were selected by a committee comprised of nine members co-chaired by Prof. Roni Michaely, a lecturer at the Arison School of Business and at Cornell and a research fellow at the Rothschild Caesarea Center and Prof. Jacob Boudoukh, the academic director of Research and Development at the Rothschild Caesarea Center. The conference has become internationally renowned and based on the acknowledgement of the participants, it has become one of the five best “boutique conferences” in the academic world.

Participants in the conference included 75 professors of finance from leading universities in Israel and worldwide, including: Boston University; Cornell University; Duke University; European School of Management and Technology; Federal Reserve Bank of New York; Harvard Business School; HEC School of Management Paris; INSEAD; London Business School; London School of Economics; New York University; Northwestern University; Stanford University; University of Texas at Austin; University of Toronto; Vanderbilt University; Wharton School, University of Pennsylvania.

A competition was held at the end of the conference to select the outstanding paper and the outstanding discussant. The outstanding paper was awarded to Prof. Henrik Cronqvist of Claremont McKenna College for his paper entitled “Nature or Nurture: What Determines Investor Behavior.” Assistant Prof. Dirk Jenter of Stanford University received the outstanding discussant award for his presentation entitled “Catering with Multiple Maturities?”
THE SEVENTH ANNUAL SUMMIT, BUSINESS CONFERENCE ON REGULATION OF FINANCIAL INSTITUTES FOLLOWING THE CRISIS

The Rothschild Caesarea Center for the Capital Market and Risk Management in cooperation with the Arison School of Business at the Interdisciplinary Center Herzliya, held the 7th Annual Summit. The Summit dealt with the topic of reform in the regulation of financial institutes following the crisis.

David Blum, the Director of FX Research at HSBC Bank plc, depicted a global macro picture of the trends of the capital market stating that “Israel entered OECD at the worst timing of anyone. The last economic crisis was mainly political. The Euro cannot be monitored without a uniform political body, and this has been the problem of the Euro throughout its existence. However, people have ignored these problems since they have preferred to believe that there is an alternative to controlling the dollar currency in the global market.

In his lecture Blum called the Euro, the Dollar and the Sterling “Cinderella’s three ugly sisters.” Nonetheless he noted that it is absurd that there is no Cinderella or a pumpkin in this story.

The afternoon session dealt with the control structure in Israel. Prof. Oded Sarig, the Commissioner of the Capital Market, Insurance and Savings at the Ministry of Finance stated that control considers the balance between the needs stemming from stability and the needs originating from competition – needs that contradict one another. Club market is a classic example of this – three chain stores fought a price war among themselves, which greatly damaged their profitability and ultimately resulted in the bankruptcy of Club market. One of the competitors bought the chain that collapsed and though the market lost competitiveness it gained stability.

Prof. Sarig reviewed the current customary models of the control structure of the capital market, whereby the functional model is applied in Israel (and France, Brazil, Italy and Spain). This model advocates a separation of control according to activity sectors. The great advantage of this model is professionalism of the system and the diversity of the opinions in the system. Its main disadvantage is the dispersion and duplicity of functions. We should note that despite the different models of control, similar failures were revealed following the recent financial crisis.

Prof. Sarig is a great believer in thought pluralism on issues of control, mainly during times of crisis, as implemented in Israel. In addition to thought pluralism Sarig discusses the need for international coordination (as has begun with the Bank of Israel) and local coordination between the different bodies. Naturally, at the end of the day, there needs to be a leading regulator who will take the decision.

At the annual Summit several of the top researchers and analysts in the world discussed the regulatory trends and their relevancy to the global capital markets, in addition to the steps Israel needs to take and the lessons that need to be learned for the future. Among the international experts:

David Blum, director of FX Research at HSBC Bank plc, on the trends in the Capital Market; Prof. Linda Allen, School of Business, NYU on regulatory solutions to the bank crisis; Prof. Larry White, School of Business, NYU on capital and leverage at financial institutions and implications on prudential regulation; Prof. Vikrant Vig, London School of Business on securitization – existing and desired.

In addition to the above the following regulators from Israel and abroad also participated in the Summit: Barry Taft, head of the Markets Division of the Bank of Israel on the policy of the bank of Israel during the financial crisis; Abe Losice, The US Securities and Exchange Commission (SEC) on a rating agency experience in structured finance; Prof. Oded Sarig, commissioner of the Capital Market, Insurance and Savings, Ministry of Finance on the regulation structures of capital markets; Dr. David Klein, former governor of the Bank of Israel, chairman of the Advisory Board of Directors of Meitav on the changes involving the control structure.

FINANCIAL RISK MANAGEMENT WITH REFLECTION ON THE CRISIS

The 2008-2009 financial crisis exposed methodological, management and regulatory weaknesses in almost every aspect of risk management. Doubts were raised about the relevancy of the different market risk measures, the ability to develop a model that can foresee insolvency risks, our perception of liquidity risks and leverage and more importantly, the correlation between insolvency incidents.

The global crisis also served as a definitive event with reference to the link between the different risk factors and their effect on the systemic risk.

The course was held on the four Sundays of May and focused on market risks, credit risks, financial instruments, operational risks and regulation.

During the course, discussions were held with top academicians and managers from the capital market concerning the lessons learned and the derivatives from the crisis.

Among the lecturers of the course:

• Prof. Jacob Boudoukh, Academic Director of the Course, The Rothschild Caesarea Center, the Arison School of Business, the Interdisciplinary Center Herzliya

• Ehud Arnon, Vice General Manager and Head of the Business Division of Israel Discount Bank

• Eylal Sadowsky, Director of the Government Debt Management Unit, Accountant General’s Division, Ministry of Finance

• Eldad Freshler, Finance Division Manager, Mizrachi – Tefahot Bank

• Dr. Dov Helparan, CEO of HMS

• Prof. Danny Zidon, Head of Capital Markets Division, Bank Leumi

• Prof. Dan Segal, Arison School of Business, the Interdisciplinary Center Herzliya

• Yossi Dory, Vice Manager of Clal Finance Amitim, Director of Pension Investments, Clal Insurance Group

• Adv. Lisa Haimovitz, General Counsel, ICL

• Maggie Barum, Director of the Risk Management Department, Vice Commissioner of the Capital Market, Ministry of Finance

• Adv. Michal Arlosoroff, Vice President and General Legal Counsel, Makhteshim Agan

• Dr. Moshe Bareket, Former Director of Corporation Finance, Israel Securities Authority

• Francoise Ben Zur, Risk Management Unit, Markets division, Bank of Israel

• Zuriel Tamam, Director of the Institutional Auditing and Assessment Unit, Bank Supervision Department, Bank of Israel

• Dr. Roy Mashal, Vice Chairman of the Advisory Board of the Rothschild Caesarea Center, the Interdisciplinary Center, Herzliya

• Dr. Ruth Arad, Chief Risk Officer, Bank Leumi

• Prof. Rafi Eldor, Academic Director, the Rothschild Caesarea Center, Arison School of Business, the Interdisciplinary Center, Herzliya
SUMMER FINANCE AT IDC

In July the Rothschild Caesarea Center conjointly with the Arison School of Business held an academic seminar for over 30 Israeli finance and economics researchers and doctorate students from all over the world. At the two-day seminar papers on a wide array of subjects were presented, including: the influence of corporate governance on the timing of company earnings announcements; the effect of company growth on its capital price; the effect of minimum wages on the employment market; and optimal policy decisions for rescuing financial companies in trouble, on the one hand to prevent the capital markets from collapsing and on the other hand to prevent the companies from taking overly high risks.

The studies were presented by senior Israeli researchers from universities around the world including: IDC, Indiana University, Ohio State University, Simon Frazer University, Tel Aviv University, Washington University.

The conference served as a meeting place to present important academic activities in the financial sector. The conference enabled personal and professional encounters between colleagues of different institutes in Israel and worldwide in order to become updated and learn new and innovative ideas. The success of the conference is mainly measured by the quality of the professional contents discussed at the conference. It also serves as a source for leading Israeli Institutes to hire Israel scientists from abroad by creating an environment of research, mutual inspiration and interaction between leading Israeli researchers from the best universities in the world.

The academic director of the Conference, Prof. Roni Michaely, is a lecturer at Cornell University and at the Interdisciplinary Center Herzliya. He is a former member of the Board of Governors of the Israel Securities Authority. His main fields of research include corporate finance, especially raising capital and company share issue policies. Many of Prof. Michaely's papers on finance have been published in the leading international journals.
The Foreign Policy & Security Simulation Unit at the Behavioral Decision Making Program of the Lauder School of Government held, on May 16th, 2010, a simulation exercise to explore the responses of various relevant state and non-state actors the day after the announcement is made that Iran has a proven nuclear military ability. The simulation tested whether a new regional balance would be created, and if so, what can be done to prepare for this new situation. The simulation findings and recommendations were shared with senior decision makers in Israel and abroad. The event received vast coverage in the international and local media and was also reported by The New York Times, BBC and Reuters. MA students are involved and taking part in organizing the Lauder school’s simulation unit.

THE PROGRAM FOR DIPLOMATS AT THE LAUDER SCHOOL

The program in Israeli politics, history and society provides foreign diplomats with vital background information and analysis of Israel’s history, politics, legal system, economy and counter-terror policies as well as the Arab-Israeli peace process and Israel’s role in the global village. The course is taught by top IDC Herzliya faculty members.
On August 24, Tony Blair, Quartet Representative to the Middle East, participated as the keynote speaker in a conference on The Delegitimization of Israel: Threats, Challenges and Responses. The event was organized by the Herzliya Forum for Diplomacy at the Lauder School of Government, and the office of the Leader of the Opposition.

The Institute for Policy and Strategy is currently gearing up for the 2011 Herzliya Conference, which will be held on the IDC campus on the dates of February 6-9 2011.

- In early July, Gen (res) Danny Rothschild, head of the IPS, participated in a conference on the Middle East in the Dominican Republic.
- On July 4, Dr. Bar was Speaker at the annual conference of FAES, Madrid on “Implications of a nuclear Iran.”
- On July 22 Dr. Shmuel Bar traveled to the UK. He held briefings to UK Police units on radical Islam and meetings at Parliament with MPs, MOD - meeting with Liam Fox.
- In late July, a delegation of the IPS - Gen (res) Danny Rothschild, Mr. Tommy Steiner and Mr. Michael Altar - traveled to Moscow at the invitation of the Russian Public Policy Center. The IPS and the Russian-based research institute explored together ways to improve the Russia-Israel relations.
- In Early August, Mr. Tommy Steiner had a meeting with a delegation of Taiwan Foreign Affairs officials led by Dr. Kwei-Bo Huang.
- On August 17, Dr. Shmuel Bar held a briefing to UK DA on Israeli strategic issues.
- In September, Dr. Shmuel Bar traveled to the United States.
- On September 13, he gave briefings to IPS supporters in NY (UBS, MCM) On September 14, he gave a briefing in New York to Friends of Israel Initiative on US involvement in the Middle East and then traveled to Washington, where he gave a briefing on Deterrence.
- On September 15, Dr. Bar gave briefing at OSD on Command and Control of Nuclear Weapons in the Middle East.
- On September 16, Dr. Bar gave a briefing at DHS on Radical Islam.
- On September 17, in Washington, he held a briefing at the CIA on scenarios for the Middle-East and briefed Assistant Secretary of Defense for Counter-Narcotics and Global Challenges, Will Wechsler.
- The IPS participated in the ICT Conference. Gen (res) Danny Rothschild moderated a session on “Former Heads of Mossad and ISA.” Mr Tommy Steiner gave a talk on Turkey.
- In early October, Mr. Steiner participated in a GMF (German Marshall Fund) and FRS (Fondation pour la Recherche Strategique) workshop on nuclear Iran and its consequences for NATO. He then traveled to Brussels where he met with senior NATO officials. Mr. Steiner continued his journey onto London where he participated in a meeting of the Jewish Leadership Council and the United Jewish Appeal on Diaspora/Israel relations.
- On October 3, Gen. (res) Rothschild headed the preliminary discussion for the Middle-East World Economic Forum (Davos). Also participating for the IPS were Mr. Tommy Steiner and Ms. Lea Landman.
- On October 6, in Herzliya, Dr. Bar gave a briefing with other IPS Fellows to British diplomats on the Middle East and Israel’s strategic challenge.
- On October 7, Gen. (res) Rothschild met with the new ambassador of the United Kingdom to the State of Israel, Amb. Matthew Gould.
- On October 13 Dr. Bar traveled to New Delhi and gave a briefing to the Indian Undersecretary of Homeland Security on Radical Islam.

