The IDC Herzliyan

A One-On-One with Prof. Reichman

IDC Debating Champions

Catch Us If You Can

IDC Debating Champions

Alumni Campaign Reaches the One Million Target for Scholarships

IDC Honors 7 New Fellows

Educating Israel’s Top Executives at IDC

9th World Summit on Counterterrorism

Study Skills Center Helps Students Excel
“It’s a great experience because you feel that you can influence and change things and Prof. Reichman constantly encourages us to initiate more activities.”

-Ofir Yehezkeli, ex-chairman, IDC Student Union
IDC HERZLIYA CHANGING LIVES IN ISRAEL

AND AROUND THE WORLD

The Interdisciplinary Center (IDC) Herzliya is now in the midst of implementing the strategic plans for its future, building upon our accomplishments and expanding our academic programs and activities to exciting new heights. An era of renewal is taking shape within Israeli society. Joining IDC Herzliya now means being a part of this fascinating process, which will infuse a commitment to constitutional and governmental reform as well as economic growth; will address the challenges presented by new media technology; and will reevaluate Israel's diplomatic strategy and policies as well as the country's social and moral agenda – all of which are intrinsic to our academic mission. Our educational method, based on an interdisciplinary approach that combines the study of theory with real-world experience, emphasizes student initiative and leadership, alongside community service. As we move into the future, we believe this liberating spirit will be an inspiration to any enlightened culture that participates in our global society.

IDC HERZLIYA MOTTO: “LIBERTY AND RESPONSIBILITY”

 IDC Herzliya seeks to educate Israel’s leaders of the future – to nurture a business, political, technological, communications, psychology and juridical leadership of the highest caliber. IDC Herzliya’s approach is fundamentally different from other academic institutions in Israel due to its interdisciplinary spirit and strong social commitment.

 IDC Herzliya aspires to provide its students with a broad, in-depth education and the skills needed to excel in the international business arena of the 21st century.

 IDC Herzliya seeks to employ accomplished faculty of international repute whose careers reflect a combination of scholarly excellence and practical experience.

 IDC Herzliya is a non-profit institution established for the public good. IDC Herzliya does not receive any financial support from the government budgetary system for higher education and thus enjoys complete academic and administrative freedom.

 IDC Herzliya charges tuition based on actual costs, while taking into account the financial means of its students. It selects and rewards its faculty and administrative staff on the basis of individual merit.

 IDC Herzliya is actively involved in the community, contributing according to its capabilities and the resources at its disposal.

 IDC Herzliya is committed to the fundamental values of a free and tolerant society – first and foremost, freedom of the individual for self-realization in all realms of thought and action. IDC Herzliya works to strengthen these values in Israeli society and to encourage its students to conduct themselves in a way consistent with them.
The IDC Israel at Heart Ethiopian Scholarship Program is running into its fifth year on campus. Here IDC Founder and President, Prof. Uriel Reichman, and Vice President of External Affairs, Jonathan Davis, are shown with some of Israel’s future Ethiopian leaders. We are proud of this project and proud of our students who have excelled in spite of their circumstances. See pages 14-20 for our very special extended feature which highlights this valued project.
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IDC STUDENTS ARE BEING TRAINED TO TAKE OVER THE LEADERSHIP
he son of a mechanic, Prof. Uriel Reichman rose from humble beginnings to become the dean of Tel Aviv University’s law school, founder and president of Israel’s first private university and a member of Israel’s parliament. But sitting across him now in his office, a small room located in a one story building built in a bygone era, I see a man who remembers his roots and holds fast to his deepest values.

“The act of founding a new discipline or approach is incredibly rewarding, well beyond monetary value,” says Reichman, looking back on the incredible accomplishment of IDC.

“There comes a certain age when a person needs to examine himself and seriously begin budgeting his time and life and ask himself where can he make the most effective contribution. I have enough to provide for my family in the years to come, and beyond that I see my modest contribution as a way of fulfilling the modern return to Zionism and contributing to the success of the Zionist Revolution.”

Just one step away from Reichman’s office is the overwhelming reality of how much has been accomplished in the 15 years since IDC’s establishment. IDC now boasts seven schools that offer fully accredited bachelor’s degrees, some already offering master’s programs as well. There are research centers devoted to the study of counter-terrorism, the Middle East, Europe, renewable energy and more, each of which sponsors international, world-renowned conferences. The campus itself constantly buzzes with activity from the thousands of students, faculty members and guests. Most striking is the look on students’ faces; it’s a look that says ‘I’m in this world to make a difference, to do something important with life and I’m not going to waste a minute getting there.’

According to Reichman, IDC’s educational approach can be summed up in two words: Liberty and Responsibility.

“We expect our students to show initiative, realize their plans and make their dreams come true, rather than succumb to the status quo,” says Prof. Reichman. “We encourage them never to wait for the government to solve their problems, and we promise to provide them with the tools to fend for themselves and run their lives in a free, independent, and entrepreneurial manner.”

When asked if he could say a few more words about how IDC envisions its students will take responsibility, he answers:

“The future depends on those hundreds of thousands of people who are willing to take on responsibility. Responsibility is serving in the army, serving on reserve duty, participating in social service activities and contributing to society. It entails joining the cause, without hindering your personal advancement. The future of the State of Israel is dependent upon an alternative leadership which will arise, and I believe that many of its members will have come through the doors of IDC.”
The future Reichman envisions may not be so far off; already a vanguard of IDC alumni are rising in every field, from business to politics, to take up the challenge put forth by IDC. And with over 1,000 students graduating each year, there is an ever growing possibility to effect change.

“Our students, whom we see as the future leaders of government, business, law, technology, the media and psychology, understand that we expect them to apply the values that we have fostered in the course of their studies, and not only to take responsibility for their own lives, but also to look out for society as a whole, and lead change wherever it is needed,” says Reichman with passion.

Looking back over Reichman’s life, IDC seems a natural extension of everything he has worked for, lived for and believed in.

Born in 1942, Reichman was raised in Tel Aviv by German born parents who escaped the Nazis. He witnessed the birth of the new nation and later, as a commander in the paratroopers, fought to protect her during the Six Day War and the Yom Kippur War. Upon entering university, Reichman initially intended to study literature and Israeli history and to become a journalist. When circumstances led him to study law, he began a love affair that would last over 40 years, until the present day.

“I thought law would be boring,” Reichman reminisces, “all technicalities and penalties. But to my surprise, the law encompassed the world and everything in it. I discovered a human profession, dealing with people, values and social engineering.”

While Reichman enjoyed a brief stint working as a lawyer, he craved work that would carry a sense of mission.

“After all,” he explains, “my generation was raised on the idea of collective realization – one cannot realize himself without volunteering or contributing, without doing something for society as a whole. Once I understood how important this was for me, I went on to become a lecturer at Tel Aviv University.”

At that time significant changes were taking place at the university, following the appointment of Prof. Amon Rubinstein as department dean.

“There was a particular magic under Rubinstein’s leadership,” says Reichman, “a direct connection with the students. Social issues were raised, and there was a certain joie de vivre in the corridors of the faculty. In my eyes, he symbolized the new, liberal Israeli, and all of this persuaded me to make the move back to academia.”

Despite the substantial reduction in his salary, Reichman found his years teaching to be some of the happiest in his life, and later, after receiving his doctorate in law at the University of Chicago and refusing an offer to stay on as a professor, Reichman returned to Tel Aviv University, rising first to become a professor and eventually the Dean of Law. Over the next years he waged the hardest battle of his life – the battle for an Israeli constitution – and established a College of Law within Tel Aviv University with the intention of making law studies accessible to more students and thus increasing the possibility of social mobility within Israel.
As difficulties erupted between the college’s students and the university, Reichman became the students’ champion and the ensuing fight to guarantee their degrees generated a revolution in the field of higher education in Israel, opening the door for the establishment of other private academic institutions, to the benefit of Israeli society as a whole.

"Establishing a new, extra-university academic institution was an unprecedented venture, and I had to find land, raise money, recruit lecturers and most importantly, decide on the philosophy of the academic institution and the values on which it would be based,” says Reichman.

One by one, the pieces of the puzzle came together. A newly deserted army base in Herzliya provided the location; private donors, inspired by Reichman’s vision, were found; idealistic lecturers signed on to be part of the new institution and the list of values were formulated by Reichman along with Prof. Jerry (Yoram) Wind:

“The first value was the interdisciplinary approach, and to this we added the principle of the student as a partner, and, of course, the idea of ‘freedom and responsibility,’ with the twofold practical implication of initiative and helping others,” says Reichman in fond remembrance.

One of the most important decisions Reichman made was that IDC would be completely financially independent, refusing to take state funds and thereby maintaining its autonomy.

“Throughout this period, people around me thought I was mad and wondered how I would succeed in setting up an academic institution without public support, and in keeping it going over time. It was clear to everyone that this venture would not succeed, and that it was doomed to failure.”

As IDC is now one of Israel’s finest educational institutions, Reichman is enjoying the last laugh. In addition to educating Israel’s future leaders, IDC plays a major role in combating the ‘brain drain’ of Israel – the phrase used to describe the immigration of great Israeli minds to other countries. A modern day Pied Piper, Reichman regularly travels the world, finding the best and brightest Israeli lecturers and luring them back to IDC, infected by his strong sense of patriotism.

“I simply tell these people that by returning to Israel, they will take part in the grand effort of helping to build up Israeli society,” says Reichman, as our interview draws to a close.

“To my mind, it is a great honor to be able to be a pioneer and to devote all your efforts to the mission of assisting the State of Israel to become what we aspire toward – an ideal society.”

- Joy Pincus
It’s June 1st, 2009 and the main lawn of IDC’s campus is filling with guests. As I grab something from the refreshment table, I notice the slowly building atmosphere, the buzz of conversation as small groups gather to exchange pleasantries, and an electrical hum that emanates from the staging area, as final arrangements are made by the afternoon’s organizers.

Looking around, I catch sight of a few of the day’s honored guests: Over on the left is the distinguished Prof. Aharon Barak, emeritus Supreme Court President, and just behind him is business magnate Eitan Wertheimer. I can also spot Prof. Amnon Rubinstein, whose years of dedicated service to IDC, including a term as the institute’s president, make his presence today as an honorary fellow all the more meaningful.

As a guest, it is a great honor to bear witness to this celebration, and to feel the hope it brings for the future of our country, and of the world. 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 IDC President, Prof. Uriel Reichman. The IDC Provost, Prof. Rafi Melnick, then makes the Declaration of the Outstanding Researchers, and Jonathan Davis, Vice President for External Relations and Head of the Raphael Recanati International School, makes the Declaration of the Outstanding Students.

Prof. Barak, the keynote speaker on behalf of the Honorary Fellowship recipients, takes center stage, and begins to speak of his hope for the future of Israel: “At the core of my world is the hope that the state of Israel will become the national home of the whole of world Jewry, and that most
of the Jewish people will be based here. My hope is for the future of the country to be assured, and that its security and wellbeing will no longer be in doubt.”

Prof. Barak goes on to speak of his longing for peace between Israel and her neighbors, and for tolerance within Israeli society for all its members, regardless of who they are. He also speaks of the responsibility governmental figures and civil servants have to serve the country and its citizens' needs, and of his vision for Israel to become “a light to the nations, and that the world in which we live - us and the generations that follow - should be a world of truth, kindness and mercy.”

The keynote speaker on behalf of the Academic Excellence Award recipients, Mr. Matan Gutman, follows next. His speech is entitled “The Green Gate to Wonderland,” and it addresses how each student at IDC has a wealth of opportunities before him, and how IDC’s reputation has reached far and wide, attracting hundreds of international students.

Gutman closes by thanking Prof. Reichman and the other ‘founding fathers’ of IDC for creating a “place that sets out to uphold the values of liberty and social responsibility. These values were imprinted on us here and we will take them with us, and we will endeavor to realize them everywhere we go. We will do our utmost to realize the center’s vision and to become the leaders of the future of Israeli society. Today, I can say with full conviction, that the decision to study at IDC was the best decision of my life.”

As the ceremony draws to a close, there is great joy in the air, and a feeling that the best is yet to come.


- Prof. Aharon Barak, emeritus Supreme Court President, keynote speaker on behalf of the Honorary Fellowship recipients
**MS. SHULAMIT ALONI**

A renowned public servant, Shulamit Aloni served for over 30 years as a Member of Israel's Knesset, promoting civil rights and equality. During the War of Independence, she fought in the Palmach to liberate Jerusalem's Old City. After the State's establishment, she worked as a trained teacher with child refugees, and helped establish a school for immigrant children. Later, after attaining her law degree from the Hebrew University, she worked as a lawyer and hosted a radio show, *Outside Working Hours*, which provided the public with an unofficial ombudsman service. As a columnist, she wrote for *Yedioth Ahronot* and the weekly women's magazine, *Lalisha*. Shulamit Aloni joined the Mapai political party in 1959, and six years later began her long tenure as a Member of Knesset, her many achievements including founding the Israeli Consumer Council and the Bureau for Civil Rights. She served as Minister of Education and Culture, Minister of Communications and Minister of Sciences and the Arts, and as a Member of most Knesset committees. In 1973 she resigned from her party to found and lead Ratz, the Movement for Civil Rights and Peace. She headed this movement until 1992, when Ratz joined Mapam and Shinui as a Member of most Knesset committees. In 1996, A staunch advocate of peace, Shulamit Aloni also helped found the Tel Aviv Cinematheque and Israel Cinema Center, the Marc Rich medical centers, the Gabrielle Rich Wing at the Tel Aviv Museum of Art, and six years later began her long tenure as a Member of Knesset, her many achievements including founding the Israeli Consumer Council and the Bureau for Civil Rights. She served as Minister of Education and Culture, Minister of Communications and Minister of Sciences and the Arts, and as a Member of most Knesset committees. In 1973 she resigned from her party to found and lead Ratz, the Movement for Civil Rights and Peace. She headed this movement until 1992, when Ratz joined Mapam and Shinui to form the new Meretz party, which she then led until her retirement in 1996. A staunch advocate of peace, Shulamit Aloni also helped found the International Center for Peace in the Middle East, where she served as a Member of its Executive Committee. Throughout her illustrious career, Shulamit Aloni has received numerous honorary doctorates and awards that include the Kreisky Prize for Human Rights and the Israel Prize for special lifetime contribution to Israeli society.

**MR. MARC RICH**

Born in Antwerp, Belgium, Marc Rich's family fled the Nazis and immigrated to the United States, where he was educated and began his business career with the Phillips Brothers. Marc Rich went on to found the Marc Rich Company, which became the largest commodities trading company in the world. A devoted Zionist and international philanthropist, Marc Rich's generosity has reached across the globe and touched countless lives. Over the past three decades Marc Rich has invested substantial efforts and resources through the Marc Rich Group of Foundations, which have greatly contributed to the improvement of education, culture, the arts, social welfare and healthcare, and empowered the less fortunate segments of society by encouraging the development of skills and self-reliance. Marc Rich has furthermore ensured that individual talent in the arts, business and educational fields will be nurtured by providing support for academic research, cultural exchange programs, competitions and workshops. The Marc Rich Foundation supports PhD scholarship programs in scientific research, countering the "brain drain" of talented Israeli scientists and promoting their return to Israel. His foundations are also involved in groundbreaking projects with hospitals, cultural centers, universities and other educational institutions, among them the cardiology and cancer departments at several major Israeli medical centers, the Gabrielle Rich Wing at the Tel Aviv Museum of Art, the Tel Aviv Cinematheque and Israel Cinema Center, the Marc Rich Library at IDC Herzliya and many others. Marc Rich has been awarded the Ben Gurion Negev Award; Honorary Doctorates from Ben Gurion and Bar Ilan Universities, Honorary Fellowships from Tel Aviv University, the Israel Museum and the City of Tel Aviv.

**PROF. AHARON BARAK**

A protector of democracy and champion for human rights, the Honorable Aharon Barak is known as one of the world's greatest living jurists. Born in Lithuania, Aharon Barak immigrated to Israel in 1947. He studied Law at the Hebrew University of Jerusalem where, after completing his service in the Israeli Defense Forces, he received his Doctorate in Law and went on to become a lecturer, professor and dean of the university's Law School. From 1975 until 1978, Aharon Barak served as the most powerful Attorney General the State of Israel has ever known. He went on to become a Justice of the Supreme Court of Israel, ultimately serving as Supreme Court president from August 1995 until his retirement in September 2006. During his 28 years in the Supreme Court, he expanded the powers of the court and reshaped Israel as a constitutional democracy. Throughout these years he remained active in academia through his ongoing teaching relationship with the Hebrew University, Yale University in the United States and most recently at IDC Herzliya's Radzyner School of Law. In June of 2008, Aharon Barak received the Knight of Quality Government award at a ceremony held at the Caesarea Amphitheater. His awards also include the Kaplan Prize for excellence in science and research and the Israel Prize in legal sciences, and he holds honorary degrees from numerous universities throughout the United States and Europe, including Brandeis University and Columbia University. In 1999, Aharon Barak was awarded the International Justice in the World prize, presented by the International Association of Judges. His success in revolutionizing Israeli law has made him one of the single most influential people in Israeli public life.