Tony Blair Visits the Lauder School of Government, Diplomacy & Strategy

Additional Achievements by the Lauder School

- Prof. Alex Mintz, editor of the international journal, Political Psychology, has been appointed to the Governing Council of the International Society of Political Psychology (ISPP).
- The editorial office of the prestigious ISPP journal was officially relocated to the Lauder School in February 2010.
- Students of the Lauder School have been accepted to graduate programs in leading universities such as: Harvard, Yale, Oxford, Cambridge, Columbia and more.
- Lauder School graduates accepted positions at the Prime Minister’s office, the Israeli National Security Council, Embassies, Hi-Tech companies and more.
Executive Director, Dr. Boaz Ganor

The Institute is hosting foreign scholars:

Prof. Erroll Southers
Associate Director, National Center for Risk & Economic Analysis of Terrorism Events (CREATE) and Adjunct Professor of Homeland Security and Public Policy, University of Southern California, U.S.A.

Prof. Erroll G. Southers is a former presidential nominee for assistant secretary of the TSA, Governor Schwarzenegger’s deputy director in the California Office of Homeland Security and FBI Special Agent. He is the associate director of Research Transition for the National Homeland Security Center for Risk and Economic Analysis of Terrorism Events (CREATE) at the University of Southern California (USC), where he developed the Executive Program in Counter-Terrorism and serves as an adjunct professor of Homeland Security and Public Policy. Southers is also the managing director of the Counter-Terrorism and Infrastructure Protection Division of the international security consulting firm TAL Global. Southers is the former chief of Homeland Security and Intelligence for the Los Angeles World Airports Police Department, the nation’s largest. Souther began his law enforcement career with the Santa Monica Police Department, and was appointed to the faculty and tactical staff of the Rio Hondo Police Academy. In the FBI he investigated foreign counterintelligence and terrorism matters and served as a member of SWAT. He has testified as a subject matter expert before the full Congressional Committee on Homeland Security and lectures at the Joint Chiefs of Staff Antiterrorism Seminars. Southers earned his BA degree at Brown University and MPA at USC, where he is recognized as a counter-terrorism expert. He is a Senior Fellow of the UCLA School of Public Affairs and has lectured widely in the United States, Canada, Great Britain, Israel, Hong Kong and China, where he was invited to assess the security for the 2008 Beijing Olympics.

Prof. Greg Rose
Faculty of Law, University of Wollongong, Australia

Prof. Gregory Rose is an international visiting fellow at ICT from September–December 2011. He is a professor of Law at the University of Wollongong, Australia, where he is a research fellow with the Institute for Transnational and Maritime Security. Prof. Rose is currently engaged in a research project for the Australian federal government concerning the handling and transfer of detainees engaged in non-international armed conflict. It seeks to identify the emergence of international principles governing security detention. The project flows from his participation in the New Battlefields/Old Laws joint program between the ICT and the Maxwell School of Government at Syracuse University NY. He was a visiting professor of Law at the Maxwell School shortly prior to arriving at the IDC, where he worked with the Institute for National Security and Counter-Terrorism. The research project involves a comparative element and includes consideration the laws of Israel and the USA. Prof. Rose has substantial practical experience as an international lawyer, particularly in international environmental law, including as head of the Trade, Environment and Nuclear Law Unit in the Legal Office of the Australian Department of Foreign Affairs and Trade. His experience includes training officers of the Royal Australian Navy in legal aspects of maritime security and delivering counter-terrorism law training courses to government officials in Southeast Asia. He has written on counterterrorism laws in Australian and international law and extensively on aspects of international environmental law.
THE ARGOV FELLOWS PROGRAM IN LEADERSHIP AND DIPLOMACY

Dr. Alisa Rubin Peled, Academic Director

Gideon Argov, the program’s founding donor

The Argov Fellows Program in Leadership and Diplomacy celebrated its fourth annual closing ceremony in May 2010, with founding donor Gideon Argov as the keynote speaker. That same week, Gideon Argov was recognized as an honorary fellow at the annual IDC honors graduation ceremony. Argov Class of 2010 graduate Elad Kaspo was awarded the annual leadership award for the student who contributed the most to the program and demonstrates exceptional leadership potential. Elad received a scholarship to attend Linkage’s Global Institute for Leadership and Development (GILD) Conference in Palm Desert, California in October.

The Class of 2011, the fifth cohort of Argov Fellows, launched the academic year with an orientation at the Israel Guide Dog Center for the Blind. The Class of 2011, the largest ever, is comprised of 13 women and 11 men. Ranging in age from 20-33, the students come from a broad range of countries including the US, South Africa, Venezuela, Russia, Great Britain, Australia and Finland. This year’s class includes a former commercial real estate professional, an IAF pilot, and a professional Israeli tour guide.

This year, the Argov Program will be celebrating a number of occasions to mark its fifth year and its first 100 students. On December 22, the annual alumni dinner hosted Gideon Argov and Professor Uriel Reichman as the keynote speakers. The annual alumni retreat is planned for March 2011, also with the participation of our founding donor Gideon Argov. The annual study tour with visits to Brussels, New York, Washington, D.C. and Boston is planned for 2011.

We look forward to a great fifth year and want to take the opportunity to thank Gideon Argov for his active support of and involvement in the program. He has played a major role in making the program what it is today.

At the Argov Fellows Closing Ceremony (May 2010), Gideon Argov (founding donor of the Argov Fellows Program), Jonathan Davis (head of the Raphael Recanati International School and vice president for External Relations, IDC), Alisa Rubin Peled (academic director, Argov Fellows Program), Anat Itay (instructor, Argov Fellows Program), Elad Kaspo (Argov Class of 2010).

Argov Class of 2010
Rabin Leadership Program aims to create future leaders of Israel

In cooperation with the Yitzhak Rabin Center, IDC is launching a new and unique program with the aim of fostering leadership among today’s young adults.

The program’s objective is to empower students with leadership values, specifically for Israel, by providing them with the theoretical tools and practical experience to promote social activities within the community and in other educational spheres. The Rabin Leadership Program (RLP) is open to outstanding third and fourth year undergraduate students from all schools at IDC Herzliya and will be headed by Major General Yoram Yair (Ya-Ya), with academic management by Dr. Tal Ben-Shahar and Dr. Eran Halperin. The program manager is Shelly Malka, an LLB, BA and LLM graduate of IDC’s Law School, as well as a previous chairman of IDC’s Student Union.

Consistent with the principles of IDC, the program will be interdisciplinary in nature, with the belief that leadership must involve knowledge in diverse disciplines, a deep understanding of human processes and social issues, and the ability to deal with media and political pressure. Throughout the program, emphasis will be placed on guidance and instruction, with the aim being for course participants to learn through hands-on, practical experience and analysis of their feedback during and after each project.

The program’s flagship course is “Israeli leadership - in practice” and will be run by Major General Yoram Yair (Ya-Ya). The course will last one year (two semesters) and include leadership lectures by Maj. Gen. Yair, as well as guest lectures from figures and leaders in various fields of Israeli society. Other lectures will include “Introduction to leadership” by Dr. Tal Ben-Shahar, “Public leadership” by Prof. David Dery and “Psychological aspects of leadership” by Dr. Eran Halperin and Nimrod Rozler.

Students will be required to follow through a year-long project from beginning to end, with the idea being that the project will continue even after the completion of their year of studies. After completion of the project, students will submit a thesis describing the idea and summarizing its application, the conclusions reached and lessons learned from the practical work. All participants will receive a leadership certificate on completion of the program.

Students wishing to apply must submit a detailed CV and two recommendation letters. Following interviews with the academic staff, students will be chosen based on their capabilities, experience, skills, value base that complements the program’s goals and motivation to work in the world of social development after completing the program.

IDC’s Founder and President, Prof. Uriel Reichman, says of the program: “IDC aims to champion, foster and promote the future leadership of Israeli society and for that we invest heavily in resources that will nurture our younger generation. The Rabin Leadership Program’s goal is to fulfill this leadership vision and to provide the necessary tools to the future leaders of our society.”

For further information contact Shelly Malka at mshelly@idc.ac.il.
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Graduation of First Edition of Middle Eastern Students at Heinrich Heine University Düsseldorf

The 24th of September saw the graduation of the first edition of MA students that finished the European Studies program at Heinrich Heine University Düsseldorf (Germany). The meeting was attended by most of the 22 students, as well as dignitaries and staff from their respective home countries and institutions. Amongst the latter we should mention Dr. Hisham Khatib from Jordan, Prof. Munther S. Dajani from the Palestinian Al-Quds University, IDC President Prof. Uriel Reichman and the Director of the Center for European Studies at IDC Herzliya, Amb. Primor. The graduation ceremony was followed by a festive gathering at Schloss Mickeln.

It was hosted by the Rector of Heinrich Heine University Düsseldorf, Prof. Hans Michael Piper, and was attended by both students and staff.

Meanwhile, the next edition has just started, both at the Middle Eastern home institutions as well as in Düsseldorf. Around 60 students have started the first year program at Al-Quds University in East Jerusalem, IDC Herzliya and the Royal Scientific Society in Amman respectively, while 26 students have started their second year studies in Düsseldorf, including for the first time 6 students from Jordan.

WHAT MAKES A FRIEND OF ISRAEL?

This was the title of a full-day international conference organized by the Center for European Studies in cooperation with the Heinrich Boell Foundation and the Israel Council on Foreign Relations. The question was discussed by academics, journalists and politicians from Israel, Germany and the USA and saw lively exchanges with a numerous and highly interested audience.

Participants included Ralf Fuecks, president of the Heinrich Boell Foundation; Joern Boehme, director of the Foundation’s Israel Office; Cem Oezdemir, co-chair of the German Green Party; Prof. Alex Mintz, dean of IDC’s Lauder School of Government, Diplomacy and Strategy; Prof. Galia Galon, head of the MA Program of the Lauder School; Roger Cohen, columnist of the New York Times and International Herald Tribune; Rabbi Andrew Baker, director of International Jewish Affairs and Personal Representative of the OSCE Chair-in-Office on Combating Anti-Semitism; and Avi Primor, director of the Center for European Studies. The event took place at IDC Herzliya.

In recent months the GLORIA Center has been working across the globe getting the truth out regarding the recent events near Gaza and Lebanon. As a result of a GLORIA conference last year, more than 100 bloggers and writers have banded together in a voluntary group that has been responsible for creating original content and disseminating much of the accurate information in the media to counter international delegitimization and boycott, divestment, and sanctions efforts by anti-Israel groups. This is an unprecedented effort.