**PROF. AMNON RUBINSTEIN**

A distinguished figure in the world of law and a true humanitarian, Amnon Rubinstein is known for his contributions to the State of Israel in both the legal and public arenas. A former captain in the Israeli Defense Forces, he studied economics, international relations and law at the Hebrew University of Jerusalem and was called to the bar in 1963. He received a PhD in law from the London School of Economics while working as a professor of law at Tel Aviv University, later serving as law faculty dean. Following the Yom Kippur War, Amnon Rubinstein decided to enter the world of Israeli politics to help change the system of government. For 25 years, he served as government minister or member of Knesset, also becoming the founder of the Shinui political party, which advocated free enterprise, electoral reform and the formulation of a written constitution. He served as member and chairman of several Knesset committees and initiated and legislated the only two basic laws that guarantee human rights in Israel. Following retirement from the Knesset, Amnon Rubinstein went on to serve as dean of IDC Herzliya's Radzyner School of Law, as IDC provost, and ultimately as president of IDC. In 2006, Amnon Rubinstein was awarded the Israel Prize and was described by the panel of judges as the father of constitutional law in Israel. The head of the Council for Higher Education's committee on establishing a law faculty in the South, he has worked tirelessly to make higher education more accessible to high school graduates. Also a prolific writer, he has published several books and is well known as a political commentator, writing for the Israeli daily newspapers *Haaretz, Maariv, the Jerusalem Post and Globes.*
MS. GEULAH COHEN

A staunch Zionist and devoted public servant, Geula Cohen has fought her entire life for the State of Israel and the Jewish People. At age eighteen she joined Lehi, the “Fighters for the Freedom of Israel.” Arrested by the British secret police in 1946 she made a daring escape and returned to her underground activities. Following the State’s establishment, she completed a Master’s degree at the Hebrew University of Jerusalem, where she established a student union. Her first book, Story of a Fighter, was published in the 1960s, and when David Ben Gurion, then prime minister, read it, he wrote her an emotional letter that ended: “The pen that wrote this book is holy.” A champion of immigration, she campaigned on behalf of Soviet Jewry, and as the Knesset chairwoman of the Immigration and Absorption Committee, she aided the immigration and absorption of Ethiopian Jews, contributing to the legendary Operation Solomon. As a Knesset member for 19 years straight, she served as Deputy Science Minister and a member of the Defense and Foreign Affairs committee, spearheading the struggle for Jewish settlement of Judea, Samaria and Gaza. Her greatest achievement was the legislation of the Basic Law: Jerusalem, passed in 1980, which established the complete and undivided Jerusalem as Israel’s capital, the place of residence of the State President, the Knesset, the government and the Supreme Court, and provided for the preservation of Jerusalem’s holy sites and freedom of access to them for all religions. In 1998, she established the Uri Zvi Greenberg Heritage Center, a unique cultural center that brought together members of the political left and right. In 2003 she was awarded the Israel Prize for Lifetime Achievement.

MR. EITAN WERTHEIMER

A leading figure in the world of business and a renowned philanthropist, Eitan Wertheimer is an industrial giant whose generosity has made a strong impact throughout Israel. As a businessman and entrepreneur, he established and turned around numerous companies throughout the world, later joining Iscar Ltd., the foremost innovator of metal cutting tools, and rising to become the company’s CEO and president, as well as the president of Blades Technology, Ltd. Today, in addition to serving as Iscar’s chairman of the Board, he serves as chairman of Blades Technology Ltd. and chairman of TechJet. Eitan Wertheimer has initiated and supported countless educational, cultural and public welfare projects, including many at IDC Herzliya. Together with the IDF, the Jewish Agency and Bank Leumi, he co-founded and now chairs the International Board of Atidim, which is dedicated to building a strong Israeli society by bringing young people into income-making academic studies, thus maximizing human potential found in peripheral areas. The total number of young people taking part in the Atidim program today is 17,500. He is the chairman of a non-profit organization for the development and expansion of Rambam Hospital, northern Israel’s main medical hospital, and he serves as a board member of Bet Tzipora, which supports the integration of Ethiopian children into Israeli society by promoting education. He is on the Board of Governors of the Jewish Agency and the strategic planning committee of Hadassah, is a member of the Board of Governors of the Technion, and heads the Loan Fund ‘Tzafona’ and ‘Daroma,’ together with the UJC, to advance economic success in northern and southern Israel. He is the recipient of numerous national and international awards, including the Israeli Prime Minister Prize for Economic Achievement.

PROF. GERT KAISER

Prof. Dr. Dr. h.c. mult. Gert Kaiser is an internationally recognized expert in the field of medieval German literature and an ambassador in the world of academia. He was born in Germany, where he later studied German and Romance language and literature at the universities of Heidelberg and Munich. In 1964 he received his doctoral degree and acquired a postdoctoral scholarship from the German Research Foundation. Following a term as professor of German Studies in Heidelberg, Gert Kaiser was offered a chair of Old German Studies at Düsseldorf University, where he later became rector of Düsseldorf University and ultimately the president of the University Foundation at the newly named Heinrich-Heine University. For over 20 years Gert Kaiser served as president of the Center for Advanced Study in North Rhine-Westphalia. Among the various national and international committees, boards and foundations that Gert Kaiser headed, served as a member of and still presides upon, are the German Rectors’ Conference, the founding senate of Potsdam University, the Dr. Meyer Struckmann Foundation and the German-Italian University Center. He established the official partnership between IDC Herzliya and the Heinrich Heine-University Düsseldorf, and founded, with support from the VolkswagenStiftung, the German Israel Innovation Center, a platform for scientific exchange. Gert Kaiser has received numerous national and international awards, including an honorary doctorate from the University of Reading. He is the recipient of the Bundesverdienstkreuz of the Federal Republic of Germany, as well as medals presented by France, Italy and Japan for his promotion of intellectual and cultural relations between the Federal Republic of Germany and these countries. For his permanent public support of the Jewish Community in Germany, he has been awarded the Josef Neuberger Award of the Jewish Community of Düsseldorf.

“MY HOPE IS FOR THE FUTURE OF THE COUNTRY TO BE ASSURED, AND THAT ITS SECURITY AND WELLBEING WILL NO LONGER BE IN DOUBT”

Prof. Aharon Barak, emeritus Supreme Court President, keynote speaker on behalf of the Honorary Fellowship recipients
Once they were kings. A half million strong, they matched their faith with fervor and out-matched the Moslem and Christian tribesmen around them to rule the mountain highlands around Lake Tana. They called themselves Beta Israel—the house of Israel—and used the Torah to guide their prayers and memories of the heights of Jerusalem as they lived in their thatched huts in Ethiopia. But their neighbors called them Falashas—the alien ones, the invaders. And even three hundred years of rule, even the black features that matched those of all the people around them did not make the Jews of Ethiopia secure governors of their destiny in Africa.”

(“Falashas: The Forgotten Jews,” Baltimore Jewish Times, November 9, 1979)
The first group of Ethiopian Scholarship Program students who will graduate in June 2010, attaining degrees in various fields following their success at IDC. They are: Tamar Pikado, Sara Avraham, Tigist Getahun, Dvora Yevarkun, Mali Aklum, Daniel Bachta, Rachel Teba, Shlomo Workne, Yaniv Jambar, Boaz Negose. Third in from the right, wearing a black shirt, is Ester David, the program’s very dedicated coordinator.
There are many treasures within the structure of the Interdisciplinary Center Herzliya (IDC) – including a vibrant Hillel House, numerous extracurricular activities, a growing international school and the support for students who have the potential to be future leaders in Israel and throughout the world but do not have the resources to push themselves forward. But, without doubt, the jewel in IDC’s crown is its treasured Israel at Heart Ethiopian Scholarship Program.

IDC Vice President of External Relations Jonathan Davis said, “Now that we’ve entered our fifth year of the program, it’s possible for us to begin assessing our accomplishments thus far. We invest so many resources, energies and efforts into each and every one of these potential future leaders and it’s of great importance for us to see this investment bear fruit.”

One of the Ethiopian project’s aims is to thrash stereotypes by having these young, passionate and highly driven young people receive a top quality education by internationally renowned lecturers. They can then head into low economic standing and the absence of opportunities.

“WE INVEST SO MANY RESOURCES, ENERGIES AND EFFORTS INTO EACH AND EVERY ONE OF THESE POTENTIAL FUTURE LEADERS AND IT’S OF GREAT IMPORTANCE FOR US TO SEE THIS INVESTMENT BEAR FRUIT”
- Jonathan Davis, IDC Vice President of External Relations

As each of the current 44 students makes his or her way to and from classes, spending the days socializing and studying with fellow students on campus, the worth of this project becomes clear. IDC has truly managed to break the racial barriers within Israeli society and introduce these students as equals in all spheres of student life.

The history of Ethiopian Jewry is not exact, due to the lack of written records that forces a reliance on oral tradition to build the story of their past. Three main theories, however, have been accepted by most historians, namely:
1) They are the descendants of the lost tribe of Dan.
2) They may descend from Menelik I, the fabled son of King Solomon and the Queen of Sheba.
3) They are probably the descendants of Jews who left Israel and headed towards Egypt after the destruction of the First Temple in 586 BCE.

What we know for sure is that for thousands of years, Ethiopian Jewry kept a very strict pre-Talmudic biblical version of Judaism, including: kashrut, the laws of ritual cleanliness and the observance of the Jewish Sabbath and Jewish festivals.

As early as 1980, Israel began secret operations, working to smuggle Ethiopian Jews out of Ethiopia and bring them to Israel. By the end of 1982, around 2,500 Ethiopian Jews had been brought to Israel and over the following year, Ethiopians began their exodus on foot into Sudan, the site of an additional rescue effort. Eventually, the large numbers of Ethiopian Jews spilling into Sudan caused Israel to plan large scale operations to ensure the safe and secure emigration of these people. Operation Moses, which began on November 21, 1984, was the first of such attempts, and between then and January 5, 1985, around 8,000 Ethiopian Jews entered the Holy Land. This was later followed by Operation Solomon in 1990. However the integration of these Jews into Israel was not simple.

Many came from urban societies and were not used to being part of the industrialized world; meanwhile the social and cultural differences also caused these new immigrants much distress. For many, their family lives changed too, with the children taking over leadership of the family because they could read and understand Hebrew far quicker than their parents. Many children were also sent to Israel without certain members of their families and so family life changed from large families living together, to smaller families living in confined spaces. Many marriages broke up and children were left in single parent families.

All in all, for many of these families, poverty has been a reality; not only in Ethiopia but also in their new homeland. Today children are forced to work to support their families and something as basic and fundamental as education, although valued, has fallen to the wayside or been put on hold. By taking young Ethiopian adults out of their low socio-economic environment, IDC, through Israel at Heart, has taken up the task to ensure that the potential of these young people is reached and that they are given the opportunity to prove themselves.

“Our challenge at IDC is to raise the necessary funds that will make it possible for the students to cut down their work hours and concentrate on school. We are truly indebted to the donors who make it possible for this program to continue and grow,” said Davis, stressing that of this project’s first group of 14 alumni, 11 have already landed respectable jobs while the remaining three are well into the hiring process.

“This is perhaps the highlight of our program,” continued Davis. “Unfortunately, throughout the recent years in Israel, we’ve seen that discrimination is still alive and well and therefore our effort to find gainful employment for these graduates, speaks for itself.”

“ONLY AT A PLACE LIKE IDC COULD A PROGRAM LIKE OURS BE LAUNCHED, NURTURED AND GROWN INTO A MODEL OF HOW ETHIOPIAN ISRAELI STUDENTS COULD EFFECTIVELY BE INTEGRATED INTO ISRAELI SOCIETY”
- Joey Low, founder, Israel at Heart

Davis also pointed out that the initial goal was for the students to become gainfully employed in key areas amongst the movers and shakers of Israel, throughout the spectrum of career areas: “We wanted them to be visible - for Israel’s citizens to see and value their potential and significance as equal members of our society.” Davis stressed that it is precisely the success of these students in the professional arena, and their ability to be working shoulder to shoulder with their fellow Israeli peers, that is the key to changing stereotypes.
In addition to these students, there are also already third year Law students, who despite still having a year of study to go, already have internships. For example, Tomer Marsha, a Law and Business student, will do his internship at Bank Hapoalim in Tel Aviv in 2010 and Worknesh Redai, also a Law and Government student, is already doing a pre-internship in Tel Aviv University’s civil rights department.

For all these students, their one-stop and all-encompassing friend, confidante and advisor on campus is their very dedicated coordinator, Ester David. She exudes warmth and positivity and the students well understand that she respects them and will do “everything and anything for them” as long as she has their dedication, respect and trust in return.

“I try to constantly nourish them with positive feedback, but if they do something that they shouldn’t, or don’t do something that they should, all hell breaks loose,” says David. For her, their wellbeing in all areas is a priority, for “a relaxed student will do better at school” and when this exists, she knows that they will respond favorably to her constant focus on “excellence, excellence, excellence.”

According to David, who has been the program’s coordinator since January 2007, “the aim of our program is to create a generation of young, ambitious leaders within society and to give them the tools and education to make a real change.” She notes that this is the first generation of Ethiopians who are able to network and break all the previous barriers facing their community – including lack of self confidence, education and social connections.

“It’s amazing for us to have sent our graduate students into leading Israeli companies within two or three months of leaving IDC,” she says, adding that their partner, ‘Olim Beyachad’, helped them to prepare the students by hosting workshops on how to present themselves during interviews, how to write their resumes, and so on.

“The students are really prepared for life in the outside world and then we also send out their resumes and push for them to at least be accepted for an interview. After that, they are accepted or rejected according to their skills and how they present themselves,” says David.

To be accepted to the IDC Ethiopian program is not simple and the students need a high command of the English language and a math score of 80 or above, just to apply. Then there is a long process, which starts with the application form and ends by an interview with the program’s entire staff, which then decides whether the student matches the program’s criteria and IDC’s vision. In the midst of all this, David sits with each potential student to determine whether he/she is ready to study, whether they know what they want to study and whether they really have the goals and vision and lack only the means by which to achieve them. “I want to see hunger in their eyes,” she explains.

Once accepted, the students meet with David two or three times as a mini-orientation to student life and campus – including a full mini-workshop on guidelines with regard to preparing oneself: how to sit in class, get the most from each lecture, work smart and use every year’s growth, networking and facilities for their benefit. She also encourages them to get involved in numerous on-campus institutions and programs for both their own personal experience and for their resumes: “I always tell them that they are to receive no less than an 85% GPA (90% for Psychology students). Our goal is not just for them to attain a degree but to achieve one with flying colors.”

A huge advantage that the students have is that David is young, vibrant and passionate and that, as a 2008 master’s graduate, she speaks to them from recent experience and acts as a mini-role model, as well as a friend, who is able to support and encourage them: “I tell them to have a visual picture of where they want to be five to seven years from now so that everything they do will be formed in a way to reach that destination.”

It is also important that David maintains a very close relationship with each student. She phones and checks up on each of them weekly and can tell immediately whether any of them is dealing with a problem that
is beyond them and could affect their schoolwork. “There is no special formula or magic potion or miracle,” says David. “As much effort as they put in will be as much as they get out. The worst thing for a student is to lose focus and to be disorganized, and so we make them fully aware that IDC is a family and that if they need anything or face any problem, we are here to help them overcome that.”

She also tells them to never say “no” to any opportunity that presents itself: “I’m always afraid that by third year they’ll open their eyes and find that they have not utilized all that is available here. I always encourage them to ‘go with the flow’ because they have nothing to lose and they never know where that experience will lead them.” This very attitude is what encouraged one first year student to accept the Student Union’s offer to be one of the IDC-Castro fashion show models during her third week on campus.

In David’s eyes, these students have truly been given a blessing in being able to study at IDC: “I always tell them that their bachelor’s degrees are better than my master’s because here they get the experience of networking with people who are going to be their corporate peers in later years, and the opportunity to be exposed to them now really is something special.”

Joey Low, the founder of the Israel at Heart program, reiterated that the idea of the program is to help those young Ethiopian Israelis who could become the role models for their community and at the same time help dispel many false stereotypes among the general Israeli society about the Ethiopian community. He noted that Prof. Reichman encouraged him to strive ahead with this program from the very first moment, and also that this program would not be where it was today if not for Jonathan Davis, who has put his heart, time, energy and passion into lobbying and doing whatever he can, to assist the many students.

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

Many generous benefactors from Israel and around the world have gone out of their way in order to support this worthy cause – The major benefactors: Atidim; The Israel Student Authority; The Low Family Foundation; The Chais Family Foundation; The Rochlin Foundation; Benjamin & Dorit Genet – “The Marty Genet Scholarship Fund”- via The Broward County Jewish Federation; Mark and Carol Lederman; The United Israel Appeal of Canada; The New York Jewish Federation; The Dorset Foundation; The Bluston Charity Settlement; Nitza Kanfer; The Benny and Petsi Landa Foundation; Colmobile Ltd.; Toyota Ltd. Many thanks to “Olim Beyahad” that plays a critical role in finding employment for the graduates of this program.

“IT’S AMAZING FOR US TO HAVE SENT OUR GRADUATE STUDENTS INTO LEADING ISRAELI COMPANIES WITHIN TWO OR THREE MONTHS OF LEAVING IDC”

- Ester David, IDC Ethiopian Scholarship Program coordinator

“OUR EFFORT TO FIND GAINFUL EMPLOYMENT FOR THESE GRADUATES SPEAKS FOR ITSELF”

- Jonathan Davis, IDC Vice President of External Relations
ISRAEL AT HEART STUDENTS
INTERN AT THE HOLOCAUST MUSEUM IN WASHINGTON DC

The Holocaust is one of the most horrific pieces of history that is connected to the Jewish people. The loss of six million people is incomprehensible and the loss of love and potential, unforgivable.

For Jews the world over, this tragedy hits close to home with so many families able to quote the name of a lost ancestor or a close friend of the family; with our grandparents and great-grandparents retelling stories of terror and grief that we cannot ever wish to, have to, or want to recount as our own. However, within the well known instruction to “never forget,” we do forget that we have those within our own nation who do not carry that same culture; those same memories; and that same story.

Mazel Yitzchak is a 24 year old Ethiopian IDC student who spent her summer on a two month internship in Washington DC where she and two of her fellow IDC students, Mali Aklum and Devorah Desta, volunteered and worked at the city’s Holocaust museum. Despite a number of meetings with these highly motivated and passionate individuals, I had never considered the very deep, historical differences that exist between us. We are all Jewesses and all stem from religious backgrounds. We are also all students of IDC – striving for an education in order to succeed in this competitive world. But Mazal, Mali and Devorah do not share my very personal connection to and grief of the Holocaust. Despite the terrible historical stories that they and their families hold within the folds of their memory, they do not share the Holocaust with me because it does not belong within the pages of their history.

This summer, the three became intimately involved with this Jewish story, as they took on the task of working for the center. “They did an amazing job,” said Joey Low, the founder of Israel at Heart, the Ethiopian program that runs at IDC. Day by day the girls returned to the center where they worked alongside other young interns; as well as formal staff and Holocaust survivors. “It was very exciting for us to have the opportunity to not only work with the survivors but also befriend them,” Devorah enthused. “My grandparents weren’t in the Holocaust and so us being at the center ensured that visitors raised a lot of questions and many unusual discussions ensued.”

Mazel quietly added that meeting the survivors had a very powerful impact on her: “On the one hand to hear their stories is horrifying, terrifying and just so sad. On the other, they show such energy, passion and positivity to everyone else. They were like a charger that got me through the day.” For all, the transition from being IDC students to Holocaust center workers was smooth.

“From the first day every person we met was smiling and accepting and this made us comfortable enough to really open up to them,” said Mazal. Devorah added that they had an initial week of training which prepared them for what lay ahead and what their duties would be. “Aside from the work, we were there to present a different face of Israel to all visitors at the center,” said Devorah. Of those who visit the center, some 80% are not Jewish, and many were so surprised to discover an Ethiopian Jewish presence that it opened up the doors for real conversation.

“It was a win-win situation,” Devorah said. “They learned about us and took on a different perspective of what Israel is and we were able to learn about the Holocaust through the survivors.”

Back in Israel, well into the academic year, Mazal said that she had brought back a greater confidence in her English speaking abilities and also a real understanding that one can never take anything for granted. “There is a wall in our green room with the names of all the survivor volunteers who have passed away and it is a constant reminder that we do not have much longer to hear, capture and learn from their stories. All these little stories are what make up the bigger picture and teach us the lesson of hatred. It’s very important to visit and to know this history.”

Devorah brought back a lesson to Israel that is steering her to fight even harder against the stereotypes that exist in our world. She noted that many people whom she met said that it was the first time that they were meeting ‘a nice Israeli’: “My internship showed me the bad stereotypes that people carry against Israel and I have come back much more motivated to do something to change this by showing that we are a people of all kinds – including a combination of Jewish, Ethiopian and Israeli.”

Devorah smiled while thinking back on the memories of her summer of 2009: “It was a really amazing, amazing experience and a wonderful opportunity. I really feel like I made a difference in portraying the face of Israel.”

- Lara Greenberg

From left: Mazal Yitzchak, Michel Margosis and Mali Aklum. Michel is a Holocaust survivor with whom the students worked very closely during their time at the Holocaust museum.

The internship students with the staff and volunteers of the Holocaust Center in Washington DC.

One of the center’s Holocaust survivors with IDC student, Devorah Desta.

“MY INTERNSHIP SHOWED ME THE BAD STEREOTYPES THAT PEOPLE CARRY AGAINST ISRAEL AND I HAVE COME BACK MUCH MORE MOTIVATED TO DO SOMETHING TO CHANGE THIS BY SHOWING THAT WE ARE A PEOPLE OF ALL KINDS – INCLUDING A COMBINATION OF JEWISH, ETHIOPIAN AND ISRAELI!”

- Devorah Desta
DVORA YEVARKUN: SAMMY OFER SCHOOL OF COMMUNICATIONS

“Zebra”-TV channel for children called HOPE

What IDC did for me: During my studies at the Sammy Ofer School of Communications, my specialty was the Internet. Studies at IDC are unique because of the combination of theoretical and practical material, and the openness and accessibility for students to talk with staff – something I felt tangibly throughout my degree. My classes were also challenging for me, not only in terms of the quantity of tests or papers, but also the social side. My first year was not simple, because I had to deal with a whole new framework and with a population type that was very different from what I knew. In order to settle into this new environment and find my place as an individual within it, I was taken along a journey that undoubtedly strengthened me and taught me a lot about myself and my abilities. I feel that as a student of the Israel at Heart program my studies had a lot of added benefit and value and I was given many more chances to grow as a person through the guidance and role modeling that I received. I felt that I was part of a family who cares and wants me to do well, in a program that pushed me to think ahead, not only for myself as an individual but as a member of my community and society. I felt I was someone who can influence policy and encourage change by providing a personal example, in which people see that I not only took the opportunities that were offered to me but also contributed and gave back.

My professional dream: My long-term vision is to succeed and advance in the area of telecommunications - working within a respectable job with enough wages that my family and I can live comfortably. I also hope to further my academic education by expanding on my current degree. Socially, I want to see myself more involved in my community; influencing its youth and contributing to the growth of its people as Israeli citizens.

DANIELLE DESTA: LAUDER SCHOOL OF GOVERNMENT, DIPLOMACY & STRATEGY

Israel Emissary of “Hillel” in the University of California, San Diego

What IDC did for me: I feel in many ways that my studies at IDC Herzliya allowed me to realize my own potential and to expand my knowledge on many different issues and levels. The never-ending opportunities for social involvement also helped to contribute towards this development and to mold me into a person with a wider personal and professional view of the world. During my studies I always felt comfortable in approaching the teaching staff and/or academic and administrative staff to find answers to any and every question or problem that arose. This very personal support that I was offered managed to increase my sense of security and faith that I can conquer anything I set my mind to – no goal is out of my reach.

My professional dream: My vision is to be a successful businesswoman. Essentially, I want to be in a position where I can be involved in and make a real contribution to society and social improvement in order to develop my own Ethiopian community into an integrated Israeli one.
network and gain exposure to people from different cultures, both within and will be able to use in the future — including the strengthening of my social skills in the world of communication and media. I was also able to learn and grow as people and students.

My professional dream: Now my big dream is to find a way to contribute to society through my success in the world of advertising and marketing. In a few years I see myself as a senior marketing director of a leading company in Israel, along with a happy family waiting for me at home.

My professional dream: Right now I’m at a crossroads. A few years ago I had a very specific and clear goal, but today there are many options, each of which has to be taken into account and thought through — but one thing I know for certain is that whatever I do, I will put in all my passion and energy to be successful.

My professional dream: Two areas in which I want to integrate myself, and thereby make an influence, are in the fields of diplomacy and the designing of social policy. IDC gave me the opportunity to take a quantum leap in my life and to land in the heart of today’s world, where doors really are open for me.
Graduation Sensation 2009
"AS GRADUATES WE BEAR RESPONSIBILITY: TO SAFEGUARD, CHANGE, IMPART AND INSTILL. AS SUCH WE ARE THE ONES WHO WALK THE ROAD - TO THE GOAL"

- Eran Davidi, class valedictorian
WE MUST CHANGE EVERYTHING THAT NEEDS CHANGING, INCREASE OUR TOLERANCE OF THOSE WHO ARE DIFFERENT, AND TRY TO GIVE TO OTHERS THAT WHICH WE HAVE BEEN FORTUNATE TO RECEIVE”

- Eran Davidi, class valedictorian
Today is June 2nd, and we are gathering to witness the graduation ceremony for the undergraduate and graduate classes of 2008. Excitement fills the air as friends are reunited after a year of experiencing the ‘real world.’ “Where are you working?” “You look amazing!” “I got married!” “You’ll never believe what position I just landed!” and on it goes, catching up, filling in, reconnecting. There is noise and bustle and gowns and programs, the air fills with music and sound as the crowd swells and more people arrive.

Finally it is time to begin. Present are 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.

The crowd grows silent as the Kfar Saba Orchestra begins to play, and then into this silence Prof. Reichman and Eran Davidi, class valedictorian, welcome the guests.

In his speech, Mr. Davidi recalls special moments at IDC, including long hours in study groups preparing for exams; cultural activities and volunteer events – how he and his fellow classmates provided everything from activity days for children from the south and help for Holocaust survivors, to remedial lessons for children and youth from disadvantaged families and more. He also speaks of the obligation he and his fellow alumni now share: “As graduates we bear responsibility: to safeguard, change, impart and instill. As such we are the ones who walk the road - to the goal. We must safeguard anything that needs preserving: heritage, values, love of man and the country. We must change everything that needs changing, increase our tolerance of those who are different, and try to give to others that which we have been fortunate to receive.”

After a musical interlude by Opera Singer Sivan Goldman, the evening's keynote speaker, Mr. Benny Landa, founder of Indigo, gives a speech entitled: “My Long Trek in Israeli High-tech - and a Few Things I Have Learned en Route.”

As the evening draws to a close, the air is filled with warmth, friendship, and the feeling that everything is possible.

- Joy Pincus
They are at the height of their success, with the pulse of the nation at their fingertips. They command top salaries, have forgotten more about business than most people ever learn, and they are coming to IDC... wait a minute, not as guest lecturers, but as...students? That’s right – we’re talking executive education, and it’s happening right here at IDC.
“Today,” explains Dr. Taly Eichenwald-Dvir, the director of IDC’s Executive Education unit, “people do not stop studying when they finish their BA, their MA, or even their PhD. If managers want to stay up to date, they need to learn all throughout their career. And since at IDC we want to take part in building the leadership of Israel, we want not only to train the leaders of tomorrow, but to remain in contact with them throughout their career.”

Now in its seventh year and gaining momentum, the unit works under the banner of “interdisciplinary, international, interpersonal,” training the nation’s top tier executives and managers. Former clients include some of Israel’s most senior companies, such as Orange, Electra, Machteshim-Agan, Phoenix, and Abbott Pharmaceuticals, and the list goes on.

Even the Israeli Police Department recently ventured on campus - and now they won’t leave. After sending their top senior management to a recent highly successful course, they have already commissioned another program for the seconds in command. As well, at least two of the course’s instructors are continuing to consult the police department regarding their areas of specialization.

According to Eichenwald-Dvir, “The unique characteristic of this unit is its boutique aspect. We offer only up to 10 open enrollment programs and 10 in-house programs per year, all directed at senior management.”

Both programs are specifically tailored to the individual participants, in terms of content and course format. So a Board of Directors course might take place over 5 concentrated days rather than 10 half days, catering to the members’ harried schedules.

Built in 2002, another of the unit’s unique aspects is IDC’s special interdisciplinary approach, with lecturers from each of the Center’s schools on board as faculty members. “Let’s take the course in crisis management as an example,” says Eichenwald-Dvir. “If you want to manage a crisis effectively, you need to understand a wide range of disciplines, including psychology, legal aspects and marketing. You need an understanding of finance, because a crisis can have financial implications, such as cutting expenses, deciding whether or not to hire or to fire staff. And you may need to deal with the media in times of crisis, which brings in communications. Regular university studies tend to be one-dimensional, but when you are a manager or a director, you need a much broader view.”

All of the unit’s programs are tailor made to the individual customer, with a strong international emphasis. As well, the unit’s professors, all of whom work in the field as consultants or directors in large firms, are able to provide knowledge that is practical and usable in today’s world.

From another angle, Executive Education is an opportunity to give back. “As Israel’s first private university, IDC relies a great deal on contributions from the Israeli business world,” explains Eichenwald-Dvir. “We believe that in the long term, we have to give back added value. So if the managers of today’s business world will come here and feel the value of the knowledge we have to offer, it becomes a give and take relationship.”

Eichenwald-Dvir, who joined IDC one year ago to head the unit, brings over 2 decades of experience at Tel Aviv University. One of her personal goals is to forge a connection between academia and the business world so the two can prosper: “There are things published in refereed journals that only 7 experts in that particular field will read,” says Eichenwald-Dvir, “because it’s not in the language or format that will attract managers. So my vision is to bring the valuable content of academia to the use of managers.”

Another part of her vision is that Executive Education will one day have its own ‘home’ at IDC: “We want to be the manager’s best friend,” says Eichenwald-Dvir. “We want to escort him or her throughout their career in all their needs, including not only executive education but also practical research. These managers work very hard every day at jobs that are difficult and challenging. They need a place where they can go out from those jobs and recharge themselves, and I want for us to be that place.”

- Joy Pincus
I’m sitting in Rachel Thomas’s office when the door opens and a beautiful young woman enters. With her wavy brown hair and sense of style, Adi looks like a commercial for those carefree college years. In fact, university is anything but carefree for Adi, who must cope every day with her learning disabilities.

Diagnosed in high school, Adi figured that she would continue at university to get by in the way she always had, cramming for exams and taking advantage of the extra time she’d be granted to complete them. However things didn’t turn out the way she imagined.

The magnitude of work that IDC demanded came as a complete shock. Overwhelmed and wondering if she’d have to drop out, Adi began to attend lectures on ADD (attention deficit disorder) and ADHD (attention deficit hyperactivity disorder) held by IDC’s Leah and Naftali Ben-Yehuda Study Skills Center. To her profound relief, Adi discovered she was not alone.

“It felt like a little community,” Adi says. “I saw people getting help from the Center and when I talked to others who were facing the same challenges, I felt we had something in common.”

According to Thomas, the Center’s director, around 10% of the students in higher education have some form of learning disabilities or ADD - a condition that causes impulsive behavior, an inability to concentrate and difficulty in beginning and ending projects. Many of these students make it through the first 12 years of school with their disability staying below the radar, using various strategies – sometimes unethical – to get by. Others have been diagnosed and granted accommodations such as extra time to complete an exam. Regardless of their history, what these students really need is someone to teach them the study and life skills to succeed both in university and in their professional lives to follow. The Study Skills Center at IDC aims to do just that, and under Thomas’ dedicated leadership, is succeeding.
Meeting one on one with each student, Thomas and fellow teacher Liron Shitrit work to provide them with learning strategies, develop their independent study skills and make them aware of their strengths and weaknesses. Students learn and practice the specific study skills they need, based on their personal profiles and fields of study. In addition there is a support group run by Thomas and a tutoring project using volunteer students.

Adi, now a second year law and government student, says the Center has made all the difference for her: “I don’t think there’s any chance I would have gotten by last year without it,” says Adi, who as part of the program was assigned a tutor who helped her with skills like organizing materials, writing papers and approaching tests. “Just having that by itself was something that helped me pass,” says Adi. “And beyond the academic part what helped was talking with Rachel - having someone support you, who knows that it’s harder for you than other people and helps you not to compare yourself to others who don’t have your learning disability.”

Listening to Adi I can feel how the Center has removed the stigmatism often associated with learning disabilities. It’s the same attitude I felt when talking with the Center’s initiator, David Shohat. A former IDC student and the man responsible for helping so many, Shohat has no hesitation in speaking about his disability. “I came to IDC from New York in 2000 when they had just opened the international program,” Shohat reminisced to me in a recent phone call. “At the end of the first semester, despite the ability I had shown in class, I failed my exams to the extreme – scoring in the 20s and 30s.” Towards the end of the second semester, Ruth Riesel, the school psychologist, recommended that Shohat go for neurological testing and he was discovered to have ADD and dyslexia. “One of the first things they said to me was, ‘How did you manage to finish high school?’” said Shohat, today a successful entrepreneur with his own real estate company.

“I told them by the skin of my teeth, especially in things that required a large amount of reading,” he continued. “They prescribed Ritalin for me, but it didn’t help…the ADD became so difficult it was hard for me to study.” Shohat tried other drugs, but saw no improvement. The extra time he was given to take exams didn’t help; it just gave him more time to become dispersed. At his wits’ end, he went one day to Riesel’s office seeking a solution. There, on her desk, happened to be a fax from Thomas, offering her coaching services for people with ADD. Shohat called Thomas, began working with her, and within 6 months his grades had increased dramatically. “I knew I couldn’t be the only one at IDC with these problems,” he said, “and so I came to Jonathan Davis (Vice President for External Relations and Head of the Raphael Recanati International School) with the idea of a Study Skills Center. He said that if I could raise money for initial funding, they would continue it. So my father offered 50% of the seed money and IDC agreed to bring the other 50%.”

Shohat recommended Thomas to become the Center’s director, and in early 2009 the center received a name and a donor, when businessman Shimon Topor, a former classmate of IDC President Prof. Uriel Reichman and a longtime supporter of IDC, became involved. He and his wife Hava had decided to establish something in memory of Hava’s parents, Leah and Naftali, and they knew it had to be at IDC.

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“IDC IS CLOSE TO MY HEART, AND IT WAS SUITABLE TO DO SOMETHING IN THE EDUCATIONAL FIELD BECAUSE HAVA’S FATHER AND MOTHER WERE BOTH INTERESTED IN THIS FIELD”

- Businessman and longtime IDC supporter, Shimon Topor

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‘IDC is close to my heart, and it was suitable to do something in the educational field because Hava’s father and mother were both interested in this field,’ Topor told me recently. “So I said to Uri that I want to do something that really helps people, and he told me that IDC is now focusing on the issue of learning skills and the kind of disabilities that prevent students from achieving what they can achieve. My wife and I both discussed it and felt it was exactly something that we want to do.
Today, I feel the people running the Center are doing a great job, both on a professional level and in their commitment to the subject, and I am sure it will do really good things in the future.

The Topors flew to Israel for the opening of the newly named Leah and Naftali Ben-Yehuda Study Skills Center, where speakers included Avia Chen and Shirley Gutman, whose lives it had changed.

“THEY PRESCRIBED RITALIN FOR ME, BUT IT DIDN’T HELP...THE ADD BECAME SO DIFFICULT IT WAS HARD FOR ME TO STUDY”

- David Shohat, establishing donor and IDC alumnus

Chen, a graduate of the Lauder School of Government, Diplomacy & Strategy, has coped with learning disabilities and ADD her entire life. On the first day of studies she came to the Center, and by working diligently, her GPA went from a 60 the first year to a 90 by the end of her sophomore year. “This was the first time that I felt that I was able to realize my abilities,” said Chen at the Center’s celebration. “As a result of my success I understood that I was capable of doing what I wanted to all along – study law.” Today Chen is a freshman at the Radzyner School of Law.