In July GLORIA hosted a conference of Israeli government officials and Israeli bloggers at IDC to follow up on the experience of this effort and learn for the future. The issue at stake now is not only defending Israel but also combating the virulent anti-Semitism that has appeared in the wake of these recent events.

GLORIA Director, Professor Barry Rubin, also served as the expert witness for the plaintiff in a case in U.S. federal court concerning liability for the massacre of Israeli and U.S. citizens during the Lod Airport attack in 1972. The court, relying heavily on Professor Rubin’s testimony, found North Korea liable for the attack by providing weaponry to the Japanese Red Faction and the PFLP. North Korea was ordered to pay victims compensation in the range of 300 million dollars for their involvement in the attack.

GLORIA also recently published the September issue of its flagship publication and the world’s most widely circulated Middle East quarterly, the Middle East Review of International Affairs (MERIA). Its staff is also putting the finishing touches on a release of the latest edition of their Turkish Studies Journal.

Projects are not in short supply at the GLORIA Center either, as they continue their long-term research endeavors concerning the Iranian threat, Hamas, Fatah, U.S. Foreign Aid to Middle Eastern countries, and other pertinent regional issues.

They also have two books coming out in the next year. In February, Yale University Press will publish An Introduction to Israel, creating for the first time a textbook that can be used in universities and Jewish schools, as well as being a book for general readers. Senior Research Fellow at GLORIA, Dr. Jonathan Spyer, has a book on his personal experiences, including on the front lines in the 2006 war in Lebanon, coming out in November. Dr. Joshua Teitelbaum has also published a new piece in the MERIA Journal entitled, “Saudi Arabia and the New Strategic Landscape.” This is a continuation of his research on Saudi Arabia under a grant issued by the Israel Science Foundation.

The center now has a direct circulation of 25,000 people who receive daily updates and this does not include the many reprints of the center’s daily articles.

Finally, the center welcomes David Rosenberg to the GLORIA Center as a senior fellow on Economic Issues. For the past two decades, he has written on Israeli economics, business, and high-technology for the Jerusalem Post, Reuters, and Dow Jones. He was also Israel bureau chief for Bloomberg News and is the author of Cloning Silicon Valley (2001, Pearson-Prentice Hall).
EASTBORDNET’s mandate is to search for some conceptualizations of new social identities alongside the re-birth of ancient social identities. The escalation of ethnic conflicts, immigration and the creation of these processes that might improve our ability to interpret border changes in a meaningful way.

In October, IDC hosted a workshop within the framework of COST initiative IS0803 (EASTBORDNET) led by Professor Sarah Green, a social anthropologist from the University of Manchester. This initiative - funded by the EU - examines the issue of borders’ changing, making and breaking. The whole world at the beginning of the 21st century faces constant changes in the location of material and mental borders through resolutions (alongside escalations) of ethnic conflicts, immigration and the creation of new social identities alongside the re-birth of ancient social identities. The EASTBORDNET’s mandate is to search for some conceptualizations of these processes that might improve our ability to interpret border changes in a meaningful way.

The workshop’s theme was: “Time: Pasts & Futures” and its title was “The Path Dependence of Borders’ Making and Breaking.” This workshop was a second meeting discussing the theme of “Time: Pasts & Futures” and the third out of four in a series of workshop meetings taking place during 2010 throughout Europe, the Mediterranean and Europe’s ‘edges’: Berlin, Thessaloniki, Herzliya and Riga. Each workshop discussed a different aspect of borders’ change. Their task was to think about the theoretical aspects of the influence of time over the process of bordering, re-bordering and de-bordering. For the task they were joined by scholars from the EU (Austria, Bulgaria, France, Finland, Germany, Greece, Italy, Latvia, Lithuania, Netherlands, Slovenia and Sweden) and an EU candidate country (Croatia) and of course from Israel. Over 40 scholars applied to participate in the workshop and only 15 were accepted after several review rounds.

THE SAMMY OFER SCHOOL OF COMMUNICATIONS

Dean, Dr. Noam Lemelshtrich-Latar

THE RESEARCH CENTER FOR INTERNET PSYCHOLOGY – CIP

The last six months have been particularly exciting at CIP. They presented their work at two international conferences, and had visits from world-class leaders in the field. Their research continues at a great pace and papers from the CIP were published in leading academic journals. Below we present some of the highlights.

International Presentations

Dr. Yair Amichai-Hamburger represented Israel at the World Internet Project, a highly prestigious organization with representation in over 30 countries throughout the world. The World Internet project represents the cutting edge of Internet research, as each of the countries is responsible for carrying out an identical survey among a large representative sample. Thus, it is possible to acquire an understanding of the dynamic changes occurring in people’s behavior due to the all-pervasive influence of the Internet.

In July 2010 Yair was a delegate to the Conference of the World Internet Project (WIP), in Lisbon, where he presented a research paper discussing the impact of the Internet on our social lives, based on a study of 22,000 participants.

In August 2010, CIP participated in the ACM International Conference on Intercultural Collaboration in Copenhagen. Yair presented the NIC, a web-based platform created by CIP, designed to help resolve intergroup conflict throughout the world- www.intergroupcontact.com. The platform garnered much interest and appreciation from experts from all around the world.

Research Cooperation

Cooperation over research with academics in different parts of the world has been particularly fruitful and exciting this year. CIP is part of a fascinating international project: Understanding Cultural Influences in Usability, Gaming, Collaboration, Government and Design. Participants include representatives from Copenhagen Business School, Denmark; University of California-Irvine, USA; University of Hawaii at Manoa, USA and Dalian Maritime University. The initial meeting was sponsored by the Danish Government and took place in Copenhagen over the summer.

Lectures in the Research Center

In May, CIP was host to an enthralling and intellectually stimulating talk by Professor Shizaf Refaeli, director of the Business School, Haifa University, entitled Online Serious Games, in which he discussed ways in which to make education in the digital age more fun.

In June, Dr. Yair Amichai-Hamburger director of the Internet Research Center presented the new Internet platform NIC – Net Intergroup Contact, designed to support the reduction of Intergroup conflict. www.intergroupcontact.com

Guests at CIP

In June, CIP was honored to host Professor Barry Schneider from the Psychology Department at Ottawa University Canada. Professor Schneider is a leading international researcher in the field of child psychology; CIP continues its three year research cooperation with him and his team, studying children’s usage of technological media and their wellbeing.

CIP was privileged to host Professor Jeremy Bailenson, founding director of Stanford University’s Virtual Human Interaction Lab. Exciting plans for cooperation are in the works.
Guests from Abroad in the Coming Year
A visit is planned by Professor Jeff Cole, the head of the World Internet Project and the director of the Center for the Digital Future, located at USC Annenberg School for Communication & Journalism, Los Angeles, California. For the past 25 years Professor Cole has been at the forefront of media and communication technology policy making, both in the United States and internationally.

Next semester, a Ph.D. research student from Milan University, Italy will be joining the team at CIP. Alessandro Gabbiadini will be working on several research projects at the Center.

Research
Research at CIP is in full swing. Their leading topics at present are:
1. Impression management on social networks
2. The effect of the social networks on our well-being
3. Developing and maintaining friendship among kids in the digital age
4. Personality profiles of online volunteers
5. Avatar design on Virtual Reality and Psychological Well-being

Publications
Research Papers from CIP have been published in leading academic journals, including Computers in Human Behavior, Cyberpsychology, Media Psychology and Law and Society Review.

ADVANCED VIRTUALITY LAB
“Cutting-edge Research for the European Union”

Dr. Doron Friedman
2010 has been a busy year for the Advanced Virtuality Lab of the Sammy Ofer School of Communications (http://avl.idc.ac.il). They are involved in two large EU research projects. One project is called BEAMING (Being in Augmented Multi-modal Naturally-networked Gatherings), where the title is indeed taken from the classic sci-fi TV series Star Trek. The point is that while teleporting people physically is still beyond today’s science, we can do more than today’s voice and video communication tools in bringing people together over the Internet. Some first demonstrations are expected early next year.

They have also embarked on an EU project called VERE (for Virtual Embodiment and Re-embodiment). This project is a bit more ambitious, and involves not only virtual reality and robotics but also cutting edge brain science and technology. While most details of this project are confidential, curious followers are urged to watch a movie called Surrogates, which essentially describes the goal behind the project. Of course, this is a very early stage research, part of an EU track called Future & Emerging Technologies, which is aimed at having impact in 20 years into the future and beyond.

Finally, the ShanghAI Lectures project (http://shanghailectures.org), coordinated by Dr. Beatrice Hasler (a post doctoral research fellow at AVL), is starting its second year. This is an experimental global lecture series, given by Prof. Rolf Pfeifer of Zurich University, about a new view of intelligence called embodied intelligence. Over 250 students from over 20 worldwide top universities collaborate online on group assignments in a virtual world (including students from China, Japan, Europe, Arab Emirates, Brazil, and more!). This year 14 IDC students are also participating in this global project for the first time.

MILAB - “From MIT to the IDC Media Innovation Lab”

Dr. Guy Hoffman joins the IDC Media Innovation Lab as co-director, and will lead this year’s miLAB class in inventing and prototyping new companion devices.

The Media Innovation Lab (miLAB) is a research and prototyping lab that was founded in 2008 by Dr. Oren Zuckerman at IDC Herzliya's School of Communications in collaboration with the School of Computer Science, to explore the future of media, technology, and human-computer interaction.

Zuckerman, who holds master’s and Ph.D. degrees from the MIT Media Lab was deeply inspired by his experience as a Ph.D. student at the Media Lab and saw great potential in Israel for a laboratory founded on the same principles. His main research domain is physical-digital interactive systems that motivate participation.

miLAB is a unique learning environment in which students, faculty, and industry mentors collaborate to develop new media & technology experiences in an iterative process of field research, invention, and rapid prototyping. In its first two years of operation, miLAB teams of third-year Interactive Media and Computer Science students produced over ten working prototypes of new media experiences, working in close collaboration with industry sponsors in theme-based, yearly cycles. The lab’s industry sponsors – Microsoft Israel R&D Labs, Amdocs and General Motors, view their involvement as much more than philanthropic support of academic research. In most cases, they view their sponsorship as an investment that translates into compelling new product and service prototypes, as well as next generation innovators with exceptional training that are attractive hiring candidates.

Prototypes from the 2010 “Human-Centered Computing” theme included a physical-digital fitness game for teenagers, a location-based music discovery network, an in-car family gaming experience, and more. The prototypes drew considerable public interest at miLAB’s yearly “open house” event, including publication in Israel’s leading business newspaper, The Marker, a second year in a row. The lab’s industry sponsors were also very satisfied with the results – Amdocs now showcases the students’ prototypes in its innovation labs as potential future solutions.
As it enters its third year of operation, there are several new and exciting developments at miLAB. Dr. Guy Hoffman has recently joined the lab as co-director. Hoffman holds a Ph.D. from the MIT Media Lab and an M.Sc. in Computer Science from Tel Aviv University. He was a postdoctoral associate at the Georgia Institute of Technology Center for Music Technology, and his academic background also includes extensive studies in animation, psychology, and film studies. Hoffman’s passion lies in the convergence of design, media, technology, and human interaction. His research domain is the emerging field of HRI (human-robot interaction), with special focus on timing and anticipation between people and machines. Over the past year, Hoffman led a miLAB project in collaboration with General Motors to develop a new in-car passenger experience. This year, his background in physical-digital interactions will help shift the lab’s focus further into this domain, and beyond the multiple screens and the cloud paradigm.