Guttman, another success story, was diagnosed in high school with ADD. Upon beginning her studies at IDC, she found that with her inability to concentrate for long periods and lack of study tools, her university education was in jeopardy. When medical treatment failed to help, she sought assistance at the Study Skills Center, where she worked to improve her study habits and learn to better organize her time. The results were phenomenal, and she began tutoring other students with disabilities and volunteering at weekly meeting to promote the Center.

It’s not unusual for the Center’s students to feel a profound wish to pay back for the help they have received. Last summer, Adi came to Thomas saying how much the Center had helped her life, and that she wanted to help out. “It feels like a circle of giving,” Adi says. “I’m sure other first year students will face the same challenges and stresses I did, and so I want to help them from my experience.”

This past summer, another of the Center’s students initiated a special 4-week program for entering first year IDC students with learning disabilities. All of the event’s lecturers and organizers volunteered their time and fifteen participants came to learn a variety of skills related to reading, writing, organizing and planning. There was even a laughter seminar, from the school of psychology.

Sitting across from Thomas in the Center, it’s impossible not to feel the dedication and passion she radiates. “I have witnessed many student successes, small and large,” Thomas tells me. “Most of them just need skills, direction, pumping up their self esteem, and recognizing their strength and not only their weaknesses. They need help to become reconciled with who they are, and to know that the learning disability or the ADD is a part of them, but it’s not who they are.”

“A FEW DAYS AGO, A STUDENT PHONED THOMAS IN EXCITEMENT TO SHARE WHAT HAD JUST HAPPENED IN CLASS. “HER PROFESSOR TOLD THE CLASS HE WANTED TO FINISH EARLY EACH WEEK BY ELIMINATING THE RECESS AND JUST TEACHING STRAIGHT THROUGH,” THOMAS TELLS ME. “ALL THE OTHER STUDENTS SAID GREAT, BUT THIS YOUNG WOMAN, FOR THE FIRST TIME, AND I THINK BECAUSE OF ALL THE WORK SHE DID, STOOD UP AND SAID, ‘I’M SORRY I NEED THIS RECESS. I CANNOT STUDY 2 ½ HOURS STRAIGHT.’ AND THAT’S REALLY SOMETHING – TO SAY THAT IN FRONT OF ALL THE OTHER STUDENTS AND THE PROFESSOR, YOU HAVE TO BE IN A VERY HEALTHY PLACE WITH YOUR DISABILITY.”

- Joy Pincus

“I HAVE WITNESSED MANY STUDENT SUCCESSES, SMALL AND LARGE. MOST OF THEM JUST NEED SKILLS, DIRECTION, PUMPING UP THEIR SELF ESTEEM, AND RECOGNIZING THEIR STRENGTH AND NOT ONLY THEIR WEAKNESSES. THEY NEED HELP TO BECOME RECONCILED WITH WHO THEY ARE, AND TO KNOW THAT THE LEARNING DISABILITY OR THE ADD IS A PART OF THEM, BUT IT’S NOT WHO THEY ARE”

- Rachel Thomas, IDC Leah and Naftali Ben-Yehuda Study Skills Center director
THE MA IN GOVERNMENT AT
THE LAUDER SCHOOL OF GOVERNMENT, DIPLOMACY & STRATEGY

DID YOU KNOW...?

- Our graduate students come from the world’s finest institutes, including Stanford University, Columbia University, New York University, the University of Pennsylvania, UC Berkeley, Cornell, the University of London, Tufts, Emory, Johns Hopkins, Northwestern, Boston University and others.

- Our award-winning faculty members received their doctorate degrees at world-leading universities including Harvard, Yale, Princeton, Columbia, the University of Pennsylvania, Cornell, Emory, the University of London, UC Berkeley and others.

- We have one of Israel’s largest MA programs.

- 2/3 of our students either come from abroad, or graduated from universities outside Israel.

- The program is taught in English.

- Students can specialize in today’s hottest fields and fastest growing job markets: Homeland Security, Counterterrorism, Diplomacy and Conflict Studies.

- With our three semester program, you can earn your MA in one year!

- Visiting lecturers include state dignitaries and global leaders such as former Israeli Foreign Ministers, Former Supreme Court Justice President, Prof. Aharon Barak, and others.

"TO LEAD THE LAUDER SCHOOL TO BECOME ISRAEL’S ‘HARVARD’ OF SCHOOLS OF PUBLIC POLICY, DIPLOMACY, STRATEGY AND INTERNATIONAL RELATIONS. I BELIEVE THAT WITH THE HELP OF OUR EXCELLENT INSTRUCTORS AND ABLE STAFF, WE WILL BE ABLE TO ATTAIN THIS GOAL WITHIN THE NEXT 4-5 YEARS"

- Prof. Alex Mintz, dean, Lauder School of Government, Diplomacy and Strategy
A sampling of the exciting and varied academic news of IDC Herzliya – much of which is global in nature, highlighting that IDC Herzliya is a truly international research university.

Eric Zimmerman, IDC Academic Secretary

Prof. Rafi Melnick, IDC Provost

THE GROWING STATURE OF IDC AND ITS FACULTY

APPOINTMENTS AND PROMOTIONS

The following faculty members were recently promoted:

Prof. Alon Klement  Law  Associate Professor
Prof. Dan Segal  Business  Associate Professor
Prof. Orit Tykocinski  Psychology  Associate Professor
Dr. Yair Amichai-Hamburger  Communications  Senior Lecturer
Dr. Tal Katz Navon  Business  Senior Lecturer
Dr. Eran Halperin  Government  Senior Lecturer

Additionally we welcome the following research associates to the New School of Psychology: Ben Shahar, Itzhak Aharon (Gingy), Yulia Golland, Michael Davidovitz and Amnon Rolnick

In June of this year, keeping up our tradition of recognizing excellence in research, five faculty members were singled out for their work during the past year; each was awarded a monetary prize and a framed certificate of appreciation. This year’s awardees are:

Dr. Gurit Birnbaum, Psychology
Dr. Lior Barshack, Law
Dr. Eran Halperin, Government
Prof. Dan Segal, Business Administration
Dr. Tami Tamir, Computer Science

The following new faculty members were recently appointed:

Dr. Tamar Saguy  Psychology
Dr. Gilad Hershberger  Government
Dr. Eran Halperin  Government
Dr. Nadine Baudot-Trajtenberg  Business Administration
Prof. Yair Tauman  Business Administration
Dr. Liat Hadar  Business Administration
Ms. Daphne Barak Richmond  Law
Mr. Liav Orgad  Law
Dr. Guy Hoffman  Communications (beginning Sept 2010)

Of the many successes had by our students and alumni, one worth mentioning is that Shani Ross, from the Lauder School of Government, Diplomacy & Strategy, received offers for two United Nations internships – one from the 1267 Committee, which is attached to the Secretary General’s office, and another from the Counter-Terrorism Committee Executive Directorate (CTED).

After careful consideration, Shani chose CTED. We are all extremely proud of her.

Another great success occurred recently when IDC’s team won the National Competition in International Humanitarian Law, organized under the auspices of the International Committee of the Red Cross. Virtually all Israeli universities and colleges take part in this competition, and IDC participated this year for the first time, bringing together students from the law and government schools.

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:

Mark S. Wrighton, chancellor, WUSTL, USA
Michael R. Cannon, chief counsel, WUSTL, USA
Yannis Yortsos, dean, School of Engineering, USC, USA Casa Sefarad-Israel.
Dr. Harold Caballeros, rector, Universidad San Pablo Guatemala (one of his daughters has since started to study here as a full-degree student!)
Mr. Johnny Mack, CEO, Realizing the Dream, Inc.
Delegation of Students, Ibrahim Interfaith Dialogue Project to the Middle East

IDC EXCELS WITHIN THE GLOBAL ARENA

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IDC’S TEAM WON THE NATIONAL COMPETITION IN INTERNATIONAL HUMANITARIAN LAW, ORGANIZED UNDER THE AUSPICES OF THE INTERNATIONAL COMMITTEE OF THE RED CROSS. VIRTUALLY ALL ISRAELI UNIVERSITIES AND COLLEGES TAKE PART IN THIS COMPETITION
MORE GLOBAL ACADEMIC PARTNERSHIPS

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

Washington University St. Louis, USA (Computer Science); Fundação Getulio Vargas, Brazil (Law); and LUISS (Liberà Università Internazionale degli Studi Sociali), Italy (General). These follow the partnerships already in place with Koc University (Turkey); Sabanci University (Turkey); Duke University (USA); the Université Libre de Bruxelles (Belgium); University of Ottawa; University of Turin; Universitat Pompeu Fabra (Barcelona); Charles University (Prague); Hong Kong University; George Mason University; University of Toulouse, Syracuse (USA); University of Pennsylvania (USA), SMU (Singapore) and more.

IDC FACULTY VISIT WASHINGTON UNIVERSITY ST. LOUIS:

Washington University St. Louis: Our relationship with Washington University St. Louis is strengthening. We are working to conclude several agreements; more on this in my next column. Recently, as noted above, the WUSTL president, general counsel and other academics have visited us. In addition, several of our faculty members have traveled to St. Louis. Prof. Itai Sened, professor of Political Science and director of the Center for New Institutional Social Science at WUSTL, shares his experiences of visiting IDC faculty: “The highlight of Dr. Berzin’s visit was a very well received lecture on the use of Algae in the transfer of CO2 into bio-fuel. The lecture was followed by a series of meetings that are on the verge of serving as a solid foundation for future research cooperation between our institutions. Professor Berzin has helped us conclude the work on an NSF grant proposal that, if approved, will allow us to run a major conference on renewable energies at IDC in January of 2011. In addition we are currently engaged in high level discussions of how to translate the success of Professor Berzin’s visit into practical steps towards exciting research projects.

Professor Mikulincer only spent 24 hours with us but left a remarkable imprint on our academic community. We are already working on student exchange programs at the undergraduate level and at the Ph.D. level. Through a meeting with Jim Wertsch, director of the McDonnell Academy, Professor Mikulincer has initiated future collaboration with other international institutions, partners in the McDonnell Academy. Finally, Professor Mikulincer planted some important seeds of future research that are bound to lead to great things.

Professor Rubinstein gave two consecutive lectures on our campus both of which filled to capacity (as did the lecture by Professor Berzin). He met the most significant leaders of the local Jewish Community in St. Louis. We are looking forward to strengthen these relationships as the Jewish Community in St. Louis is learning to appreciate the unique place of IDC in Israel’s higher education scene. As you know, Professor Rubinstein always leaves the most significant impression on those who meet with him and Washington University as well as the Jewish Community in St. Louis were no exceptions. Ongoing exchanges between Professor Rubinstein and some of our leading Law Professors are going to be conducive to many projects to come. In addition it was yet another opportunity for us to introduce our current IDC McDonnell scholar in Jacob Shwergold who shined in all of these events as he is turning to be yet another outstanding success for the collaboration of IDC and Washington University in the McDonnell International Scholar academy.”

EXCHANGE STUDENTS AT IDC

Student Mobilities 2009-2010: 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; Groupe ESC Lille; Sabanci University, Turkey; and Emory University, USA.

IDC STUDENTS TROTTING THE GLOBE WHERE?

University of Ottawa, Canada; Hong Kong University; Duke University, USA; SMU, Singapore; Sabanci University, Turkey; Tsinghua University, China; Pompeu Fabra, Spain; Charles University, Prague; and George Mason University, USA.
NEWLY FUNDED ACADEMIC PROJECTS

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, 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.

THE EU UNDER THE TEMPUS PROGRAM HAS FUNDED AN 800K MULTI-NATIONAL PROPOSAL SPEARHEADED BY IDC TO HELP INCORPORATE IDC ACADEMIC POLICIES INTO EUROPEAN-WIDE THINKING – DESIGNED TO FACILITATE CROSS-BORDER MOBILITY OF STUDENTS AND FACULTY

IDC and Europe: In the following paragraphs we discuss two projects, recently secured, that bring IDC Herzliya into the European Higher Education Area (EHEA).

IDC Herzliya spearheaded, through the office of the Academic Secretary, the development and submission of a multi-national proposal to the European Union, under the TEMPUS program. This 800K Euro proposal, entitled Central Offices Responsible for the Integration at Home of Internationalisation as Assurance of quality in the Meda region, and to be managed by our Brussels-based partner, Vrije Universiteit Brussel, has been funded. Its main goal is to help us incorporate several features of our academic policies into current European-wide thinking – mainly the Bologna Process, designed to facilitate cross-border mobility of students and faculty.

The core objectives of this project are the introduction of quality mechanisms specific to the process of internationalization and the services offered by the Central Offices for International Relations; preparation of specialists in the EHEA; implementation of EHEA instruments that facilitate mobility and joint ventures between European countries and the Middle East; the development of a strategy for internationalization; and a pilot project on the implementation of the European Credit Transfer System (ECTS). Finally, a goal is to disseminate results to third parties in Middle East.

Through the Erasmus Mundus program of the European Union, we are also partner to another multi-national consortium that was recently funded – also managed by the Vrije Universiteit Brussel. This program allows IDC Herzliya to offer several annual scholarships to students for semester-long exchange programs with partner institutions in Europe. Three students are already enjoying full scholarships this semester in Prague and Istanbul.

ONE PERSONAL TESTIMONIAL:

“I have found studying at SMU a unique and challenging experience. In fact, this is my first time being out of Israel for such a long time and I can definitively guarantee that it is a recommended adventure that every student who can afford should do. Personally, the main advantage of this experience I’ve found is improving my English skills (mostly speaking, but also thinking, writing, reading and analyzing as well). Secondly, meeting so many people, local and from abroad (SMU has very strong connections with well-regarded universities), “tasting” their food and observing their customs, becoming familiar with the interesting traditions and holidays, especially since Singapore is a multi-cultural society, making this period of my life one that is colorful and happy. I am not going to point this as perfect or void of disadvantages - mostly being home-sick at times - yet I think that I’ll be well-prepared to continue my studies at IDC because I consider this exchange-program as refreshing.”

With Kind Regards, Liran Iancovici (Student of Law and Government)

SELECTED RESEARCH IN THE SPOTLIGHT:

NEW SCHOOL OF PSYCHOLOGY

IDC HERZLIYA (New School of Psychology)

To give the reader a sense of the varied research undertaken at IDC Herzliya, in this issue we spotlight several recent competitive research grants secured by IDC Herzliya researchers:

Can Security-Enhanced Interventions Overcome Barriers to Compassion in Couple, Peer, and Intergroup Relationships? Prof. Mario Mikulincer (Psychology), Funded by Fetzer Institute, Kalamazoo, Michigan.

Previous studies funded by the Fetzer Institute and conducted in our laboratories in the US and Israel, studies based on applications of Bowlby’s attachment theory, demonstrated that the experimental activation of a sense of attachment insecurity (“security priming”) increases empathy, compassion, and altruistic helping; heightens the salience of prosocial, self-transcendent values; and diminishes hostile reactions to members of outgroups. In other words, attachment security is a foundation for compassion and compassionate love for all humanity, one of the Fetzer Institute’s key concerns. We also found that chronic attachment insecurity (dispositional attachment anxiety and/or avoidance) are related to deficiencies in empathy and altruism and to lack of tolerance for outgroup members. The three-year research program proposed here will extend our
efforts in three new directions: (a) determining whether security priming removes or overcomes the barriers to compassion that have been identified by other researchers; (b) studying the effects of security priming on compassionate love within three different relational contexts – romantic relationships, small groups, and intergroup interactions; and (c) designing and evaluating longer-term, more powerful security priming interventions that can be used in the real world. In particular, we propose nine laboratory experiments examining the contribution of security priming, chronic attachment insecurities, and compassion barriers to the sensitive provision of compassionate care in couple relationships, prosocial behavior in small group settings, and generous behavior toward members of outgroups. To evaluate the replicability and cross-cultural generalizability of our findings, each study will include half American participants and half Israeli participants, as in our previous Fetzer studies. The results will provide a deeper psychological understanding of compassionate love in specific relational contexts and suggest new ways in which security priming can be used to foster compassionate love in the real world.

A NEUROPSYCHOLOGICAL STUDY HUMAN LONG-TERM MEMORY

Memory to Action in the Parietal Lobes: A Neuropsychological Study Dr. Daniel Levy (Psychology), Funded by the Israel Science Foundation

One of the most interesting current riddles in cognitive neuroscience relates to the role of posterior lateral parietal cortex in human long-term memory. Electrophysiological and hemodynamic studies of memory have consistently noted robust parietal activation during memory retrieval. On the other hand, contemporary neuropsychological studies have found that parietal lesions do not impair performance on a wide range of long-term memory tasks, including item recognition, source memory retrieval, and directed retrieval of autobiographical memory. The proposed study addresses these seemingly contradictory findings in light of Dr. Levy’s Memory-to-Action hypothesis that posterior parietal cortex does not play a role in retrieval itself, but rather in post-retrieval processes that support subsequent action – specifically, holding memoranda in a working memory episodic buffer. This study will explore the relationship between mnemonic and attentional processes in which posterior parietal cortex is implicated, with an eye towards differential roles of superior and inferior lateral parietal subregions. Dr. Levy plans to conduct neuropsychological studies of patients with parietal lobe lesions, assessing their performance on challenging recognition memory tasks and multi-modal pair associate cued recall, in order to test the limits of memory function preserved in face of parietal damage (which will be quantitatively characterized using clinical imaging and advanced analyses).

NEW PROGRAMS IN POLITICAL PSYCHOLOGY

LAUDER SCHOOL OF GOVERNMENT, DIPLOMACY & STRATEGY

A new program in Political Psychology was established at IDC by Prof. Alex Mintz (director of the program) and Dr. Eran Halperin (associate director). As of February 1, 2010, Dr. Mintz will serve as editor of the journal, Political Psychology, which will be housed at the Lauder School, and will edit the University of Chicago Press book series on Leadership and Decision Making in the International Arena (with Rose McDermott). Halperin will run a workshop in Political Psychology with leading scholars as guest lecturers. The program will host the 2013 annual meeting of the International Society of Political Psychology at the IDC. Faculty members from the New School of Psychology, the Arison Business School and the Lauder School of Government, as well as a few graduate students, are involved in this research program.
The COST initiative aims to study the issue of borders from various theoretical and methodological perspectives: Sociology, Economics, Philosophy, Arts, History and Political Science. The project is funded by both COST and CRES and is led by Professor Sarah Green, a world renowned anthropologist from Manchester University. While being quite diverse in methods and ideas about borders, the crux of the study of this research group is the immense changes taking place in Europe, for as its union expands, it becomes less clear what Europe is (does it include Russia? Does it include the Mediterranean?) and what is the actual nature of this process of change. The issues studied are the social and cultural processes that relate to borders as a physical fact, as a social state, as a cultural norm and as a political decision. The Israeli workshop, which will be held at IDC during 2010, studies the effect of past decisions on present making and breaking of borders. It aims at studying the making (and breaking) of borders as a temporal series of decisions, norms and formal rules made by social, economic and political individual players, collectives and organizations. Hence, borders are social institutions which can be depicted as ‘tindemarks,’ an outcome of past actions with varying levels of influence on the present and the future. In this light, past activities create a reality (or a sense of a reality) that affects future activities relating to the social institution of borders. This is the path dependence of borders’ making and breaking: an interactive process of shared meanings, fragments of existence, conflicted interests, organizational “garbage cans” and structural power relations. Thus, this workshop encourages studies that relate to the dynamic and contextual changes of borders, between states and other states, states and non-state actors (such as ethnic groups and social classes) and among non-state actors.

ADVANCED VIRTUALITY LAB

Headed up by Dr. Doron Friedman, there have been several interesting new projects. “Dofek Mahir” is part of a research project (sponsored by the Ministry of Defense) to study whether physiological responses such as changes in heart rate can help evaluate task performance of military personnel carrying out critical missions. For example, by looking at physiological responses, we may be able to detect whether drone operators are under emotional or cognitive stress, or if they are becoming drowsy. Such possibilities for automatic detection of people’s state are becoming a major theme in human-computer interface (HCI) research. A scientific experiment was completed by researcher Vered Shachaf, and the surprising results will be reported to the scientific community shortly.

INVISIBLE CITIES – THE LAB HAS LAUNCHED A NEW INNOVATIVE PROJECT WITH THE CENTER FOR EDUCATIONAL TECHNOLOGY (CET, “MATACH”). HIGH SCHOOL CHILDREN WILL BE ABLE TO STUDY ABOUT JEWISH LIFE IN EAST EUROPE, IN BETWEEN THE TWO WORLD WARS, BY PARTICIPATING IN A VIRTUAL RECONSTRUCTION. THE RECONSTRUCTION WILL TAKE PLACE IN A VIRTUAL WORLD CALLED SECOND LIFE TEEN GRID. FOR THE PILOT PROJECT THE SCHOOL WILL PROVIDE A RECONSTRUCTION OF A JEWISH QUARTER OF KARAKOV, AND FOUR CLASSES ACROSS ISRAEL WILL CARRY OUT TASKS IN THIS VIRTUAL RECONSTRUCTION: DESIGN BUILDINGS AND ARTIFACTS OF HISTORIC SIGNIFICANCE, AND EVEN RECONSTRUCT VIRTUAL EVENTS, SUCH AS CLASHES BETWEEN ORTHODOX JEWS AND ZIONISTS.

Beaming – The lab has been awarded a large EU FP7 research grant, as part of a project called BEAMING: Being in Augmented Multi-Modal Naturally-Networked Gatherings. The project is aimed at developing a next generation communication platform, based on virtual reality, augmented reality, 3D video, robotics, and scientific understanding of the neuropsychological aspects of face to face and mediated communication. Work will commence in January 2010.

The school is now organizing a two day conference in January 2010 called: Synthetic Reality: the science and applications of virtual, mixed, and augmented reality. The conference is chaired by Doron Friedman of AVL and will be held at IBM labs in Haifa.

STUDYING THE ISSUE OF BORDERS

This paper studies the effect of the airline industry’s operational time-line on multi-market competition and carriers’ network-structure selection. Airline carriers typically commit to a rigid capacity of seats via the planned flights schedule long before market competition for selling these seats begins. While in regular markets such a two stage setting has no effect on competitive behavior, the airline industry has two important features that give rise to strategic interactions. First, the network structure: while direct carriers’ capacity decisions are on a route level, Hub carriers’ capacity decisions are on a hub-spoke level. This gives Hub carriers much flexibility in the utilization of allocated capacity. This extra flexibility is a double-edged sword - while Hub carriers are better able to adjust to market shocks, direct carriers enjoy a market leadership advantage, analogous to Stackelberg leadership. This effect is especially important when markets are asymmetric (e.g. of different sizes) as it allows the Direct carriers to focus on the larger and more profitable routes. Second, the airline industry exhibits multi-market competition – a handful of carriers serve thousands of markets. Coupled with the timing of capacity choice, multi-market competition makes firms with smaller networks more aggressive. Intuitively, a small carrier servicing only a handful of cities has no choice but to utilize its capacity in that small set of routes. If the small carrier places excessive capacity on its routes, a large Hub carrier would use its flexibility and redirect its installed capacity to other, less aggressive routes. Small carriers allow themselves to be overly aggressive because they do not internalize the effect of the large carriers’ reaction on other markets. We provide some empirical evidence for our results.
EFI ARAZI SCHOOL OF COMPUTER SCIENCE

Network Security Program at IDC is now in its third year. During this year, the school is continuing with its mission to produce graduate students with an extensive background in computer security. A unique characteristic of the school’s activities this past year is the fact that they also played a role in increasing the awareness of computer security topics in the general computer science communities and in the general public.

This past year was very fruitful and eventful. The public was made aware of the security issues by the Knesset’s attempt to legislate the Biometry Repository Law and the Electronic Election Law. There was an exciting public discussion on these subjects and the security program provided a stage for the public debate about the issues.

In May the school co-organized with Tel-Aviv University a workshop on Electronic voting. The parents of this successful initiative were Dr. Alon Rosen (IDC), Prof. Assaf Jacov (IDC), Prof. Ran Canetti (TAU) and Dr. Ronitt Rubinfeld (TAU). The two-day workshop (one day at IDC and one day at TAU) brought together experts from a variety of disciplines (including experts from Computer Science, Law and Government disciplines) to debate the potential risks and benefits of electronic elections.

In August the school hosted a panel on the Biometry Repository, where Minister Michal Eitan, the Minister of Interior Eli Yishay and Member of the Knesset Meir Shitrit, together with Prof Eli Biham, Dr. Karine Barzilai-Nahon and Adv. Haim Ravia presented their opinions on this controversial subject. The tremendous success of the panel is due to the Israeli Forum for Information Security, which co-organized the event.

As usual, in September, the school hosted for the fifth consecutive time the OWASP- IL (Open Web Application Security Project) Conference 2009 at IDC. The conference was attended by 150 people from the application security industry. Graduate student Ofer Rotberg gave a talk about his thesis: A New Approach to XSS Detection using JavaScript modeling. The tremendous success of these meetings is due to the boundless energy and good will of the chair of OWASP IL, Ofer Shezaf, who initiated this cooperation with IDC.

In order to encourage cooperation and discussion among the students who are interested in the Security area, a series of meetings was initiated, named Security Clubnet, which 10-15 graduate students attend out of personal interest (no academic credit). The meetings take place every two weeks, in the graduate lab. The meetings are informal, and at each meeting there is one of the following activities: a hosted talk, a security-related video or the presentation of a research paper by one of the group members. Each of these activities is followed by a discussion and there has so far been enthusiastic reactions from the students.

The students enjoyed an excellent series of talks by security industry experts including Iftach Ian Amit - former Director of Aladdin Research; Shai Wolkomir - CEO and Co-Founder Celtegom; Etay Mor - Project Manager RSA Research; Alex Nerst - CTO fring; Dr. Zvi Guterman - CEO IT Structures.

The school’s students continue to enjoy a rich portfolio of core security courses. Among them is the new and important course: Developing Secure Applications, given by Dr. David Movshovitz.

We have a number of graduate students engaged in research in the area of security. The work of student, Yaron Koral, titled “Accelerating Multi-Patterns Matching on Compressed HTTP Traffic” was accepted to INFOCOM 2009, a top tier networking conference, and was presented in Rio De Janeiro this April. David Movshovitz’s student, Ofer Rotberg, suggested a very interesting approach to fight “cross-side scripting,” in his work: “A New Approach to XSS Detection using JavaScript modeling.” This work was submitted to a conference and is currently under review. There is continued fruitful collaboration with experts from the security industry. One of the school’s students carried out a research project, under the guidance of Iftach Amit, former Director of Aladin Research, and another student is working on a research project under the guidance of Dr. Zvi Guterman, CEO of IT structures. We have also fruitful collaborations with Amit Klein, CTO of Trusteer and Dr. Shai Rubin from Microsoft.

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The head of research, Dr. Shmuel Bar of IPS, gave lectures in several conferences, on the topics: “Exit Strategies and Military to Civilian Transitions - Israeli Strategies in the Withdrawals from Lebanon and Gaza,” “Iranian Nuclear Ambitions and a Poly-Nuclear Middle East,” “The Threat of Islamist Terror for Israel and the World,” and “The Waning of the Old Regional Order in the Middle East.”

In addition, he gave several briefings on: Iran, Police and Radical Islam, Islamic Finances and Hizballah. He participated in several roundtables on different topics, such as paradigms of Islamic Leadership, the Syrian Track and Iran. He also published two articles: “A Mad Call to Arms,” and “Between Stagnation and Chaos: Iran and the Middle East.”

In the last half year the institute started to publish a bi-monthly update on the most relevant strategic issues such as Iran nuclear proliferation that is sent to all relevant stakeholders. In regards to Public Diplomacy and the strengthening of the relations between NATO and Israel, there was the publishing of a position article by Mr. Tommy Steiner in printed press, Haaretz (English edition) entitled: “The NATO Example.”

Regarding consulting in strategic topics in the media, Mr. Tommy Steiner was interviewed in the media several times on the issue of strengthening the relation between NATO and Israel that has recently been focused upon. The interest in this issue over the last months has led to a number of requests from the media for Mr. Steiner’s comments and explanations.

IPS also participated in a roundtable which assembled Israeli government and academic experts on the issue of the strengthening of Israel-NATO relations. The goal of the roundtable was to examine milestones and means of action regarding the issue and is to be followed with more task-forces and policy papers to be published. As well, there was participation in the NATO conference in Brussels in June on NATO’s new strategic concept, which dealt with the examination of a new strategy for the organization. The IPS also sent a delegation of around 20 MA students to NATO in December 2009.

Preparation has been ongoing for Herzliya Conference 2010 – Identification of central strategic trends which form the basis for the conference’s program, and organization of work groups in the relevant subjects such as cooperation with the Hartman Institute on the issue of Jewish Identity, and the completion of the final part of the sovereignty project.

IREP hosted a delegation from Pennsylvania, headed by the State Treasurer, Rob McCord. The purpose of the visit was to support Rob McCord’s interest in investment and economic development opportunities in Israel. Pennsylvania is one of the early movers in “cleantech” from a regulatory and investment perspective and it has been a frontrunner among states in renewable energy development. On this occasion, IREP hosted Israel’s Renewable Energy Leadership panel, having as guest speakers: Dr. Eitan Yudilevich (BIRD Foundation), Dr. Astore Modena (Terra Ventures Partners), and Mr. Glen Schwaber (Israel Cleantech).

Executives from Israeli, French, and German alternative energy companies met in Paris to discuss cooperation opportunities. The meeting, the second in a series for alternative energy industry interested parties was organized by the Israeli embassy in Paris. The CEOs of Soleil and Delek Energy, and the chairman of Israel Corp as well as IREP’s Founding Director Dr. Isaac Berzin and other financial advisers met with their counterparts from French and German companies EDF, Concentrix, Areva Renewable, the Rothschild Bank, Alstom and Schneider Electric Ventures. They discussed potential cooperation in light of the global financial crisis and the rise of renewable energy initiatives. The French participants acknowledged the potential of Israeli companies in this field.
October 2009 has seen the launching of the second edition of the Certificate Program at the IDC, with approximately 25 participants this year. Their counterparts at Al-Quds and in Jordan will similarly start in the new future, with groups of approximately 20 students each. We are looking forward to a year of academic fulfillment and rewarding cooperation.

Meanwhile, the second group has started its Certificate program at the IDC, with approximately 25 participants this year. Their counterparts at Al-Quds and in Jordan will similarly start in the new future, with groups of approximately 20 students each. We are looking forward to a year of academic fulfillment and rewarding cooperation.

The miLAB first graduation event was held last June, with four groups of students showcasing their working prototypes. Groups were asked to create an urban user experience and use rich media and advanced mobile technology to achieve an engaging user experience. Prototypes included a mobile "shopping helper" application, a mobile application that allows users to be more aware of spontaneous gatherings and social events in the city, a mobile location based game combining augmented reality and interactive storytelling, and an awareness mobile system that provides (automatically) instantaneous status, location & emotions.

This year, miLAB faculty and students will focus on the Human Centered Computing (HCC) area where technology is used to address human needs, to augment and enrich our lives.
Prof. Jacob Boudoukh of the Rothschild Caesarea Center, David Scharfstein, a Harvard Professor of Financing and Banking, Craig Dawson, the Head of the Product Management Group at Pimco Europe, Avi Tyomkin, a consultant to Hedge Funds in the Global Macro field, Pierre Pourqouri, a consultant to Hedge Funds in the Global Macro field, and Robert Houdin, a consultant to Hedge Funds in the Global Macro field, participated in the business conference.

The sixth annual summit of the Rothschild Caesarea Center for Capital Markets and Risk Management at the IDC Herzliya facilitated a fascinating convention of researchers from the apex of the world academia, and in-depth discussions on the subject of the future of the global capital market and risk management.

The character of the banking system on the day after the crisis passes, Scharfstein said, depends to a large degree upon the stringency with which the US Federal Government will deal with the banks: “The character of the banking establishment in the future depends to a large extent upon the steps that the [US Federal] Government will take vis a vis regulation. Currently, it appears that they are progressing in the right direction, but if only cosmetic changes are made to the regulations, the banks will go back to pre-crisis business as usual. In contrast, should the [US Federal] Government make a real effort to gauge and manage risks and increase the capital adequacy requirements of the banks, in order to protect them from those same risks, we will have a far more stable financial system. Should the [US Federal] Government cave in to the political pressure that the financial institutes will surely apply to it, we will end up back at precisely the same point where we started.”

The banks, says Scharfstein, are not exactly harnessing themselves to this change in the financial system. Over the past few weeks, a plethora of reports have surfaced indicating that the banks are interpreting the relative leniency that the US Federal Government is showing towards them as a sign that, when the crisis is over, they will be able to conduct business as they did prior to the outbreak of the crisis. Scharfstein too identifies signs indicating that the banks have not internalized the lessons: “I think that there is a great deal of hubris on Wall Street, and it is difficult to make it go away. Apparently the banks were not humiliated, as they really should have been.”

“I THINK THAT THERE IS A GREAT DEAL OF HUBRIS ON WALL STREET, AND IT IS DIFFICULT TO MAKE IT GO AWAY. APPARENTLY THE BANKS WERE NOT HUMILIATED, AS THEY REALLY SHOULD HAVE BEEN.”
- David Scharfstein, Harvard Professor of Financing and Banking

Prof. Rafi Melnick, the Provost at IDC Herzliya, was not optimistic in his address, saying that according to all the indicators in his possession, all that is in evidence is the continued downfall. According to him, the most important detail from the point of view of Israel is international trade, because the main problem of the Israeli economy is the lack of ability to export to markets that are experiencing a crisis. For every percentage point of global trade, we have a percentage export and what the global trade development is predicting for is a decrease in export figures that is most perturbing.

“The most important detail from the point of view of Israel is international trade, because the main problem of the Israeli economy is the lack of ability to export to markets that are experiencing a crisis.”
- Prof. Rafi Melnick, the Provost at IDC Herzliya

According to Avi Tyomkin, a consultant to Hedge Funds in the Global Macro field, at the Global / Tigris Financial Group, the loss in the dramatic decline of liquidity prevalent in all markets worldwide, which causes very acute fluctuations, ejects many players from the system. Within a few years, the stock market will be a very marginal factor in any economic financial business thinking. There will be this game of shares played in downtown New York or in Ahad Ha’am St. in Tel Aviv, but from the point of view of raising money, its influence and weight will be very marginal.
bankruptcies, market sentiments and its influence on the price of options on indexes, the premium on uncertainty with respect to the level of risk in the market, etc.

The conference was held over a two day period during which 13 papers, which were strictly selected from amongst more than 100 papers submitted from around the world, were presented. The papers were selected by a thirteen member committee headed by Prof. Roni Michaely, a lecturer at the Arison School of Business and Cornell University and a Research Fellow at the Rothschild Caesarea Center, and Prof. Jacob Boudoukh, the Academic Administrator of the Caesarea Center.

Some 70 professors of Finance attended the conference, emanating from leading universities in Israel and around the world, including: Harvard Business School; Stanford University; London Business School; INSEAD; Haas School of Business; University of California, Berkeley; Cornell University; Yale School of Management; Duke University. New York University; Boston University; Hong Kong University; University of Michigan; Washington University in St. Louis; and Columbia Business School.