Another recent development is that miLAB now has a dedicated workspace in which groups of students can meet to work on their projects. The lab is housed in the communications building and is equipped with technical kits and various other tools that enable physical-digital experimentation and prototyping. One of the new tools that are now at the students’ disposal is a Microsoft Surface table that was recently donated by the company to the lab.

miLAB’s mission is to make an impact both on academia and on industry by developing new paradigms and innovative prototypes in the field of human-computer interaction. Dr. Oren Zuckerman states that “we foresee significant growth in our field during the next few years due to the development of several trends expected to drive radical innovation – Connected Devices beyond the traditional 3 screens (PC, TV, Cellular), Natural User Interfaces (NUI), and Pervasive Computing experiences (merging digital and physical interaction). These trends are systematically studied and explored by miLAB to produce increasingly innovative results.”

Run by a passionate, well trained and highly motivated team that includes several MIT and NYU alumni, following a thoughtfully developed open ended innovation methodology, and taking advantage of the dynamic, fast growing IDC environment and “Startup Nation” culture that encourage innovation and produce bright, ambitious students, miLAB is well positioned to become a leading lab in the field of media innovation and human-computer interaction research.
I streak up the stairs of the Arison Building so as not to be late for Dr. Alisa Rubin Peled’s lecture on Privatizing the Israeli Economy, only to discover that I could have saved my energy – the previous lesson shows no sign of coming to an end!

Peeking around the open door of classroom C109, I see a heated discussion going on as students gesticulate and respond full-heartedly to each other’s comments. Standing next to the blackboard is Prof. Moshe Maor, obviously enjoying the excitement his lecture has generated, and I feel a deep longing to be inside that classroom – to be one of those fervent scholars grabbing onto the tail of the dragon and having the ride of a lifetime.

The class is part of the Tikvah Leadership Program at IDC, and there’s never been anything like it. For the first time in Israel, 25 of the best students from across the country were handpicked to participate in a revolutionary initiative to bring young men and women from every discipline to study political ideas and institutions for one incredibly intensive month at IDC Herzliya led by Dr. Alisa Rubin Peled.

According to the program’s Academic Co-Directors, Dr. Alisa Rubin Peled and Prof. Peter Berkowitz, the response to the program’s initial announcement was astounding. In less than two months, over 400 applications arrived from students at every university in Israel, as well as from more than a dozen Israelis studying abroad, with nearly 20% boasting a GPA over 95 – passionate young scholars eager for the opportunity to immerse themselves for a full month in intensive study and discourse.
The program was open to bachelor students, master’s and doctorate students as well as recent graduates, who took time off from work to focus exclusively on the demanding program. One participant even flew back to Israel from Japan, where he is studying for his master’s degree at Tokyo University. “We wanted them to see this program as their job for one month,” explains Rubin Peled. And what a job! The participants, who received a full scholarship for the program, were all housed for the month at the Sharon Hotel in Herzliya, where they received full room and board as well as a stipend for their participation.

Each activity-packed day began with an academic module, where students studied subjects that included the general foundations of liberal democracy, the specific foundations of the State of Israel, and current issues in Israeli foreign and domestic policy.

After lunch, students had time to read texts for upcoming lectures and prepare relevant questions, aided by the course’s tutor, Dr. Alon Peled, a senior lecturer at the Department of Political Science at the Hebrew University of Jerusalem. “The aim was to give students solid academic foundations to understand the challenges that Israel faces,” Rubin Peled explains, “so for each academic module, we went back to the sources. For example, in studying liberal democracy, the readings included John Locke, and the Federalist, with the notion of trying to understand the origins of the liberal democratic state - so that later, when confronting the problems Israel faces, these students will have a solid base upon which to stand.”

The Foreign Policy module offered students a fascinating lecture by Adv. Devorah Chen, director of Security Matters and Special Affairs in the State Attorney's Office from 1996 to 2004, about the tradeoffs between security and individual rights, and how these cases are developed in Israel. The module on Domestic Policy included discussions on the state, economic reforms, budget allocation, and an introduction by Rubin Peled to privatization, its history around the world, its methods and how it is applied today in Israel.

In addition to the academic sessions, students enjoyed intimate discussions with some of Israel’s most prominent movers and shakers on the public scene. This included meeting with President of the Supreme Court Dorit Beinisch, Deputy Head of Military Intelligence Yossi Kuperwasser and Deputy Attorney General Shavit Matias, one of Israel’s leaders in public international law.

**AUSPICIOUS BEGINNINGS**

The Tikvah Leadership Program is sponsored by the Tikvah Fund, a foundation established by the late Zalman C. Bernstein, a visionary businessman, entrepreneur and philanthropist. The Fund, which supports numerous educational endeavors, seeks to promote serious Jewish thought about life’s most critical issues, particularly those that are facing the Jewish people; and places a priority on educating leaders from every sector, both in Israel and throughout the world.

The seeds of the leadership program began with Roger Hertog, the chairman of the Tikvah Foundation, and Eric Cohen, its executive director, who were searching for people in Israel to run an educational program for them, modeled on one run the previous summer by their sister foundation, the Hertog Foundation. According to Rabbi Nathan Laufer, director of Israel Programs at the Tikvah Fund, “Tikvah is trying to identify future young leaders in Israel in the area of politics, and to provide them with educational opportunities that they otherwise might not have.”

When they informally consulted with Prof. Peter Berkowitz, the Tad and Dianne Taube Senior Fellow at the Hoover Institution, Stanford University, who was at the time heading the Israel Program on Constitutional Government, he suggested that they interview, among others, Rubin Peled, the academic director of the Argov Fellows Program in Leadership and
TIKVHAH LEADERSHIP PROGRAM

Diplomacy and a senior lecturer at the Lauder School of Government, Diplomacy & Strategy at IDC Herzliya.

"I was impressed by Alisa, and the Argov program that she directs, and I thought she would be a good person to be one of the academic deans for this program," says Laufer. "I was pleased to offer the program to IDC, which first of all has a history of entrepreneurship; Prof. Reichman is certainly a great innovator, builder and leader, and provides an exemplary model of what a leader can do in this country. We were also pleased that IDC is clearly a Zionist institution and not embarrassed by that, as this rewarding aspects of the program: "It’s a special pleasure to teach, and be taught by, excellent students. It’s a special special pleasure to teach very talented Israeli students, so I consider myself one of the chief beneficiaries of the program."

While the backgrounds of the final Tikvah Scholars are extremely diverse, they all have one thing in common: concern about the future of Israel. "I hear them all the time talking about the issues at lunch, during breaks, and during the evenings at the hotel," says Rubin Peled. "These are people who care about the issues."

According to Berkowitz, who eventually came on board as Rubin Peled’s academic co-director, the Tikvah Leadership Program is unique in both its approach and its goals: "It’s very fashionable these days to create programs in political leadership that offer classes on theories of leadership. Our program adopts a different approach: we’ll find outstanding students who love to learn and who have already demonstrated an inclination to lead, and we’ll provide them with what we think is a solid introduction at a high level to the responsible study of politics and its many dimensions. And in this way, we can make a modest contribution to the formation of leaders."

One of the main facets of the program is exploring the tensions between Israel’s liberal, democratic, and Jewish elements, and the grounds for reconciling them. Explains Berkowitz: "We teach that if you want to understand Israel you need to first understand what a liberal democracy is, and then you need to understand what makes Israel special as a liberal democracy that is also a Jewish State. And of course you must come to grips with the formidable strategic realities that Israel confronts. We seek to transmit knowledge and to cultivate our students’ capacity to think for themselves. Indeed, we believe that to think for yourself you must first learn the facts and master the ideas. And we believe that such an education helps form citizens and leaders."

Berkowitz, who taught political philosophy at Harvard during the 1990s, has found that returning to the classroom is personally one of the most

was largely a program about Israel being a Jewish and democratic state and how they work those things out. So for all these reasons, we decided to bring the program to IDC and to ask Alisa to run it."

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According to Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School, “while there are a number of leadership programs at IDC – the Argov Fellowship Program in Leadership & Diplomacy, the Zell Entrepreneurship Program, The Rabin Leadership Program - what is unique about Tikvah is that it’s not only for outstanding students at IDC but for outstanding students from throughout the country. And the greatness of the program as I see it is that these students are given a chance to immerse themselves in discussion and text, while living together for a whole month, and we hope that some great future ideas concerning governance and leadership in this country will emanate from it.”

Asaf Tzachor, a former Argov Fellow at IDC who took on the position of Tikvah program manager before heading over to Oxford University, where he was selected for the Weidenfeld Scholarship and Leadership program, couldn’t agree more. “It’s been a fantastic ride,” Tzachor tells me. “Working with such people has been incredibly rewarding – the caliber is unbelievable.”

And according to Laufer, it’s only the beginning: “We’re very pleased with how it went. The team chose a very strong group of students and put together a fine group of faculty and a diverse program curriculum, and everybody gained as a result. It was well run and we have certainly a good foundation from which to build for future years.”

With the enormous investment made into each and every student – including one-on-one mentorship by the co-directors – it seems a certainty that the seeds now being planted will one day bear fruit, as these young scholars of today become the leaders of tomorrow in each of their chosen fields.

“IT THINK THE ESSENCE OF THE PROGRAM FOR ME WAS THE ABILITY TO ABSORB ALL THESE IDEAS DURING THE DAY AND THEN HAVE INTERESTING DEBATES THROUGHOUT THE NIGHT... I WISH THAT THERE WERE MORE PROGRAMS LIKE THIS - IT’S A BRIEFCASE YOU CAN TAKE WITH YOU AND WHENVEN YOU WANT TO LOOK BACK YOU CAN OPEN IT.” – Elad Kaspo
Yoav Hillman > 30, is a certified lawyer currently enrolled in an international master's degree program at the Graduate School of Public Policy of Tokyo University on a full scholarship awarded by the Japanese government. Hillman returned to Israel in order to participate in the Tikva Program. “I study abroad and represent Israel in an unofficial capacity, but people look at me as representative of Israel. And this program allowed me to know more about Israel, the Zionist project, and the problems Israel faces. It's been amazing – it provided extensive background on Israel prior to its establishment and the problems Israel faces at the moment, and gave me a beautiful opportunity to meet people in different fields.”

Hagit Nevo > served as a business development and project manager at Latet, a leading NGO in Israel, recently completed her M.A. in government and public policy at IDC and began a new job working for Israel's minority minister. “All my life I have done things because I knew it was the right thing to do, but I never internalized it. This program taught me, most of all, that I can live happily with being democratic, Jewish and Zionist, without having any conflict between these things. It's been amazing – it provided extensive background on Israel prior to its establishment and the problems Israel faces at the moment, and gave me a beautiful opportunity to meet people in different fields.”

Zechariah “Ziggy” Zigelman > 26, is an undergraduate student at Hebrew University, studying philosophy, economics and political science. “The past year I realized that I'm interested in this field – politics and social influence. It was a very nice experience with a lot of good people. The students have very big part role in making the program, and the two program heads – I haven't seen professors yet that I admire like Alisa and Peter.”

Rachel Shakargy > 30, is a lawyer and mediator who practiced law in the international department of the Attorney General of Israel. “I found the ad for the program on Facebook and it looked too good to be true! And it's been really good - an opportunity to study text I never leaned before, and to listen to people from different areas and perspectives. I really believe that having this knowledge in the back of my head will influence me when I come to decision-making. I only wish it was longer!”