SOME 70 PROFESSORS OF FINANCE ATTENDED THE CONFERENCE, EMMANTING FROM LEADING UNIVERSITIES IN ISRAEL AND AROUND THE WORLD, INCLUDING: HARVARD BUSINESS SCHOOL; STANFORD UNIVERSITY; LONDON BUSINESS SCHOOL AND INSEAD

At the end of the conference, a competition was held in which the Best Discussant and Outstanding Paper were chosen. The Outstanding Paper prize was awarded to Neng Wang, of Columbia University, for his paper: “A Unified Theory of Tobin’s q, Corporate Investment, Financings, and Risk Management.”

The Best Discussant prize went to Evgeny Lyandres of Boston University, for the paper entitled: “Maxing Out: Stocks as Lotteries and the Cross-Section of Expected Returns.”

THE CAESAREA CENTER SUMMER FINANCE CONFERENCE

In July, the Rothschild Center, in cooperation with the Arison School of Business, held an academic conference attended by over thirty Israeli researchers from around the world. The conference was held over a three day period, during which papers on a wide range of subjects of financial economics were presented by senior Israeli researchers from the best universities in the world, including: Washington University, Tel Aviv University, Cornell University, Duke University, University of Boston, University of Pennsylvania, New York University, the Hebrew University and Columbia University.

The paper by Prof. Ohad Kadan of Washington University in St. Louis received a great deal of interest. The study by Prof. Kadan deals with the quality of recommendations of analysts at Investment Houses in the USA. The innovation of the study is in the fact that it examines the quality of recommendations of analysts not only with respect to specific companies, but with respect to entire industries (for example, a recommendation in favor of the Teva Company as opposed to a recommendation in favor of the pharmaceutical industry). The hypothesis is that the analysts who research companies are in possession of knowledge with respect to the companies. It is less reasonable to assume that that they are in possession of knowledge with respect to an entire industry that could bring about the creation of value for investors. The results of the study are quite surprising: The recommendations of analysts with respect to an industry yield more credible results than their recommendations with respect to a specific company. The study indicates that a combination of recommendations with respect to companies and recommendations with respect to an industry create an interesting investment strategy.

The conference constituted a meeting place for the presentation of the most important academic industry in the financial field. The conference facilitated personal and professional meetings of colleagues from various institutes in Israel and around the world, for purposes of updates and learning of what is new and what has been renewed. The success of the conference was gauged mainly as a result of the quality of the professional content that was discussed during the course of the conference.

The conference also constituted a bolster for the hiring of Israeli scientists from abroad by leading academic institutes in Israel, by creating an atmosphere of research, mutual cross pollination and interaction between leading Israeli researchers from the best universities around the world. The Academic Director of the Conference was Prof. Roni Michaely.

ACADEMIC COURSE FOR COMPLIANCE OFFICERS

The Rothschild Caesarea Center, in conjunction with the Tel Aviv Stock Exchange and the Bank of Israel, is, for the second year running, holding a course for the training of Compliance Officers. Compliance Officers constitute a leading factor in the implementation and enforcement of directives of the law and the Articles of Association of the Stock Exchange and the implementation of standard banking practices.

The course is being held in light of the success of the first graduating class and in light of demand for the training of additional compliance officers in the capital market. The course, a joint initiative of the Rothschild Caesarea Center for Capital Markets, the Tel Aviv Stock Exchange and the Bank of Israel, is aimed at training Compliance Officers in the financial industry.

Daphna Nissenbaum, the outgoing CEO of the Rothschild Caesarea Center for Capital Markets and Risk Management, states that over the past few years, the banks and Stock Exchange members that are not banks, were required to draw up Compliance Programs and appoint Compliance Officers. “The Compliance Units at international institutes have become entities wielding great power and authority that consolidate all the means of oversight and control. In Israel this process is in its infancy, but it appears that in the near future, Compliance Officers will be appointed also in other organizations that operate in the financial realm, whether as a result of regulatory changes or due to independent resolutions taken by those same bodies. This process will increase the demand for quality Compliance Officers,” says Nissenbaum.

The academic coordinator of the course is Prof. Rafi Eldor, who obtained his PhD in Economics from Harvard University and specialized in Financing at MIT. Other lecturers in the course include: Ms. Esther Levanon, the CEO of the Tel Aviv Stock Exchange, Yossi Levy, Senior VP, the Manager of the Members and Oversight Dept. of the Tel Aviv Stock Exchange and Tzuriel Tamam, the Manager of the Institute’s Auditing and Evaluation Unit at the Bank of Israel.
Raphael Recanati International

Foreign Students Take on Volunteer Activities

The Raphael Recanati International School rejects the convention of seeing Israel as a follower and invites students to come to IDC Herzliya to learn how to become leaders – as scientists, as entrepreneurs and as custodians of a uniquely human global environment.

When Detroit native Hillary Rubin came to IDC 3 years ago, she had fanciful ideas of what Israel would be like. It therefore came as quite a shock when life wasn't the smooth sailing she had imagined, and she found herself neither embracing nor embraced by Israeli society.

"Integrating into Israeli society is not easy - especially when you don't know the language," Rubin told the Herzliyan. "I found however that one of the best ways to really assimilate into society was to get involved in the society.

Having volunteered in the US at animal shelters and as a chapter leader for B'nai Brith, Rubin decided to try the same activist approach in Israel, to make her transition easier. She first approached Netanya Loves Animals, a nonprofit organization that places abandoned animals in loving homes. So far Rubin has fostered 5 dogs, giving them the affection they needed until they could be placed with families (one lovable scamp named Sparky ended up moving in permanently).

In addition to her work with animals, Rubin tutors a young neighbor in English, and recently became involved with the local community center. She and the center's director are now creating a program aimed at integrating IDC students with their neighbors. "It's very hard to live in a neighborhood when you don't know the people who live among you - you don't feel a sense of community," explained Rubin. "Do you know that 1 in 3 Americans who make aliyah leave within a year? If I can integrate my fellow students into society and make them realize that there are people they can count on as reliable neighbors and friends, then hopefully they can build ties to this country and it can make their transition easier."

Rubin is just one of over 1,000 students at RRIS this year, hailing from over 73 different countries. For many of these students, this is also their first time living away from home and volunteering helps keep them busy, leaving little time to think about missing home. Instead, they end up finding new ways to give of themselves.

"This year there is a greater participation of RRIS students in programs that integrate all students throughout the school"

- Jonathan Davis, Head of the Raphael Recanati International School
Daniel Rosenberg, in his 3rd year studying business, came to IDC from Raleigh, North Carolina. A transfer student, Rosenberg was active with Hillel on his previous campus, and with AIPAC on a national level. He even brought his congressperson, Virginia Foxx, to speak on campus about the US-Israel relationship.

After starting at IDC, Rosenberg chose to become active in Fugee Fridays, a volunteer humanitarian initiative founded in early 2008 to aid Tel Aviv’s growing community of African asylum seekers. Two of the organization’s founders, Steven Fox and Gilli Cherrin, are RRIS alumni. “Fugee Fridays has given me a unique experience, allowing me to know that I am making a direct impact on someone’s life,” said Rosenberg, who helps deliver donated food once a week to families in need.

“I have grown to feel a part of a community of volunteers and enjoy playing with the children who live in one of the shelters,” he added. “But perhaps the most important part of Fugee Fridays is the fact that we are sending a message to these people that we care about them and that we want to help. If we are able to continue to send a message of human solidarity and caring to this community, then our impact will last much longer than a basket of food.”

Rubin and Rosenberg are just two of the many RRIS students who have chosen volunteer work as a way of both giving back to society and becoming integrated with their new home in Israel. According to Raphael Recanati International School (RRIS) Director Wendy Keter: “A lot of these students come to Israel because they also come from a background of tikun olam, tzedek, etc., and they were used to being activists at home - probably being activists for Israel. And now they come to Israel and their activism takes on a new twist. Now they are not just making the case for Israel, but they have this opportunity while studying, to help make Israel a better place. And part of the integrating factor is that they get a lot out of it.

RRIS students have a vast range of activities from which to choose; it can be teaching English to kids in an afterschool program, working at Save a Child’s Heart or volunteering for Israel’s Magen David Adom (MADA), the emergency medical services. The options are endless, and allow students to find their personal ways to contribute. With each activity, they are “taking what they did in their home countries and giving it new expression,” says Keter, adding that there are also dozens of RRIS students who perform army reserve service while they are studying, not to mention hundreds more who do volunteer work in return for receiving a scholarship, only to continue their activities even after completing their mandatory hours.

Besides the large number of students going outwards, there are an ever growing number of RRIS students taking part in campus activities – more now than ever before, according to RRIS Head Jonathan Davis. From the Debate Club to the Mincha Club and from the dance company to the choir, “this year there is a greater participation of RRIS kids in programs that integrate all students throughout the school,” says Davis.

Signs of this increasing sense of unity among the Israeli and international students appeared during the Opening Day festivities. First, the concert was made bilingual to allow the RRIS students to appreciate it. And then at one point, says Davis, “All the Israeli students gave a standing ovation in honor of the RRIS kids for coming to Israel to study.”

- Joy Pincus
The RRIS Counselors Program:

Parents,
Your Children are in Great Hands

To create a soft landing for these students and to ensure that each one is taken care of individually, the RRIS instituted the Counselor Program.
The 2009/2010 Academic Year counselors with RRIS Director of Student Affairs, Merav Atar (in the front wearing a black shirt) during the orientation trip at the start of the school year.
"Selecting each year’s RRIS counselors is one of the hardest jobs there is," says Merav Atar, RRIS director of Student Affairs.

Atar, an Israeli who has worked for the Jewish Agency in New York, explains to me how selective the process actually is, with each counselor handpicked for the job. "This past year, 150 students applied, and only 16 were chosen," says Atar. "They stand in line and want to be part of the spirit of the RRIS counselors’ team. It’s very hard to turn people down."

More than ever, Israeli students at IDC want to become RRIS counselors. This is especially amazing as the salary paid is negligible, the hours are long and the work is intense. So why is it one of the most sought after jobs in town?

"The RRIS is becoming known on campus as an exciting place to be," explains Atar, "and they want to be part of that. They know the students and staff have fun, and they want not just to be a counselor, but to be a part of the team and to engage with young, talented people from around the world."

Starting university is, by itself, one of the greatest culture shocks a person can experience. Add to that the shock of arriving in a foreign country and one can begin to imagine what it’s like to be an incoming RRIS student. To create a soft landing for these students and to ensure that each one is taken care of individually, the RRIS instituted the counselor program. Upon their arrival, all new RRIS students receive a counselor – a ‘big brother’ or sister to accompany them throughout the entire year and help in their integration with IDC and Israel.

Besides having experienced the demands of being an IDC student, the counselors have all dealt in one way or another in the international arena. They have worked with Jews in the Diaspora and found themselves in situations that helped them to build their empathy, openness and understanding – key qualities for being a counselor. By coming from that experience, as well as the special training they receive as counselors, they are able to connect with their assigned students and create a rapport and trust that will serve their charges throughout the year ahead.

In the first one on one meeting, the counselor and new student exchange life stories. They discuss why the new student came to IDC, what their

“I DECIDED TO BE A COUNSELOR BECAUSE THESE STUDENTS ARE GOING THROUGH SOME OF THE EXPERIENCES I WENT THROUGH WHEN I CAME TO ISRAEL FOR THE FIRST TIME. IT’S A RESPONSIBILITY YOU TAKE ON YOURSELF, LIKE BEING AN OFFICER IN THE ARMY. YOU DO IT IF YOU HAVE THE DRIVE TO HELP THE PEOPLE AROUND YOU”  
- Eran Naot, third year communications student at the RRIS

At the Counselors preparation evening, from left: Gil Stein, Shani Mizrachi, Einat Dahari, Tal Shulzinger, Oz Laniado and Jonathan Giron
connection is to Israel and any personal issues that might need attention in the future. After that first meeting the students know that they have someone to approach if they need help – whether with an emotional difficulty or a practical dilemma such as signing an apartment lease or learning where to catch the bus.

Besides following the monthly progress of their students, counselors are extremely active in the campus social life, initiating new activities and participating in all major events. Like true older siblings, they are there to offer from their wisdom and experience, to spice things up and to lend an ear when the going gets tough.

Meital Protas is a former counselor who now serves as a coordinator, supervising 8 counselors and building the school’s annual orientation week. According to Protas, she seized the opportunity to do something extra while studying, and it has brought her more satisfaction than she ever expected: “Every time a student has a problem, and by working with the counselor and with me he finds a solution, whether funding his degree or deciding to stay on even though he thought about leaving, I see the success and I feel that this is what I’m here for.”

Eran Naot is a third year student studying communications at the RRIS. Although he was born in Israel, Naot spent the majority of his life in Germany and England, so he understands what it means to come to Israel as a foreigner: “I decided to be a counselor because these students are going through some of the experiences I went through when I came to Israel for the first time. It’s a responsibility you take on yourself, like being an officer in the army. You do it if you have the drive to help the people around you.”

Besides the counselors and coordinators, the program’s team includes a social and cultural affairs coordinator, financial aid officer and absorption coordinator, all supervised by Atar.

“I’m so proud to work in a place where they really try to take care of everything,” says Atar. “The counselors are doing an amazing job because they want their students to stay for 3 years, and maybe for good. Their level is so high, they are so caring - that’s why I wake up in the morning and come to work. I have students come in and tell me how wonderful their counselors are and that they want to become counselors the next year - they really are the spirit of the RRIS.”

– Joy Pincus

“THEY KNOW THE STUDENTS AND STAFF HAVE FUN, AND THEY WANT NOT JUST TO BE A COUNSELOR, BUT TO BE A PART OF THE TEAM AND TO ENGAGE WITH YOUNG, TALENTED PEOPLE FROM AROUND THE WORLD” - Merav Atar, RRIS director of Student Affairs
A SAMPLING OF THIS YEAR’S 16 DEVOTED COUNSELORS:

ERAN NAOT

Where I served in the army: I served as a commanding first sergeant in a combat unit called “Moran.”

My school and year of study: Communications, 3rd year.

My Diaspora Connection: While I was born in Israel, I grew up (15 years from age 3 to 18) in Germany.

Why I chose to be a counselor: Being a counselor lets me give back and serve the community of people that surround me every day at school. It’s a social job that allows me to help the new students find the right track to a good university experience.

GUY AHARON

Where I served in the army: I served as a Naval Officer in the Israeli Navy.

My school and year of study: Radzyner School of Law, law and business program, 2nd year.

My Diaspora Connection: A huge appreciation for the important worldwide Jewish external support, and a family in Atlanta, GA

Why I chose to be a counselor: I think that the RRIS is the 21st century Zionism. It is a unique project that allows the students to feel what it’s like to be an Israeli, to get to know the Israeli way of life and mentality. Most important - after three years, the RRIS qualifies hundreds of highly educated, highly motivated and highly addicted Israeli ambassadors.

JONATHAN GIRON

Where I served in the army: I served in Nahal.

My school and year of study: Psychology, 2nd year.

My Diaspora Connection: I have an extensive family in Sweden and the US.

Why I chose to be a counselor: I really believe in the purpose of orientation week and all the good it does for the first year students, so I wanted to be a part of it and contribute some of my personal values to the process. My favorite phrase: Don’t ever be shy to ask questions, because if you don’t ask, you will never know!

MEITAL PROTAS

Where I served in the army: I was a Psycho-technical Diagnostician in the recruitment office of Beer-Sheva. I gave interviews to teenagers in the ‘first call’ from the army, and decided who was mentally capable of being a fighter (or being in the army at all) and who was not.

My school and year of study: I’m in my 4th year in the Radzyner School of Law and Business, and also studying in the accelerated program for my masters in Commercial Law.

My Diaspora Connection: I participated in various programs with Jews from North America, here and in the States (first as a participant and later as a counselor), mainly through the Jewish Agency.

Why I chose to be a counselor: Being able to show young students the beauty and the wonder of our country, what it’s like to live here and what many good things Israel has to offer them, helping them getting settled here and in their academic studies – all of these gave me an enormous satisfaction. Also, being a counselor and also a Rakevet is so much fun; participating in all of the cool RRIS trips and other activities. It enriched my experience at IDC.

OZ LANIADO

Where I served in the army: I served in the Navy.

My school and year of study: Law and government, 4th year.

My Diaspora Connection: I took part in a Jewish summer camp in Pennsylvania for two and a half months, where I was a counselor and assistant director of the camp, right after my completion of the army service.

Why I chose to be a counselor: Being a counselor is a big responsibility and at times is a challenge, yet its outcome is rewarding. Meeting students from all over, building a special bond and trust is such a great feeling. It is a privilege to be able to change people’s lives in a non-academic way, learning from them and giving them the values which I believe are important and meaningful as they start this new chapter of their lives.

EDO JOSEPH

Where I served in the army: Electronics Instructor in the Ordnance Corps.

My school and year of study: Law and business, 3rd year.

My Diaspora Connection: I lived for 4 years in the USA as a child, so I can identify with what it’s like to be in the Jewish Diaspora.

Why I chose to be a counselor: I decided to be a counselor because of my identification with the international students who left their country for a whole new place and who need the support to adapt. My satisfaction derives from the fact that I am their comfort when things go wrong but of course when they want to tell me something funny, happy or just to talk, then they know that I am always around. My motto? Promise a lot and give even more!

EINAT DAHARI

Where I served in the army: My last two positions were as an instruction officer in the Human Resources Management School and then as a commander in an Officer’s Course, where I trained around 60 officers. I was ranked Captain upon my release.

My school and year of study: Government, 2nd year.

My Diaspora Connection: After my army service I volunteered for 2 years as an Israeli shlicha (emissary), a representative of the Jewish Agency in North Central Florida. My job was to strengthen the connection of Jews in the Diaspora with Israel. I worked with children and adults (Jewish and non-Jewish), organized events related to Israel, holiday parties and Israeli cooking workshops. Mainly I showed people what it’s like to live in Israel from my own personal experience.