Elad Kaspo > 32, received his bachelor's degrees in government and business at IDC, where he was also an Argov Fellow. “Right now I'm in a transitional period in my life I think this program enabled me to put aside everything from regular life and just focus on thinking, and thinking is something I really like to do. What's unique about this program is that it leaves you with lots of ideas and directions, and does not set the course of action. It gives you ideas and it's up to you as a leader to take this mosaic of ideas and give your own interpretation. I can definitely say that due to this program I've encountered thoughts and ideas that were not discussed before in my academic studies. I think the essence of the program for me was the ability to absorb all these ideas during the day and then have interesting debates throughout the night, whether sitting in the lobby or at the beach. I wish that there were more programs like this - it's a briefcase you can take with you and whenever you want to look back you can open it.”

Yahli Shereshevsky > 28, a summa cum laude graduate in law from Hebrew University, clerked for Deputy Chief Justice Eliezer Rivlin at the Israeli Supreme Court and interned at the International Criminal Tribunal for Rwanda (ICTR). “What I liked the most was the devotion I felt in the program's directors – not only for now, but for the future. They always said that when the program ends it's not the end of the relationship and wherever we want to go they'll help us. This is I think the most important thing in the program – that when we want to have a project, they'll support us. The people aspect was also very important for me. The subjects we dealt with I deal with every day so it was very interesting, but the most important thing for me was the people I studied with and the people who managed the program – Alisa and Peter are both very dedicated for the cause and very talented people.”

Yonatan Weintraub > 25, is pursuing his master's degree in astrophysics and neuroscience at Tel Aviv University's Lautman interdisciplinary honors program. “I come from an electrical engineering background, so this program is a lot different from what I've known before. It's a unique experience to enter another field of study and I'm really glad that they gave me this opportunity. I'm certain that as my career evolves I will have dealings with people from the political sphere, and it will be very useful for me to know how these people think and to be able to bridge the gap between my field and theirs. I never met this kind of group before with their perspective and willingness to accept someone not from their fields – this is really unique here.”

- Joy Pincus

“ALL MY LIFE I HAVE DONE THINGS BECAUSE I KNEW IT WAS THE RIGHT THING TO DO, BUT I NEVER INTERNALIZED IT. THIS PROGRAM TAUGHT ME, MOST OF ALL, THAT I CAN LIVE HAPPILY WITH BEING DEMOCRATIC, JEWISH AND ZIONISTIC, WITHOUT HAVING ANY CONFLICT BETWEEN THESE THINGS.” - Hagit Nevo
The students throw up their caps and relish the moment that they become IDC graduates – with full BA or MA degrees.
Every one of you has the ability to change the world in ways you can't even imagine. The magic is in your spirit. You can decide if you will take from this world, or change it.”

These words, spoken by Shai Agassi, the keynote speaker at the IDC graduation ceremony, pierced the minds and hearts of every person present, ending one of the most powerful graduation ceremonies ever held on IDC's campus.

They had come on an afternoon in May 2010, the students, their friends and families, to receive their diplomas and mark the transition in their lives from students to graduates. They had come to see old friends, talk to former professors and reconnect with one of the most exciting and pivotal periods in their lives to date. What they didn't know was that they would be challenged to take a look not backwards, but forwards, and to decide what part they wished to play in the future.

The event began with no hint of what was to come. As we settled into our seats for the ceremony to begin, I was caught by how distinguished a gathering it was, especially the members of IDC's executive body, including the deans of all IDC schools, IDC Herzliya President, Prof. Uriel Reichman, IDC Provost, Prof. Rafi Melnick, VP for External Relations and Head of the Raphael Recanati International School, Jonathan Davis, and Dean of Student Affairs, Dr. Yitzhak Oron. As the Kfar Saba Orchestra began to play, the crowd grew silent, and then Prof. Reichman and Ofir Yehzekeli, chairman of the IDC Herzliya Student Union (2007-2009), were welcoming us to the day's celebration.

A haunting musical interlude was performed by Opera Singer Sivan Goldman, and then Mr. Agassi took to the stage. Agassi, founder and CEO of Better Place, had entitled his address, “How to Make the World a Better Place by 2020.” An inspiring and charismatic speaker, Agassi first lightened the air with humor, and then went straight for the jugular, delivering a message that no one listening could ignore.

Looking around at the crowd, Agassi reminisced about his own days at university, saying that at some point he had made the significant transition from engineer to ‘imagineer,’ something few people learn how to do, mostly out of fear.

Shai Agassi, the keynote speaker at the IDC graduation ceremony. Agassi is the Founder and CEO of Better Place, the leading electric service provider. In 2003, at the age of 36, Agassi was named one of the top 20 ‘Global Influentials for 2003’ on a CNN-Time Magazine joint list. In 2009, he was included in Time Magazine's 100 most influential people list.
Mr. Oudi Recanati, chairman of the IDC Herzliya Board of Directors and founder of the Raphael Recanati International School; Shai Agassi, the keynote speaker at the IDC graduation ceremony; Prof. Uriel Reichman, IDC founder and president; Prof. Amnon Rubinstein, former minister of Education and Knesset member; and Mr. Jonathan Davis, head of the Raphael Recanati International School and vice president for External Relations, IDC Herzliya, Israel.

Prof. Aharon Barak, former president of the Israeli Supreme Court; Prof. Yair Tauman, dean of the Arison School of Business; Prof. Gadi Taubenfeld, dean of the Efi Arazi School of Computer Science; Prof. Alex Mintz, dean of the Lauder School of Government, Diplomacy & Strategy; Dr. Noam Lemelshtreich-Lutur, dean of the Sammy Ofer School of Communications; and Prof. Mario Mikulincer, dean the New School of Psychology.

Mr. Oudi Recanati, chairman of the IDC Herzliya Board of Directors and founder of the Raphael Recanati International School; Shai Agassi, the keynote speaker at the IDC graduation ceremony; Prof. Uriel Reichman, IDC founder and president; and Bilha Hochman, IDC director of Public Affairs.
"TAKE WHAT YOU LOVE TO DO AND ARE GOOD AT, AND MAKE YOUR CAREER OUT OF THAT"
- Shai Agassi, the keynote speaker at the IDC graduation ceremony

"Imagineers first imagine the future," Agassi said, "and then go through the process necessary to create the solution to that future."

This is exactly what Agassi did, when in 2005, poised to become the next CEO of the global software giant SAP, he resigned to become the founder and CEO of Better Place - a company that is creating a transportation infrastructure to support electric vehicles. In telling us the story of taking this leap from security into the unknown, Agassi’s message was clear – take what you love to do and are good at, and make your career out of that. And in doing so, each one of us has the potential to become a superhero and leave our mark on the world.

Agassi looked at two paths that lay in front of him: one secure and known, the other full of risk and uncertainty. One offered him a prestigious, stable career in something he was already good at. The other offered him an opportunity to use his life, his energy, his knowledge and experience, to make the world a better place. Agassi made his choice – and now he beckoned those before him, poised at the beginning of their journeys, to consider carefully when making their choices of how to direct their lives.

The event drew to a close, and as if awakening from a dream, the audience began to disperse. I could feel the inspiration in the air, along with the certainty that if anyone can make the world a better place, it is the bright young minds emerging from the doors of IDC Herzliya.

And as an added cherry to the evening, the first class of graduates from the communications track at the Raphael Recanati International School have all been invited to the home of Mr. Oudi Recanati for a festive dinner. There, spirits are high and the students and team offer Mr. Recanati a gift as a token of their great esteem and thanks for having made their dreams possible. Prof. Reichman, whose daughter Anat is one of the graduating students present, Jonathan Davis and Mr. Recanati, the school’s benefactor, say a few words, and the evening’s celebration is one of joy, hope and promise. ⭐

- Joy Pincus
The struggle between one side, bound to rules of law and warfare, and the other, which exploits those very laws in order to undermine them and sow chaos and destruction, formed the theme of many discussions – “a reversed David and Goliath situation,” according to Dr. Boaz Ganor.
History has taught us that we cannot be silent and that no one is immune to the threat of terrorism,” Amb. Ronald S. Lauder observed solemnly. Speaking at the opening ceremony of the 10th Annual International Institute of Counter-Terrorism (ICT) Conference, Lauder, founder of the School of Government, Diplomacy and Strategy at IDC Herzliya which bears his name, cautioned, “We are bearing the fruits of the policy to turn a blind eye. This mistaken policy allowed terrorists to gain in the battle for hearts and minds in the Muslim world and the Western world.”

Lauder’s admonition set the tone for the ICT conference’s intensive discussions over the next three days. The opening ceremony continued its ten-year tradition of commemorating the victims of the attacks on September 11, 2001 and all terror victims. Prof. Uriel Reichman, president of the Interdisciplinary Center (IDC) Herzliya, remembered, “The terror of 9/11 was an attack not only against the US but against the free world. The world was divided between moderates and extremists, and within the moderates’ camp were pragmatists who understand that the extremists can’t accept our values. Iran supports the Palestinian conflict in order to get more support.”

Shabtai Shavit, former head of Mossad and chairman of the ICT Board of Directors, recalled the skepticism encountered fifteen years ago, when the Institute’s founders moved to establish a center in which to address terrorism as an academic subject. Looking back, he noted that despite the initial uphill battle, “we have thrived,” while at the same time, “terrorism remains resilient and continues to adapt to the global landscape.”

In welcoming participants to the conference, Dr. Boaz Ganor, executive director of ICT and deputy dean of the Lauder School of Government, Diplomacy and Strategy, reflected on the ICT conference’s secret and its growth with every passing year. This, he said, “is a meeting place for counter-terrorism and homeland security experts to gather every year and meet with their colleagues. This is not an ivory-tower, academic convention. We feel the burden of dealing with the atrocities of terrorism, which is why we always gather on this week and strategize about how to prevent more 9/11’s from ever occurring.”

Keynote speaker at the conference’s opening evening, Lt. Gen (Ret.) Moshe Ya’alon, Israeli deputy prime minister and minister of Strategic Affairs, presented a sobering analysis. The terror organizations on Israel’s borders, Hamas and Hezbollah, aided by their patron states, Iran and Syria, are accumulating huge amounts of weaponry, he said, while international organizations look on and do nothing to stand in their way. To Ya’alon, terror is a tactic within a systematic political strategy, in line with the distortions and delegitimation, which together have eroded support for Israel in the free world.

“Capitulation to terror only leads to more terror,” Ya’alon maintained, adding that public resilience and solidarity are of utmost importance in countering these forces. Referring to peace talks with the Palestinian Authority, he asserted, “The Palestinians must change their education system, end incitement to violence, preserve law and order and develop their economy. Without this, any agreement between Israel and the Palestinians is just a cease-fire.”

Dr. Boaz Ganor, founder and executive director of the International Institute for Counter-Terrorism and deputy dean of the Lauder School of Government, Diplomacy and Strategy at the Interdisciplinary Center, Herzliya with Israeli Government Opposition Leader, MK. Tzipi Livni. Livni: “9/11 was an attack on the foundations of Western civilization.”

“IRAN’S PURPOSE IS TO CREATE A NUCLEAR UMBRELLA THAT WOULD ASSERT CONTROL OF THE WORLD’S OIL RESERVES – ALL EUROPE WOULD BE SUBJECT TO BLACKMAIL, YET IT IS NOT REALLY IN IRAN’S INTEREST TO ELIMINATE THE STATE OF ISRAEL, BECAUSE OF THE PURPOSE WE SERVE IN DIVERTING HATRED TOWARD US RATHER THAN ITS OWN OPPRESSION.”

– Prof. Uriel Reichman

Ganor set a road map for conference deliberations and outlined four major issues that were dissected and discussed at length in the days that followed: Iran’s race to attain nuclear military capability, the outcome of the anticipated US withdrawal of troops from Iraq, the radicalization process in Turkey and the impact of talks between Israel and the Palestinian Authority.

Peter Adler accepts the Guardian of ICT Award in recognition of the Pratt Foundation’s invaluable support to the fight against terror, with Boaz Ganor and Jonathan Davis.
REVERSED ASYMMETRY: DAVID AND GOLIATH

The focus for many speakers was the clash of values between terror organizations and Western democracies. The complexity of fighting terror intensifies with each year, due to the fact that it is “a reversed David and Goliath situation,” as Boaz Ganor described it. Goliath, the nation-states with vastly superior conventional military capability, is “shackled by its values and laws of humanitarian warfare,” whereas the supposedly disadvantaged David “runs loose, abusing humanitarian law and without any values whatsoever. It is a reverse asymmetry.” The struggle between the one side, bound to rules of law and warfare, and the other, which exploits those very laws in order to undermine them and sow chaos and destruction, formed the theme of many discussions.

“Nine years later, the world is still a scary place,” according to Prof. William C. Banks, director, Institute for National Security and Counter-Terrorism, Syracuse University. “9/11 was more a bolt of lightning that illuminated the threat, rather than an earthquake that shook it to its foundation.”

Dan Meridor, deputy prime minister and minister of Intelligence and Atomic Energy, said that we have reached a stage where “all is done from within a civilian population targeting a civilian population. Who, what and how to attack is no longer clear, since a military response alone is no longer enough to end war. There is a clear decline in the powers of the states.”

Jean-Louis Bruguières, former head of the Counter Terrorism Unit of the Paris District Court and former leading French magistrate for Counter-Terrorism, France, stressed that since terrorism has moved from being a local security issue to a global issue, “democratic principles are our best weapons.” Despite its shortcomings, “to renounce them would mean to lose the fight against terror,” while Brig. Gen. (Res.) Nitzan Nuriel, director, Counter-Terrorism Bureau noted that “there is no way to eradicate terror completely but we must push it down to a level that we can live with, as we do with criminals.”

Ganor cited a random sampling of one hundred conference participants representing over twenty countries. Of those surveyed, 63% believe that terrorist attacks will increase if Iran attains a nuclear bomb, 85% do not believe sanctions against Iran will be effective in preventing that acquisition, 66% believe that it is likely or highly likely that there will be a CBRN (Chemical, Biological, Radiological, and Nuclear) attack within the next five years. As for counter-terrorism, 66% believe that current efforts are not sufficiently effective, 64% said that US President Bush’s policies were more helpful than President Obama’s and 88% believed that peace between Israel and the Palestinians is unlikely or very unlikely over the next five years.

The annual session dedicated to the memory of Prof. Ehud Sprinzak, founding dean of the Lauder School of Government, Diplomacy and Strategy, dealt this year with the phenomenon of “hybrid organizations” in the world of terror and the Western world’s lack of clarity in response. As Boaz Ganor explained, these non-state actors’ operational methods are multidimensional, making use of military, political and welfare means. Developing a welfare apparatus to buy the population’s loyalty, he explained, they win electoral gains in democratic elections and promptly channel their political capital to further indoctrination. As in the case of Lebanon, while the state turns a blind eye to this subversive activity, the terror patron state, Iran, takes over through its vassal organization, Hezbollah. The next step is for the hybrid organization to crush all opposition within its own civilian population. Their aggressive acts of terror against Israel draw fire, but they use their civilian population as human shields in acts that serve to win hearts and minds, as well as hatred for the attacked state defending itself from terror.

Ganor challenged “the hypocrisy coalition” of diplomacy, humanitarian, legal and charity campaigns – as well as ever-present “useful idiots” – to portray these hybrid terrorist organizations “as freedom fighters, underdogs, elected representatives and welfare organizations – bolstering their legitimacy and
undermining Israel’s.” He cited the IRA as a positive example of a hybrid organization that abandoned terror and focused its activities on the political – in stark contrast to Hezbollah’s and Hamas’ method.

Too many Western leaders, according to Ganor, including former President George Bush and his Secretary of State Condoleezza Rice, believed that transplanting the institutions of democracy was equivalent to instilling its values, despite the fact that a great distance can separate the two. Prof. Martin Kramer, senior fellow, Shalem Center and president-designate of Shalem College, Israel, agreed, noting that “democracy is not exportable, but a product of history and culture.” To those who urge recognition of terror groups and fault us for not “giving them dignity,” he retorted, “They don’t want our dignity and recognition, but our surrender. They know our vulnerability – our failure always to uphold our values at all points. Let us never repeat the Palestinian mistake in a larger area, such as Egypt.”

Numerous speakers focused on the need to revisit existing laws of warfare in order to shape a legal framework for counter-terrorism and counter-insurgency efforts. The threats posed by terror’s assaults on law and order, and as ringleaders of the drug trade and organized crime, are no less deadly than its bombs. Corri Zoli, research fellow, Institute for National Security and Counterterrorism, Syracuse University, tracked the politicization of the Gaza flotilla, aided by a gap in international naval war doctrine, which the flotilla’s planners exploited in order to undermine and delegitimize a democracy’s attempt at self-defense. To Irit Kohn, former head of the International Division of Israel’s Ministry of Justice, the trend to use universal jurisdiction as a tool against Israel is gaining momentum, with the aim of punishing Israel and preventing future actions in its own defense.

Prof. Asa Kasher, Laura Schwartz-Kipp Chair in Professional Ethics and Philosophy of Practice, Tel-Aviv University, addressed the limitations of international law with respect to Israel in stark terms. Troop commanders in a battle situation, he said, should consider the laws of their own state as binding, and not international law. Thus, the protection of human rights is the top priority, meaning, human rights of the citizens of Israel. While we can respect international law, putting that first would be immoral in fighting terror. Among those with rights, he maintained, are those wearing the uniform; their human rights and dignity must be protected, too, including their human right to be alive.

Kasher stressed the unprecedented lengths to which the IDF goes in order to avoid injury to non-combatants. “Ours is the best because we cannot afford to do what the US or NATO do,” he noted. “We shower Gaza with leaflets forewarning the population of retaliations that would put them in danger; we place individual calls to every cellular phone to alert them, reaching the phone owner by name. Finally, the ‘knock on the roof’ tactic – not lethal but very loud – emphasizes that the action is imminent.” Those who remain and refuse to be evacuated, to Kasher, have, in essence, volunteered to be human shields, “in which case don’t expect me to ask my soldier to risk his life to spare you a situation you volunteered for. You volunteered to shield those who wish to kill us.”

We are not alone in dealing with this confrontation with the cynical abuse of human life, Kasher added, noting that Gen. David Petraeus published the U.S. Field Manual covering these same subjects. “Israeli soldiers, usually conscripts, have the right to ask why they’re being called upon to jeopardize their lives. And under certain circumstances, we should not jeopardize the life of our troops.”

With over 1,300 registered participants and over 100 panelists, the conference spanned a full day of plenary sessions followed by two days packed with 20 workshops. Many speakers referred to the conference as the intellectual high point of their professional year.
ISLAMIST RADICALIZATION: GLOBAL AND LOCAL JIHAD

“Why do politicians, media officials and academics ignore the obvious — that terrorism is influenced by Islam?” asked Dr. Daniel Pipes, director of the Middle East Forum. Dr. Sergey Kurginyan, president, International Public Foundation Experimental Creative Center, Russian Federation, put the question of radical Islam’s growing influence in even broader terms: “Whose purpose does instability serve?” he asked, pointing to the drug trade, which has grown by 4,000% in Iran and in Afghanistan, bringing well over $600 billion to their economies per annum. These drugs and their proceeds are bartered for weapons and deployed for terror activities. “Instability is the result of very serious forces and understanding its risk of stigmatizing target communities instead of reversing polarization and building partnerships.” While communication and coordination of efforts across the EU are impressive, the “fusing of information centers” has brought issues of its own: “How do you filter a tsunami of information?” he asked.

REGIONAL SNAPSHOT: DISCONCERTING PROJECTIONS

Speakers’ assessments of geographic regions provided context for many of the analyses. Conference keynote speaker Col. Richard Kemp, former commander of the British Forces in Afghanistan, brought hard-won perspective and spoke at length of the issues at stake on the Afghanistan front. “Most people in the UK don’t realize the immense damage we’re doing to the Taliban,” he asserted. “Al Qaeda and the Taliban have been badly hurt by drone attacks, eliminating much of al Qaeda’s leadership and spreading deep fear among them.” Kemp reported that these operations have dramatically reduced al Qaeda’s ability in Afghanistan and Pakistan and that new counter-terror measures have made terrorists’ work more difficult.

At the same time, combating violent jihad over the next decade is going to become more difficult, according to Kemp. We will need strong leadership that recognizes the danger of the threat and has the decisiveness to do what is necessary. “Human memory is notoriously short-lived. No one takes an attack that fails seriously even though its damage might have been huge. This danger of complacency is compounded by budgetary constrictions.” The dark side of the Predator attack successes is that they have motivated some local Afghans to join the Taliban, while AQAP (al Qaeda in the Arabian Peninsula) is growing as well. This applies to Yemen in particular, whose al Qaeda terrorists are linked to many attacks and attempted attacks.

“Whereas we are hard-wired to placate, appease and compromise, our enemy is implacable,” Kemp cautioned. He reported that Pakistan Taliban have taken control of terrain where millions of Pakistanis live, killing and torturing whoever resists them. Like Hamas and Hezbollah, they are adept at using civilian populations as human shields. Blowing up schools components is vital for the fight on terror to succeed.” Willful denial, according to Pipes, and not defining the enemy has great costs, sowing confusion and squandering efforts.

Jonathan Paris, associate fellow, International Center for the Study of Radicalization (ICSR), King’s College London, UK, noted that the many attacks and dozens of foiled attacks have motivated the British government to focus on home-grown extremism. “The government recognizes the extremist element within the Muslim community. Instead of viewing all Muslims as suspect,” he said, “they work with moderates to show that the Muslim community is the partner, not the target.”

Shiraz Maher, senior fellow, International Center for the Study of Radicalization (ICSR), King’s College London, pointed to additional efforts “to keep them away from trouble,” such as recreational programs for the Muslim communities that keep youngsters busy with arts and crafts, but estimated that these programs have largely failed. In contrast, Dr. Magnus Ranstorp, research director of the Centre for Asymmetric Threat Studies at the Swedish National Defense College, Sweden, pointed to successes in counter-terror tactics in the European Union. Denmark, for example, has developed de-radicalization programs that support individuals trying to exit terror organizations, and there are efforts in Spain to train religious leaders to counter the al Qaeda narrative and other recruitment propaganda. At the same time, Ranstorp acknowledged that “we face the
and denying any education to girls, Kemp stated that the Taliban deprive girls and women of official existence by forbidding their photograph for passports, thereby “dooming them to penury.”

Kemp recognized the ICT, noting that in preparing the doctrine he wrote and introduced to British training (now used throughout the British army), “my greatest source of reference material was from the ICT website.” He also acknowledged “the important direct support which Israel provides to British forces in Afghanistan,” emphasizing that when it comes to fighting terror, “the IDF has made unprecedented measures to preserve civilian life, the likes of which we’ve never seen before.”