Why I chose to be a counselor: I was looking for something meaningful to do, as part of my experience as a student, and I believe that as a counselor I can influence other people’s lives. The counselor is like a ‘big brother’ who supports the student throughout his degree. Personally it’s important for me that my students will have a good experience in Israel.
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Scenes from a regular debating practice, which is held every week for four hours

The RRIS Debate Team with their coach, Uri Zakai (in the yellow shirt), and club co-president, Daniel Gindis (in the maroon shirt, next to Zakai)
I left the interview with Daniel Gindis looking for a case, any case, to argue. It was inevitable: to speak to Gindis is to be inspired about the art of debate and so much more.

One of this year’s co-presidents of the Raphael Recanati International School (RRIS) Debate Club, Gindis is not only a walking, talking promotion for the Debate Club, he’s an example of how doing what you love to do can change your life. And that’s just what the IDC Debate Club did for Gindis. “Debate is a wonderful thing,” says Gindis. “It gives you more than you can quantify or measure.”

A self-proclaimed talker, Gindis, now in his third year at the Sammy Ofer School of Communications (naturally), joined the Debate Club because it sounded both fun and educational. However the experience turned out to be even more valuable than he had imagined. “Debating has made me a more effective person. When I listen to what people say, I now know what they actually mean, which is something that goes far beyond the art of debate – debate is just the doorway to these skills. Besides that, I’ve gotten to spend time with great people and make good friends, and I’ve learned to write down my thoughts in a more clear, concise and structured form,” says Gindis.

Now entering its fifth season, The RRIS Debate Club, led by Gindis and co-president Adam Grunewald, has had amazing success for a club so young. One of its greatest achievements came during the European debating championship, when RRIS debater Yuval Biggs won 18th place out of 350 speakers. In national competitions, the club won both the 2007 English language open and the 2008 English juniors, and has reached the finals of practically every English speaking debate competition.

One of the reasons for the club’s accomplishment is Coach Uri Zakai, Israel’s most successful debate coach. Zakai, a former European championship finalist, also coaches the IDC Hebrew Language Debate Club. According to Zakai, no other club in Israel compares to that of RRIS: “The RRIS club is a unique debating club in Israel. It’s the only one that is composed mainly by exchange students and new immigrants. They are required to battle the intricacies of logic and speech as well as learning how to appeal to their Israeli adjudicators - in essence practicing debating in English while taking into account the rhetorical characteristic of the Hebrew speaking population around them.”

Israel is the home for some of the most prestigious and competitive English speaking teams in Europe, and so the RRIS Debate Club frequently welcomes Israel’s Hebrew speaking clubs, whose members wish to practice debating in English before competitions. There are also jousts with a number of international debate clubs who come to lock horns and meet their Israeli counterparts. Getting by on minimal funds, the club is eager to find sponsors for events, which would allow them to compete more in the international arena.

According to Gindis, most people have the wrong idea about what debate actually is: “Debating is not just learning how to argue, where you do whatever you can to get your message through. It is actually the opposite – it’s a logical, reasoned structuring of your case.”

The Debate Club also offers students a chance to hone their personal and professional skills and develop new ones. For some it offers a chance to face one’s fear of public speaking. For others it offers training in how to instill content into one’s arguments. Says Zakai, “The RRIS is a fascinating meeting place of cultures and rhetorical styles, and the club is cherished by its members, who stay in it years after getting their credit out of a desire for the game and a burning love for the art of rhetoric.”

For Gindis, it enabled him to structure his mind and develop a fundamental skill he will take with him for the rest of his life. “It’s more than technical knowledge – you don’t need to know much about the subject you are arguing, but you need to understand its value, which is essential to human communications. Now, when I speak with someone, I can hear what they are really talking about and reach the crux of what they are saying, and therefore respond in a way that speaks to them. So the value of debate is that it’s something you can take out with you into real life and apply it. Debate has helped me to become a better listener and therefore a better communicator.”

“Debate is a fascinating meeting place of cultures and rhetorical styles, and the club is cherished by its members, who stay in it years after getting their credit out of a desire for the game and a burning love for the art of rhetoric.” – Uri Zakai, RRIS Debate Club coach

Former RRIS debater, IDC graduate Yuval Biggs, who won 18th place out of 350 speakers at the European debating championship
Two years ago, Yikealo Beyene fled for his life from Eritrea, a country located along the Red Sea and bordered by Sudan and Ethiopia. It is a single party state in which national elections have never been held and those who criticize the government are summarily arrested and held without trial. Today, Beyene is one of six African refugees studying at the RRIS: two in the government track, three in communications and Beyene, who is studying psychology. They are six among thousands of Africans who have entered Israel seeking refuge from persecution in their home states. “I must apologize in advance,” Beyene says to me moments after we meet. “ALL YOU WILL HEAR ARE SAD STORIES.”

Beyene, 25 years old, was one of 23 nationwide students selected to matriculate at Eritrea’s Institute of Technology. Excited at the prospect of higher learning, he arrived at the institute only to discover that the ‘college’ was run more like a military camp, with students forced to rise at 5am for physical training and every academic post held by a member of the military.

It wasn’t long before Beyene, an avid poet and writer, published a controversial article under a pseudonym in Eritrea’s single newspaper. After a brief investigation he was caught, imprisoned and ultimately released on bail to await trial. Beyene decided then to seek freedom and began a long journey that took him first to an Eritrean refugee camp in Ethiopia where he lived for 2 years, then into a deteriorating Sudan and finally through Egypt’s Sinai desert and into Israel.

“I was told that crossing into Israel meant risking my life, because the Egyptian troops shoot at people,” says Beyene, as we sit on comfortable couches drinking coffee in the lobby of the Sammy Ofer School of Communications. It’s raining outside but warm and cozy in the lounge.
and the thought of this earnest young man running for his life seems unimaginable.

“I have a half brother in America, so I asked him for $600 to pay the smugglers,” continues Beyene, “and they brought me to the Sinai border with Israel. When we climbed the fences it was very hard, and the Egyptians were shooting at us. When I think about it now, I don’t know if it was reality or a nightmare. And then I entered Israel.”

Israel presented Beyene with a new set of difficulties to overcome; he went from job to job, often cheated out of his wages by dishonest employers. He spent a freezing winter without enough warm clothes, working day and night in a variety of menial jobs and dreaming of a future in which he could continue his education. “I worked as a security guard at night,” says Beyene, “and so I spent a lot of time reading. I love reading and writing, especially poems and stories. And then one day I read Dale Carnegie’s *How to Stop Worrying and Start Living*, which I bought for 72 shekels.” Determined to follow the book’s advice and “start living” Beyene decided it was time to find an English language degree program, and began visiting universities.

“I heard that IDC was the only place to study in English, and so I contacted them and they invited me for an open day, which I attended. I was very inspired and decided to apply and fortunately I was accepted – with a 50% scholarship. For that I am very grateful.”
Life is still not easy for Beyene, who is now in his first year at the New School of Psychology. He studies by day and works by night to afford his tuition. But he is a free man, with refugee status granted by the United Nations and living in a place where he can speak his mind and write his thoughts freely, without fear of repercussions.

The same can be said about Zemhret Redi, who in 2007, fled Eritrea, where he was studying at a local university. “I arrived at a shelter located on Levanda Street in south Tel Aviv,” he recounts. “There were 150 of us in one room with a single bathroom stall. The conditions were incredibly difficult and we had no way of earning money.”

So what brought about this dramatic change in Redi’s circumstances? “First of all, I was very fortunate to meet someone who offered me a job, which I immediately took. That job was at the IDC Herzliya cafeteria. Then, on one of my first days at work, a man named Jonathan Davis, whom I now know is the Vice President of IDC and Head of the RRIS, sat down for coffee. He asked me where I was from, and after I told him about myself and having been a student in Eritrea, he asked me why I was working at the cafeteria instead of studying. He explained to me that I could attend the International Program. From that moment on I waited eagerly for registration for the following academic year to begin and I registered on the very first day possible. This gave me incredible motivation to work hard in order to cover the costs of tuition.”

Says Davis, “One of the hallmarks of IDC is to create leaders who will go on to make the world a better place. Yikealo, Zemhret and the other refugees here risked their lives in search of freedom – freedom of religion, freedom of speech – and I hope that the RRIS will enable them to realize all of their future goals and to inspire many others in the years to come.”

“A THOUSAND STORIES”

Beyene and Redi are just two of over a thousand refugees who came to Israel looking for asylum, each with a story that is permeated with sadness and tinged with hope. For Beyene and the five other refugees at IDC, that story is on its way to a happy ending.

Meet Daher Said, a 23 year-old Somali who grew up in poverty. As tribal minority members, Said’s family suffered terrible persecution and violence: In 1996 the militia looted his home, and over the next 4 years, his father, mother and younger sister were brutally murdered. Orphaned, Said and his younger brother survived in Somalia for another two years, as Said finished high school, and then fled to Egypt. There Said became a member of the African and Middle East Refugee Assistance youth group and began studying English and computers. However, as a Somali refugee he faced discrimination, and in 2007 he made his way to Israel, where he filed for asylum. Said found a job working in IDC’s cafeteria, and as he began to
“ONE OF THE HALLMARKS OF IDC IS TO CREATE LEADERS WHO WILL GO ON TO MAKE THE WORLD A BETTER PLACE. YIKEALO, ZEMHRET AND THE OTHER REFUGEES HERE RISKED THEIR LIVES IN SEARCH OF FREEDOM – FREEDOM OF RELIGION, FREEDOM OF SPEECH – AND I HOPE THAT THE RRIS WILL ENABLE THEM TO REALIZE ALL OF THEIR FUTURE GOALS AND TO INSPIRE MANY OTHERS IN THE YEARS TO COME” - Jonathan Davis, Vice President of IDC and Head of the RRIS

get his life together he was captured by the world of IDC and the student life going on around him. “I was inspired by the multicultural and diverse student population at IDC,” says Said, who believes IDC is the ticket to a better life for him and his brother. “I hope to be the first Somali to graduate here.”

Then there is Ephrem Solomon, 26 years old. The son of poor farmers, Solomon grew up in a small village in Eritrea. After graduating from high school, he attended teachers’ seminary and became an elementary school teacher. Opposed to the dictatorial Eritrean regime, Solomon decided to seek personal freedom, and in 2003 he escaped to Ethiopia. For the next 4 years he lived in a refugee camp under the protection of the Office of the United Nations High Commissioner for Refugees (UNHCR), where he mainly volunteered his teaching services.

In 2007, seeking a new life, Solomon came to Israel via Sudan and Egypt. Today he is working hard and feels positive that studying at IDC will create new possibilities for his life.

Says Davis, “It is heartwarming to see how these young men have been taken in by their classmates and by the school and given a home here. They have each shown such courage and fortitude in forging new lives; I’m simply glad that we were able to play a part in that and to help each one receive the education that will allow him to build a new life.”

For Beyene, who remains optimistic about the future, that new life will hopefully mean he can return one day to his country:

“After attaining my first degree here, I will pursue my master’s, if God wills. I am very interested in developmental psychology, and if things work out the way I want, I will go back to Eritrea, and open my own kindergarten or institute for children. I will see how things work out on the way, but I believe that if you have a driving desire for something, you can make it.”

- Joy Pincus
"WHEN THE LIVES OF DECENT PEOPLE ARE CUT SHORT BY ACTS OF TERROR, SOCIETIES ARE ROBBED OF PRECIOUS HUMAN CAPITAL AND OF THE PROMISE OF A LIFE FREE OF FEAR"

- Prof. Uriel Reichman, founder and president of IDC Herzliya
“THE DECENT KIND OF PEOPLE WHO BUILD SOCIETIES”

“When the lives of decent people are cut short by acts of terror, societies are robbed of precious human capital and of the promise of a life free of fear,” said Prof. Uriel Reichman, founder and president of IDC Herzliya, as he opened the Ninth World Summit on Counter-Terrorism by honoring the memory of Ro’i Avisaf, an IDC student who was murdered by terrorists while vacationing in the Sinai – one individual among millions of terror victims. In welcoming participants to the World Summit, Reichman commended the International Institute for Counter-Terrorism for fighting terror using an innovative approach that has transformed it into a recognized leader. Only groups such as ICT and the networks they lead can address the current Islamic fundamentalist threat which chooses terror as a mode of operation, he said, and whose aim is “the total replacement of democracy with a uniform Islamic code of behavior. However, Reichman cautioned, terror will be vanquished only with the determination and commitment of nations and governments. Invoking Winston Churchill’s stirring message to the free world during the darkest days of the Second World War, Reichman cautioned that the world today may lack the commitment to “victory in spite of all terror, victory however long and hard the road may be – for without victory there is no survival.” Without a leader of Churchill’s inspirational stature, the Western world risks capitulation to the threat of nuclear blackmail.

Shabtai Shavit, chairman of ICT’s Board of Directors and former head of the Mossad, voiced the same concern. The shift from conventional to asymmetrical warfare has moved the battlefield to the home front, bringing a new “global strategic envelope” of pressing issues. Under the present conditions, with state-sponsored terror treated with silk gloves, global jihadi terror will prevail, Shavit cautioned. The prospect of a nuclear-armed Iran will spark a regional nuclear arms race, yet we do not yet see sufficient indication that America, Russia and the EU recognize the Iran threat as preceding all other matters. “Pushing the reset button,” he rued, has brought no tangible results, such as joining in imposing tough sanctions and proceeding with the [since cancelled] anti-ballistic missile system in Eastern Europe. The way to uproot state-sponsored terrorism crosses through Tehran.

To Dr. Boaz Ganor, the hundreds of professionals from a cross-section of disciplines at the Conference reinforce the critical importance of synergy in mounting an effective response to terror. Ganor, founder and executive director of ICT and deputy dean of IDC’s Lauder School of Government, Diplomacy & Strategy, recalled the idea launched 13 years ago, to bring practical and academic knowledge together in the fight to counter terrorism. The strength of this year’s showing validates the founders’ vision to make academic research, professionalism and inter-agency cooperation a reality.

by the United States. Iran’s regional proxies, Hezbollah and Hamas, act to advance an extremist ideology that is in the interest of neither the Lebanese nor the Palestinian people – consistently exploiting the democratic system in order to gain power.

FIGHTING TERROR WITHIN A DEMOCRACY: A BALANCING ACT

This theme, the challenge of waging war on terror within the constraints of a democratic society, formed a major subject of many of the conference’s plenary discussions and workshops. The new battle lines of asymmetrical warfare leave international law and the conventional means of fighting as relatively ineffectual and irrelevant. Several speakers offered frameworks with which to consider the issues.

Boaz Ganor noted difficulties and “conceptual challenges” in the ability of many to grasp the threat of terror, reflected in the different perspectives with which President Barack Obama and his predecessor George W. Bush view the issue and how to deal with it. Bush seemed to have had a gut level understanding that the war on terror is a war for hearts and minds, ideologies and doctrines, according to Ganor. Pres. Obama may have a
better sense of the complexities, but only recently has begun to understand the need to be proactive.

The differences between the two doctrines translate into an operational capacity and motivation “to save Islam from the Islamists.” Yet to believe that introducing liberal democracy to traditional Middle Eastern societies could be the answer is to continue a mistaken “American naïveté” and perpetuates a faulty grasp of asymmetrical warfare. We are not dealing with a typical David and Goliath situation, Ganor explained, but with the reverse: “Goliath is shackled by his values,” whereas the so-called David- is “on the loose without any values whatsoever.”

In agreement with this assessment, Prof. William C. Banks, director of the Institute for National Security and Counter-Terrorism, Syracuse University, noted that the standard rules of war are simply not applicable to asymmetrical warfare and that “gaps in international norms are becoming increasingly problematic.” With no standards to shape responses to asymmetric attacks, “terrorists may feel more emboldened to act in civilian contexts, leading to an increase in the number of civilian victims.”

“HALF OF CIVILIZATION IS FIGHTING THE BARBARIANS AND THE OTHER HALF IS PLAYING GAMES WITH THEM”
- Dr. Sergey Kurginyan, president of the International Public Foundation Experimental Creative Center, Russian Federation

“OUR THINKING ABOUT JUSTICE AND WAR HAS NOT CAUGHT UP WITH THE TECHNOLOGY AND OTHER INNOVATIONS OF THE WAR IMPOSED BY TERROR”
- Dr. Peter Berkowitz, Taube Distinguished Visiting Fellow at the Hoover Institution, offered reflections on the changes in how the world regards warfare in this new age of terror

“SECURITY HAS TO DO WITH THE PROTECTION OF HUMAN LIFE AND THERE THAN PROTECTING THE HUMAN LIFE OF A CITIZEN”
- Prof. Asa Kasher, Laura Schwarz-Kipp Chair in Professional Ethics and Philosophy of Practice, Tel Aviv University

“THE TIME IS NOW FOR SERIOUS SANCTIONS...TO STAND TALL AND TELL THE IRANIANS: YOU TALK TOUGH AND WE ARE GOING TO BE AT YOUR DOOR, WE’LL KNOCK HARD, AND WE’RE NOT GOING AWAY”
- Congressman Mike Rogers, ranking member of the Subcommittee on Terrorism and Counter-Terrorism and Human Intelligence, House Permanent Select Committee on Intelligence

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wrong judgment call bringing catastrophic results while non-action can be equally catastrophic. The withdrawal from Somalia in the mid-1990's laid the groundwork for the Rwandan genocide; leaving bin Laden free to operate in Afghanistan led to al-Qaeda's growth in operational capacity.

Dr. Sergey Kurginyan, president of the International Public Foundation Experimental Creative Center, Russian Federation, pointed to the problem in terms of civilization being split regarding its willingness to recognize the stakes of this war. "Half of civilization is fighting the barbarians and the other half is playing games with them." Within this post-modern view, "barbarians are not enemies but can be used or even become partners." Yet there can be no victory over terror if barbarians are left to operate as part of a solution.