Posing the question, “Can we win this conflict?” Kemp stressed that our major emphasis is protecting people, trying to separate them from the Taliban and convince them that we are stronger. We have to be seen as the strong horse, to convince them that we will outlast the Taliban.

“If the Taliban regain power in Afghanistan, al Qaeda will surely be back,” Kemp cautioned. “If the West withdraws without sufficient victory, jihadists will paint it as a defeat of US and NATO – a certain motivation for more attacks in the push to restore the Caliphate. Instead of suppressing the Taliban, we will have strengthened them.”

Jean-Louis Bruguières, former head of the Counter Terrorism Unit of the Paris District Court and former leading French magistrate for Counter-Terrorism, France, added that al Qaeda and its associates show skill at adapting to changing conditions. They take advantage of every situation in order to promote “polymorphic” terror strategies, making the threat more intense and heightening the possible frequency of attacks.

Dr. Ronen Zeidel, director of Research, Center of Iraq Studies, Haifa University, addressed the issue of the relations between the Sunnis and al Qaeda in Iraq. Al Qaeda started as an external entity, with the aim to drive Iraq to a civil war, and was detested by most Iraqis as well as most Sunnis. With the political process now seemingly at a dead end, terrorism is up, along with fear of civil war once U.S. forces leave. Al Qaeda is there to stay despite its marginality, because it exploits ambivalence. “To many Sunnis, al Qaeda is like a gun in the closet, he explained, to be used in emergencies, but has a life of its own and supplies adventurism to the young and money to recruits. They both tolerate and fear al Qaeda, but also fear and hate the government.

Boaz Ganor noted that jihadists’ and al Qaeda’s biggest enemy is the moderate Muslim state, which Turkey long exemplified as a model of being Muslim, modern and free. We must then ask, he said, what we are to make of “Turkey’s romance with the axis of evil – Iran, Hezbollah and Hamas?” Ganor projected, “There are two revolutions that will influence the future of the world—the Islamization of Turkey and the anti-regime revolution in Iran.”

“HUMAN MEMORY IS NOTORIously SHORT-LIVED. NO ONE TAKES AN ATTACK THAT FAILS seriously even though its damage MIGHT HAVE BEEN huge. THIS DANGER OF COMPLACENCY IS COMPOUNDED BY BUDGETARY CONSTRICtIONS.” - Col. Richard Kemp, former commander of the British Forces in Afghanistan.

“NUTS, BOLTS, DOLLARS AND IDEAS”

Counter-terrorism ultimately comes down to “nuts, bolts and dollars,” according to Michael Balboni, principal and senior vice president, Government Solutions Group, Cardinal Point Strategies, fellow, George Washington Policy Institute and former Homeland Security advisor for the State of New York. Among the biggest challenges is the coordination and streamlining of strategies in order to maximize efficiency, budgets and security. The integration of technologies and strategies into law
enforcement, as well as many governmental and local bodies working in unison, presents a challenge, he said, in order to make sure they are not operating at cross-purposes.

How can terror tactics be turned to our favor? Panelists discussing "New Media" pointed to solutions which lie within the many challenges. According to Moti Crystal, adv., founder and CEO, NEST and research fellow, ICT, terror groups are fifteen steps ahead of any government when it comes to utilizing new media for recruitment, operations, intelligence gathering and building bombs. Yet we have the ability to harm terror networks by hacking, feeding misleading information and hunting wire transfer funds. Crystal also spoke of counter-terrorism networks that act through the web with special intelligence units. Complementary pro-active public diplomacy is necessary as well, of course, Crystal noted. Terror's aim of terrorizing would be undercut by strengthening public resilience, as well as by counter-terror policies. Defensiveness and apologizing only encourage the jihadi element further.

Prof. Gabi Weimann, Department of Communications, University of Haifa, spoke of the 7,800 jihadist and terror internet groups that he has been monitoring for 12 years. Terror organizations have become increasingly adept at "narrowcasting," he reported, targeting audiences and using interactive synergetic methods. All terror groups now feature themselves on YouTube, he noted. New media also provide social bonding: we talk to you and we listen to you," adding that online press conferences with al Zahawiri, al Qaeda's #2, brought him straight to the viewer's laptop. Technology has been a "dream come true" for terrorists, Weimann noted, Google Earth in particular, providing "satellites and escape routes free of charge."

Creative countermeasures to terror networking can produce surprising results while frustrating their recruitment and propaganda efforts. Aaron Weisburd, director, Society for Internet Research, related his "invasion and migration" tactic. Jihadi infiltration of forums and social network sites aim for Da'wa, calling for jihad, he said. By simply "watching where information goes," following hints related to geographic locations and email addresses, he works to upset trust and credibility among members, spurring in-fighting, and in this way has curtailed its impact.

David Saranga, former consul for Media and Public Affairs, Consulate General of Israel in New York and adjunct faculty, Sammy Ofer School of Communications, IDC Herzliya, promotes the idea of using platforms frequented by terrorists to spread an anti-jihad message, brought by people who are credible to them, such as Queen Rania of Jordan. This acts to help people living under the Iranian regime and elsewhere have hope, and shows would-be terrorists that there is an alternative path.

According to Lee Smith, visiting fellow, Hudson Institute and senior editor, The Weekly Standard, "the new media help move the boundaries of anti-
Semitism into the mainstream.” With print newspapers losing income, publishers are scrambling for ways to maintain visibility and revenues, he said. “They pay bloggers on their websites according to the amount of traffic they draw. The use of anti-Semitic Jew-baiting ‘code words’ brings waves of comments which feed off each other and swamp the news.” This facilitates conspiracy theories, allows them to spread unsubstantiated and mainstreams anti-Israel narratives.

Another method of countering terror, suggested and demonstrated by David Passig, futurist and head of the Graduate Program, ICT and School of Education, Bar Ilan University, utilizes projections to anticipate the future. He described his methodology as “not an attempt to predict the future,” but the pursuit of “understanding the present from a different perspective.” Being a futurist, he explained, means looking at intersecting forces and declining by 20%, Japan’s by 11% and Germany’s by 3%. Learning from the past, Passig made the chilling prediction that shortages of women and this kind of population imbalance intensifies cruelty within societies.

**TALKING HEADS: VETERAN ISRAELI SECURITY EXPERTS DISCUSS CURRENT CHALLENGES**

In light of the emerging security challenges facing the State of Israel, this year’s conference introduced a unique series of four sessions. Titled “Talking Heads,” the sessions brought distinguished Israeli security decision-makers for an open platform for substantive discussion of Israel’s current national and homeland security challenges. The “Talking Heads” featured the former ministers of Defense and IDF chiefs of Staff, former heads of the Mossad and Shabak (Israel’s General Security Services),

![Evelyn Tamman Douek and Steven E. Stern, two sponsors of the ICT Conference.](image1)

![Itzik and Rachel Hason, IDC friends, with Gerald and Daphna Cramer, longtime IDC and ICT supporters.](image2)

The conference proudly hosted an exhibition on counter-terrorism policing, which included a lecture on Israel’s counter-terror police methodologies followed by a high-end display of technological and operational capabilities. The exhibition provided rare insight into the lesser known aspects of CT police work, including command and control systems, advanced forensics n the scene of terror attacks and collaboration with volunteers, municipal authorities and private business.

the “linear extrapolations” of geography, topography, demography, new sciences, technology and new war technologies in order to venture predictions about the decades to come. The population explosion and gender shifts provide a pertinent example. The current exponential global population growth will not continue, Passig said. In fact, trends indicate that the population will begin to shrink. One factor is an unprecedented gender ratio, where for the first time in recorded memory, females are vastly outnumbered by males, mainly in non-democratic societies – 117 males for every female. The Arab world has addressed this by opening madrasses “in order to contain male energies.” Other societies, he predicted, will be “without a biological horizon” by the year 2020 – Russia’s population former ministers of Internal Security and commissioners of Police, and former heads of the National Security Council and Counter-Terrorism Bureau and heads of the Military Intelligence Directorate.

The candid and often lively exchanges treated the audience to what Col. (Res.) Yoni Fighel, senior researcher, ICT, described as “an authentic Israeli argument,” as each expressed personal perspectives about Israel’s national and homeland security challenges, dilemmas, and viable solutions. ★

- Jennifer Roskies
Annual Israel Friends of IDC International Gala Event

We have come to the finale of a week-long celebration that concludes with the Annual Israel Friends of IDC International Gala event. Held on campus in the sculpture garden, which has been festively decorated with colored lights, the event has been sponsored by Ohad Finkelstein, Head of International Investments at Venrock, and our hosts for the evening are the Friends of IDC Herzliya Board Members. The evening’s Master of Ceremonies is Board Member, Adv. Gil Goshen, a graduate of the first class of students at IDC’s Law and Business School in 1998.

We are about 175 people, with guests including Yochi and Itzik Shrem; Orna Berner; Evelyne Douek; Eli and Liora Landau; Yigal and Claude Brightman, Subhi and Suheir Tannous, Izzy and Yael Borovich; Dr. Harry Radzyner and Mr. Shlomo Nehama, chairman of the Board, Israel Friends of IDC Herzliya.

The event officially begins with greetings by Prof. Uriel Reichman, who is present with his wife Nira. After greetings by Prof. Reichman, Mr. Ohad Finkelstein inspires everyone present by painting a positive view of Israel to combat the one normally presented by the media.

“In almost any area we look at, Israel is a world leader,” Finkelstein begins. “Despite all the wars, the crime, violence, road accidents and a medical system that we tend to slander, Israel is one of the countries whose life span is the highest - an average of 80 years.”

Finkelstein has brought statistics to back his claims. They show that Israel’s per capita crime has not only dropped significantly in the last 3 years, it is actually lower than several countries, including Canada, Germany and Great Britain. The numbers also support Israeli openness and tolerance, as no other country in the world can boast that an immigrant group reached such monumental achievements, as have the Ethiopian Israelis. Even more encouraging were the results of the European Research Council (ERC) awards just a few months back, with 13 Israelis receiving grants out of 300 recipients. According to Finkelstein, when compared to the population of Israel, it puts us in first place in the world in the production of scientists.

“There is an interesting anecdote here,” says Finkelstein. “At the same time as many of the world’s leaders in the fields of social science and humanities are issuing incriminating verdicts against the State of Israel, Israeli scientists are producing researches and scientific achievements that are the magnificence of science and humanity. It is a shame that only the former reach the headlines, and not the more modest latter.”

Just a few examples Finkelstein gives of these brilliant Israeli minds are Dr. Roy Ozeri, who is building the world’s fastest computer; Dr. Galit Yuval, who is teaching facial recognition to computers; Dr. Kinneret Keren, who is developing a microscopic ‘spacecraft’ that can treat the
Mrs. Daphna Cramer and Mrs. Rachel Hazan, stalwart IDC supporters.

Ms. Tagreed, Mr. Subhi and Mrs. Suheir Tannous, devoted friends of IDC and influential figures in their community.

Mr. Ohad Finkelstein, sponsor of the evening and head of International Investments at Venrock, with Mr. Itzik Shrem, former chairman of the Board, Israel Friends of IDC Herzliya.

Judge Micha Lindenstrauss, keynote speaker and State comptroller, walks with Prof. Uriel Reichman, IDC founder and president.

Adv. Gil Goshen, the evening’s Master of Ceremonies, Israel Friends Board Member, graduate of the first class of students at IDC’s Law and Business School in 1998 and the first chairman of the IDC Student Union.

body from within; and Dr. Hossam Hayik, who has developed an artificial nose that can determine within minutes if a patient has cancer – all groundbreaking, incredible research that sounds more like the plot line from a science fiction movie than actual science.

Following Finkelstein, Judge Micha Lindenstrauss, the State Comptroller, gives an address on “The Comptroller on the Current State of Affairs.” Then we are all in for a fabulous set of songs by none other than the internationally acclaimed singer-songwriter David Broza, one of Israel’s most dynamic performers. Broza, whose son is a student at the Raphael Recanati International School, has volunteered his time this evening for such a worthy cause, as all proceeds from tonight will go toward scholarships for students in need. The evening soon draws to a close, and as the guests slowly drift towards home, the last words of Finkelstein continue to reverberate in my head: “Israel is one of the most amazing countries in the world,” concludes Finkelstein, “and while we have problems that need to be discussed and dealt with, it is one of the most marvelous of countries, with a contribution to human development that is one of the world’s greatest.”

- Joy Pincus
Israel Friends Open the New School Year with Song
In an evening of music and laughter, Israel Friends of IDC opened the new school year with performances by Israeli poet and 2009 IDC Honorary Fellow Haim Gouri, Dr. Ori Leshman, and his wife, May Yisraeli Leshman. The guests were entertained by a special discourse involving the relationship between music and text in songs, with specific focus on Hebrew music, and many of the treasured Friends could not help but sing along and dance in their seats.

The evening’s eloquent host, Dr. Zvika Kayam, a senior physician in the Department of Obstetrics and Gynecology at Sheba Hospital and board member of the Friends of IDC, welcomed his audience, saying that the new school year saw the successful return of the older students, who had been well-absorbed into IDC life, while the new students joined a “campus life filled with vibrant color.”

Sponsors to this opening evening were the very generous Tannous family, long standing and very dedicated friends of IDC. The Tannous’ also sponsored the Friends’ trip to Nazareth before the end of the 2009-2010 Academic Year, as well the IDC Staff’s Annual Retreat. Their daughter, Tagreed, a graduate of the Radzyner School of Law, would also soon be hosting a group of alumni donors in her family’s home.

Preceding the welcome address by Prof. Uriel Reichman, founder and president of IDC, Dr. Kayam congratulated him for his upcoming award of an honorary doctorate degree from the Faculty of Law at the University of Heinrich Heine Düsseldorf, Germany - certainly a very special achievement for Prof. Reichman and a triumph for IDC and its many valued Friends.

Representing all of IDC’s scholarship recipients, Mahlet Abunie took to the podium to tell the Friends her story. Mahlet is a scholarship recipient from the first class of the New School of Psychology and a pioneer of the M.A. program in Organizational Behavior and Development that was launched at IDC this year. During her studies she was involved in social and community activities and even organized an awareness evening for the genocides in Rwanda, Congo and Darfur. Recently she returned from a mission to the University of Addis Ababa in Ethiopia, where she endeavored on behalf of IDC to create cooperation between them and IDC’s New School of Psychology.

Always focused on their goal of fundraising for scholarships to enable disadvantaged students to attend this elite academic center, the Friends again took the opportunity to reiterate their mission of ensuring that young people like Mahlet are able to attain a university education at IDC. Dr. Kayam stressed that, “Financially, IDC helps many students, including students from elite units who served in positions of command, students with leadership experience and students from development towns with impressive achievements and exceptional contributions to their and other communities.”

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Special Spotlight on American Friends of IDC

AFIDC COCKTAIL EVENING HONORS NEW CHAIRMAN, GERALD CRAMER

Gerry Cramer, joined by his family, accepts the new leadership role as chairman of the Board of American Friends of IDC. L/R: Mrs. Daphna Cramer, IDC President, Prof. Uriel Reichman, Mr. Gerald Cramer, Miss Eva Fexy, Ms. Lauren Cramer, Mr. Demetrius Fexy and Ms. Felicia Steingard.

Dr. Cheryl Fishbein, IDC supporter, with Felicia Steingard, AFIDC executive director, at NYC Board gathering.

Bonnie & Steven Stern, IDC supporters, with Jonathan Davis and Felicia Steingard.

Jonathan Davis with Shai Bar-Lavi, RRIS parent & IDC supporter.

Joanne Landau, AFIDC new Board member and Dina Wind, Philadelphia regional chair.

Jack Sutton & Ken Bialkin join in welcoming Gerry Cramer as new Board chair at AFIDC event in NYC.

In 2010 the American Friends of IDC welcomed Mr. Gerald Cramer as the new chairman of the Board. Gerald and Daphna Cramer have been longstanding supporters of IDC who have exhibited a tremendous commitment to its future and students. One of their many successful projects is the ongoing exchange programs between IDC Herzliya and Syracuse University for students and members of the faculty. An inaugural event was held in the center of New York City with members of the Board and friends of IDC to celebrate Mr. Cramer’s new leadership role. Special guests included Mr. Cramer’s family and especially his granddaughter, Eva. As chairman, Mr. Cramer plans to focus on raising the profile of IDC Herzliya in the US and strengthening the Board with new members such as Joanne Landau, AFIDC’s newest member.

Orit Freedman Weissman, CEO of Goldman Sachs Israel, hosted a luncheon overlooking the Hudson River at their new headquarters in lower Manhattan. The guest of honor, Prof. Uriel Reichman, spoke about the European Studies Program at IDC Herzliya to a group of senior partners at Goldman Sachs, and discussed his long-term vision for the two year program. Guests expressed tremendous interest in IDC and many have come forward to support the project. Orit has been hosting student groups from IDC for several years as well as supporting the university. The enthusiasm for the European Studies Program is yet another wonderful development in this budding relationship between IDC Herzliya and Goldman Sachs.

Mrs. Nina Weiner, a very dear friend of IDC and champion of higher education for Israeli scholars, invited Prof. Uriel Reichman to speak in New York as part of a panel on Zionism and Human Rights. Gary Rosenblatt, Editor of the Jewish Week moderated the discussion to a packed audience at the Safra Synagogue, hosted by ISEF. Prof Reichman drew the group’s attention to the founding principles of Zionism and its deep regard for the humanity in all people.
EVENING FOR SUPPORTERS IN LA AT WEINER HOME

Michael and Shari Weiner of Los Angeles host Jonathan Davis and IDC friends and supporters Daphna Gilboa, Brenda and Michael Adler, and Carmela and Yossi Klein in their home.

AFIDC VISITS GOLDMAN SACHS

Prof. Uriel Reichman, Orit Freedman Weissman and Jonathan Davis at Goldman Sachs headquarters in New York City.

MEETING WITH SILICON VALLEY LEADERS

Julie Trell, Bruce Mann and Harry Kellogg meet Prof. Uriel Reichman in Palo Alto to learn more about IDC.

Gadi Behar and Dan Maydan, members of the Palo Alto community, welcome Jonathan Davis.

Bruce Mann, grandfather of IDC graduate Elizabeth Stull, hosts a lunch in Palo Alto with Prof. Uriel Reichman and members of the community. Pictured L/R Prof. Uriel Reichman, Bruce Mann, Jonathan Davis.

Mr. Bruce Mann, senior partner at Morrison Forrester, and grandfather of IDC graduate Elizabeth Stull, organized an intimate lunch in Palo Alto, California to introduce Prof. Uriel Reichman and to strategize about connecting IDC Herzliya to the Bay Area and advancing its overall goals. Jonathan Davis, VP for External Relations and head of the American Friends of IDC, were there to introduce IDC and its various programs. Guests included Eric Benhamou of BGV, who will be teaching at IDC Herzliya in the spring, Irwin Federman of USVP, Harry Kellogg of SVB Financial Group, Jerry Brown of BVA, Julie Trell of Salesforce.com, Dan Maydan of Applied Materials, Alan Mendelson of Latham & Watkins, and Gadi Behar of Silicom Ventures. The expertise and focus of this group are sure to bring IDC into the spotlight.

In Los Angeles, Michael and Shari Weiner, parents of IDC graduate Alana Weiner, opened their home for coffee and dessert to supporters of IDC in the area. Scholarship donors Mike and Brenda Adler and Yossi and Carmela Klein joined to hear Jonathan Davis give an update on IDC, Israel and a recent trip of IDC’s international students to the concentration camps in Poland. Greater numbers of students are coming to IDC from California, and the community of IDC supporters in the area is growing as well. The American Friends of IDC has had tremendous success in reaching out to new friends and communities across the United States. In the coming year, visits to Florida, Texas, Oklahoma, Arizona, Massachusetts, Washington DC, Pennsylvania and Ohio, as well as a return to New York and California, will be par for the course in keeping the spirit of IDC strong throughout the US. Thank you to all our supporters for your loyalty and friendship.
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IDC ALUMNI MEET IN THE UNITED STATES

Wherever Professor Uriel Reichman and Jonathan Davis travel, they seek out the alumni abroad who are gaining work and life experience and developing an international network. During their latest visit to the United States, recent and long-time graduates came out in record numbers both in New York and in the San Francisco Bay Area to greet Prof. Reichman and Mr. Davis and hear the most recent updates about their Alma Mater and Israel. Over the years many graduates have passed through the United States and many have recently returned to Israel to raise their families and continue their careers back home. Prof. Reichman reminded the group that IDC is a family, and IDC alums have been instrumental in finding each other jobs and contacts especially during difficult economic times. This was the first meeting of the Bay Area alumni with Prof. Reichman and their enthusiasm and warm reception are sure signs that there will be many more to come.
Over the past two years, the Alumni Association of IDC Herzliya, Makom Ba’lev, raised over 2 million shekels for scholarships that are distributed among economically disadvantaged students.

As a thank you to all those long-time donors and IDC graduates who contributed so generously to the Makom Ba’lev project, a special event was held in Nazareth, generously sponsored by IDC alum, Tagreed Tannous, and her parents Subhi and Suheir Tannous - longtime friends and supporters of IDC Herzliya.

The event, which was organized by the Alumni Association Director, Attorney Adi Olmert, included guests such as IDC Founder and President Prof. Uriel Reichman and Chairman of the Israel Friends of IDC Shlomo Nehama, as well as many of IDC’s special graduates who have now become donors. All enjoyed a walking tour of Nazareth, visiting churches in the area and ending the evening with a superb meal at the Tannous residence.

Professor Reichman thanked the Tannous family for their support of IDC and for their activities towards bridging the gap between Jews and Arabs in Israel.

IDC Alumni Association Meets its Annual Goal of 2 Million Shekels!
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2010 GRADUATING CLASS AWAITING THE TOSSING OF THE CAPS

IDC Anthem

Between the eucalyptus
By the wildflowers
A new academy grew
The academy of the future
We came together here
From South and North
We came to Herzliya
To realize a dream
We always will return here
Proud and excited
Because this is our second home
The Interdisciplinary Center
IDC

The IDC Anthem

בר כל המלפומט
בר שני, ה-ecleptica
על ירדן, ובר
על-ייתבי,emie ha-bar
כמו ק赎回י
Kama is academia,
Academy is a
Academia hameah!
כמלhra לנהותים
Mi aol ha-arets hatakanah,
דרחי מדינה
Mi darem uma-trafn,
דרשיל מים
Le Herzliya ha-oon
ולניה תאן אונ
Le-haghkim et ha-hazem!
ל겁ם על הזעם!
Le-kam tamid, mishmar amachan,
יהיו בני וחבר
Ge-im, ve-nirgashim
וכי אם וירגשים
Ezer betenu ha-omer
твердיע יחד
Ha merkaz ba Beischchumi
beenishchumi
Beischchumi!