Dr. Daniel Pipes, director of the Middle East Forum; Taube Distinguished Visiting Fellow at the Hoover Institution, offered reflections on the changes in how the world regards warfare in this new age of terror, with many guiding assumptions turned on their heads. In this post WWII period, he noted, the West lacks confidence in its cause; victory itself has lost its importance. Territory is no longer the objective of war, he said, but has been replaced by the ideal of moral standing. He termed this approach “war as social work,” chasing enemy fugitives such as Saddam or Milosevic in order to rescue those countries from the injustices they had suffered under their regimes. Not only are sieges rare, enemies are funded rather than deprived, noting that all those who are pro-Israel are funding the Palestinians. It is now the winner who pays reparations, not the loser, the enemy thus losing its incentive to end its hostilities.

Maj. Gen. Uzi Dayan, former IDF deputy chief of staff and former national security adviser, used the example of Israel’s security fence as a case study in the planning and implementation of counter-terrorism policy. One big problem in democracies, he contended, is not the constraints of democracy, nor even decision making, but coalition maintenance. And when one must maintain a coalition, the easiest path is to sit and take no action.

An additional way of not taking responsibility, Dayan continued, is to appeal to Israel’s Supreme Court, which has ruled regarding the route of parts of the fence although not against the legality of its existence. High fences may or may not make good neighbors, but they keep some of our citizens alive, he noted. While the fence does affect the lives and routines of
many Palestinians, he reminded that it is a defensive measure, not a missile or a 500 kilo bomb.

Certain speakers spoke of the specifics of fighting terror on site. Col. John Chere Jr., army attaché at the US Embassy, Tel-Aviv, noted that soldiers engaged in Iraq are confronting brutal enemies. “We must avoid falling into the same trap they do. Legal and moral norms must be adopted as the basis of what separates us from them.” To Lt. Col. (Ret.) Daniel Beaudoin, Humanitarian Operations and Civil-Military advisor, Israel, the photos from the Gaza war are symptomatic of the difficulties in presenting the difficulties faced in confronting asymmetrical warfare. Mike Smith, describing the role of the unit under his direction, the Counter-Terrorism Committee Executive Directorate (CTED) of the United Nations, asserted that the UN has a part to play in this fight. Yet, “my unit can only work with cooperation and does not work as well when one member breaks the rules,” he said.

Col. Bentzi Gruber, deputy commander of an IDF Reserve Armored Division, provided a front line perspective of the Gaza operation and the ethical dilemmas involved when targeting ammunition warehouses and smuggling tunnels – all deliberately located within civilian centers. He provided documentation of detailed IDF procedures meant to avoid harming civilian noncombatants by warning Gazans of coming military actions. He shared equally detailed documentation of Hamas’ routine use of children as shields, videos showing Hamas fighters literally dragging them by their shirts to cross a street, as an example.

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Avi Dichter, former minister of Internal Security and former head of the I.S.A., with Institute supporter, Steven Stern.

Alain Bauer, president, French Strategic Security Mission and co-founder, Defense and National Security Council (CDSN), France, noted that criminologists are neither policemen nor judges, but must try to understand what criminals and terrorists do.

Lt. Gen. (Ret.) Moshe Yaalon, deputy prime minister and minister of Strategic Affairs, having an in-depth conversation with Mr. Dan Meridor, deputy prime minister and minister of Intelligence and Atomic Energy.

“It is now the winner who pays reparations, not the loser, the enemy thus losing its incentive to end its hostilities” - Dr. Daniel Pipes, director of the Middle East Forum; Taube Distinguished Visiting Fellow at the Hoover Institution.

that includes soldiers under a situation when the common practice of our enemies is to wage war within civilian settings. If we think about a major ingredient of democracy – protection of human dignity, for civilians and soldiers alike, we have the duty then to protect citizens of a democratic states waging war against it. Terror calls for a change in the parameters in order to remain a democracy of superb standards on the one hand and provide our citizens with an effective protection of our citizens on the other.”

“SOLDIERS ARE CIVILIANS IN MILITARY UNIFORM, THEIR HUMAN DIGNITY AND LIFE WORTHY OF PROTECTION, TOO” - Prof. Asa Kasher, Laura Schwarz-Kipp Chair in Professional Ethics and Philosophy of Practice, Tel-Aviv University.

Reframing the issue – legitimacy over legality

One tactic in facing these challenges, according to some of the speakers, is a dramatic reframing of the issue. Prof. Asa Kasher, Laura Schwarz-Kipp Chair in Professional Ethics and Philosophy of Practice, Tel-Aviv University, stated that the whole framing of the debate as between security and human rights is “utterly wrong.” Security has to do with protection of human life, he stated. And there is no human right more basic, more important or more sacred than protecting the human life of a citizen. Kasher pointed to the distinction between combatants and civilians in the Just War doctrine, stating that soldiers are “civilians in military uniform, their human dignity and life worthy of protection, too,” including when they deal with terrorists hiding behind innocent civilian non-combatants. “We need a good justification for jeopardizing the life of a human being, and
Abraham Sofaer, George P. Schultz senior fellow of Stanford University’s Hoover Institution, suggested an additional perspective to assist in framing the issue. In outlining current categories of preventative actions, Sofaer claimed that most would not meet international standards of legality, yet would be viewed as necessary and morally justified. Legitimacy is a more useful and meaningful concept than legality and should be the criteria for which we strive. “Success is not merely succeeding in getting the approval of the international community but in actually achieving the objective.”

PERSPECTIVES OF COUNTER TERRORISM

Workshops illuminated the issues involved in counter terrorism from a wide range of perspectives, geopolitical as well as technological.

The discussion of western society’s resilience posed the question of trying to envision the impact of Muslim immigration on Europe by 2030. Jonathan S. Paris, associate fellow, International Centre for the Study of Radicalisation (ICSR), King’s College London, discussed pertinent factors such as the differences between first and second generation immigrants, the effect of imported brides and the mutual impact between Muslims and the states in which they live. Michael Whine, director, Government and International Affairs at the Community Security Trust, U.K., pointed out that Europe is faced with twin threats: the continent is about to suffer a severe population decline, which affects Europe’s aging population and states’ abilities to maintain economic stability. It is not Muslim migration that should necessarily worry us, he qualified, but the threat of political Islam. Governments do perceive the risk but few deal with it in a holistic manner.

Daniel Pipes expressed pessimism regarding the topics of home grown radicalization in Europe and the US, and where society is heading. He placed only a 5% chance on the solution that gets the most attention in the press, “that everybody gets along. This is a denial of reality.” Based on the trends of the past half century, he sees a far greater chance of Europe becoming Islamist. A far-less discussed prospect is that Europe will say that it has had enough.

Yehudit Barsky, director of the American Jewish Committee’s Division of Middle East and International Terrorism, reviewed the perspective of terrorist organizations trying to recruit Muslims in democratic countries; these organizations are operating with the advantage of the very freedom those societies allow. The good news, she noted, is that extremists remain a minority; the problem is that one needs only one or two people to carry out a terrorist attack. When western countries analyze this problem, the main obstacle is the lack of will to interfere in religious practices of communities.

Dr. Randall G. Rogan, associate dean Graduate School of Arts and Sciences, Wake Forest University, pointed to the failure in countering terror, not by

“IT IS NOT MUSLIM MIGRATION THAT SHOULD NECESSARILY WORRY US BUT THE THREAT OF POLITICAL ISLAM. GOVERNMENTS DO PERCEIVE THE RISK BUT FEW DEAL WITH IT IN A HOLISTIC MANNER”

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REGIONAL CROSS-CURRENTS

Amos Gilead, former head of the National Security Council, began with offering encouraging news: Deterrence is working, he claimed, based on the message that Israel is willing to destroy the perpetrators. Stability, he said, is more important in this region than democracy, and Arab states share our concern regarding terror. Lt. Gen. (Ret.) Moshe Yaalon, deputy prime minister and minister of Strategic Affairs, on the other hand, pointed to the futility of any kind of concessions and accommodation to terror groups and their appeasers.

Maj. Gen. (Ret.) Eitan Ben Eliyahu, former commander of the Israel Air Force (IAF), provided historical context. The first four decades since Israel’s independence saw a confrontation every decade. The wars of 1948, 1956, 1967, 1973 and 1982 were characteristically similar and their locations were predictable – the Golan, West Bank or Sinai, the balance of power of both sides known in advance. In the 1980’s two things happened – the development of new equipment, such as ballistic missiles and the rise of terrorism to a scale that transformed it into a strategic parameter. In the late 1980’s, terror organizations grew to become almost like state entities. Today, terrorism presents much more than a regional threat, he added, noting 9/11 and the events in London and Madrid.

Prof. Hillel Frisch, senior research fellow of the BESA Center, Bar-Ilan University, noted that Hamas has achieved total territorial control over Gaza and a near monopoly of control over a million people. To date, analysis shows that there is no significant improvement in the capabilities of Palestinian terrorists in either Hamas or other organizations; the bad news is that while Israel has the way in terms of military capacity, Hamas has the will, with no sign of it ebbing.

A session on the legal perspective of fighting terror discussed challenges of terrorism prosecution in the post-Bush era and the Sisyphic legal preemptive measures which form some of our most effective preventative measure. Prior to 9/11, terrorism was considered a domestic matter in most countries, according to Adv. Dvora Chen, former director of the Department of Security Matters, State Attorney’s Office, Ministry of Justice. Since then, we have learned many lessons. One, according to Col. Adv. Daniel Reisner, former head of the International Law Branch, IDF Legal Division, is that when bad things happen, one’s immediate reaction might not be the one you will like ten years down the line. He therefore recommended that we not judge decisions made after a terrorist attack too harshly. “In our world, where non state entities are a threat, we need to have the legal tools to fight them while maintaining human rights. All countries are grappling with this issue. If no one is sure of the right balance, you shouldn’t criticize other countries.”

“IN OUR WORLD, WHERE NON STATE ENTITIES ARE A THREAT, WE NEED TO HAVE THE LEGAL TOOLS TO FIGHT THEM WHILE MAINTAINING HUMAN RIGHTS. ALL COUNTRIES ARE GRAPPLING WITH THIS ISSUE. IF NO ONE IS SURE OF THE RIGHT BALANCE, HOW CAN ONE COUNTRY CRITICIZE ANOTHER?”
- Col. Adv. Daniel Reisner, former head of the International Law Branch, IDF Legal Division
William Banks noted that closing Guantanamo has become one piece of one big security puzzle that the Obama Administration is trying to reshape. There are still many legal challenges before the right policy and legal structure is achieved.

Adv. Shai Nitzan, deputy state attorney for Special Affairs, recommended that more people learn about Israeli law. One main problem in fighting terrorism in Israel is handling terrorist detainees. Often, evidence is inadmissible and cannot be disclosed to the detainee since it would endanger security forces. In such cases, should the suspect be released or be detained even though he cannot be prosecuted? The US and other states face the very same dilemma.

Imprisonment of terrorists forms a contentious issue within democratic societies, and raises questions such as whether the prison system rehabilitates or radicalizes terrorists. Gen. (Ret.) Orit Adato, former commissioner of the Israeli Prison Service, chaired the session on prison as a component in terror cycle with both inherent risks and opportunities. Dr. Rohan Gunaratna, head of the International Centre for Political Violence and Terrorism Research at Nanyang Technological University, Singapore, discussed the rehabilitation of detainees as a growing program in Singapore. He noted four types of rehabilitation, the most effective of which takes on detainees committed to Islam and uses mainstream Muslim clerics. Dr. Mark Hamm, professor of Criminology, Indiana State University, reviewed a study he conducted for the National Institute of Justice, which showed that prisoners who convert to non Judeo-Christian religions are more prone to be candidates to radicalization.

TERROR IDEOLOGIES AND MODUS OPERANDI
Dr. Col. (Ret.) Eitan Azani, deputy director of ICT, pointed out that the war on terror has affected al-Qaeda and reduced its operational capability, with the possibility that it has changed from an organization to a brand or ideology. However, the true situation is more complex and involves al-Qaeda’s network of organizational resources, fundraising and recruitment. The year 2009 was one of rehabilitation for al-Qaeda, with intensified recruitment efforts around the world to training camps in the Af-Pak region.

Col. Behran Sahukar, research fellow, United Service Institute, India, noted that recent terror attacks in India have been linked to global jihad operations including plots in London and bombing a nuclear plant in Australia. Attacks have united Indians of all religions against the common enemy of Islamist terrorism, he said, noting that Indian Muslims refused to bury the Mumbai attackers in a Muslim cemetery. The recent events have made an impact on India-Israel strategic ties, Sahukar continued, involving closer cooperation on security/counter-terrorism through perceptions and priorities guided by national interests and values.

Prof. Gabriel Weinman, Department of Communications, University of Haifa, pointed to the increased focus on cyber space within jihad movements, which his project has monitored for 11 successive years, on over 7,000 websites. Dr. Col. (Res.) Shaul Shay, head of Security Policy Division, National Security Council and senior research fellow, ICT, restated that terrorism is just one form of jihad as an all-encompassing ideology, noting that we have to understand that the real name of the game is a war over the hearts and minds of Muslims around the world, above and
“BASED ON THE TRENDS OF THE PAST HALF CENTURY, THERE’S A FAR GREATER CHANCE OF EUROPE BECOMING ISLAMIST. A FAR-LESS DISCUSSED PROSPECT IS THAT EUROPE WILL SAY THAT IT HAS HAD ENOUGH”
- Dr. Daniel Pipes, director of the Middle East Forum; Taube Distinguished Visiting Fellow at the Hoover Institution

Beyond al-Qaeda’s organizational structure and operational capabilities. Any changes will result from an internal Islamic debate.

In a discussion of the Muslim Brotherhood, Dr. Reuven Paz, director of the Project for the Research of Islamic Movements (PRISM), GLORIA Center, IDC, claimed that there is no real Arab leader who exerts a forceful communal leadership today. Within each of the local Hamas movements, he pointed to multiple rivalries and factions in leaderships. From the outside, they can always present a united front of the movement, which forms their main public appeal, the “sublime goal” of reviving the Caliphate. Ronald Sandee, director of Analysis and Research, NEFA Foundation, USA, pointed to a re-energized version of the Muslim Brotherhood in recent years, which he dubbed “MB 2.0” - more organized and far more structured. Sandee illustrated this point through two case studies, the reaction to the Danish cartoons and the pro-Gaza demonstrations. What looks like spontaneous demonstrations in the media are really carefully engineered by Muslim Brotherhood activists to achieve full effect, coordinated by all means of internet contact, including Facebook.

THE BATTLE FOR PUBLIC OPINION
Stuart Green, Lt. Commander, United States Navy, presented an analysis of cognitive warfare and manipulation within and by mainstream media to infiltrate and advance foreign goals. Citing former senior KGB official Yuri Bezmenov, the objective of “Soviet Active Measures” was “the art of having your enemies say what you want them to say” and Bezmenov’s assessment that the Soviets’ aims at demoralizing Americans were “over-fulfilled.” Lee Smith, visiting fellow at the Hudson Institute, critiqued the US media’s susceptibility to propaganda due to its approach to “show both sides” of the story despite knowing that one side does not do so.

Tamar Sternthal, director of the Israel office of CAMERA (Committee for Accuracy in Middle East Reporting of America), elaborated on the Hamas and Hezbollah media strategy, noting that Hezbollah trains its own press corps and also manipulates and controls information and data. Israel inadvertently abetted this process by allowing journalists to flow into Lebanon in 2006, a move they did not repeat in Gaza. Sternthal also noted that both Hezbollah and Hamas concealed information on their own casualties. The press also failed to examine that Hamas took advantage of the fighting to take revenge on Fatah.

Yael Shachar, ICT’s researcher and database director, discussed the ICT initiative to quantify Gaza fatalities, using the Palestinians’ own statistics, those of the Palestinian Center of Human Rights. ICT built a database of every Palestinian killed, corroborating those names with Hamas-related websites, identifying many more of the dead as Hamas combatants.

“The year 2009 was one of rehabilitation for al-Qaeda, with intensified recruitment efforts around world to training camps in the Af-Pak Region”
- Dr. Col. (Ret.) Eitan Azani, deputy director of ICT

Richard Landes, Department of History of Boston University, presented evidence that Mohammad al-Dura’s death was staged, the aftermath of the affair inflaming rage and provoking the deaths of thousands. Daniel Moro, chief editor of TG5, Italy, spoke candidly of the measures used to influence members of the foreign press corps who cover the conflict based in Israel – both incentives and intimidations. “At no time in history do you find a country which provides free and safe passage to journalists to cover the enemy – who intimidates those journalists to provide coverage from their point of view only,” he noted.
BUILDING COALITIONS
Parliamentarians and diplomats joined in assessing the current situation, including what can and must be achieved through international coalitions and partnerships. Michał Tomasz Kaminski, president of the European Conservatives and Reformists Political Group, European Parliament, European Union, acknowledged that European freedom is under attack, with many Europeans who “fall victim to moral relativism.” He expressed assurance that “Europe will never succumb to terror because it can rely on its brave ally, Israel, which has struggled to defend our values,” but that gratitude cannot be limited to words. “Europeans frequently need to be reminded of their tragic past, that totalitarian ideologies wreak untold damage if left unchecked.” Europe and Israel must stand together to advance joint anti-terror principles. Dr. Matthew Levitt, senior fellow and director of the Washington Institute’s Stein Program on Counterterrorism and Intelligence, spoke of the “cascade of instability” resulting from Iran’s pursuit of nuclear arms and sponsorship of terror, financed through its own banks. Eugen Wollfarth, head of the Counter-Terrorism Task Force in theAuswärtiges Amt (Federal Foreign Office), Berlin, spoke of the danger posed by home-grown terrorists recruited within Germany and trained in the Afghan-Pakistani border area. Previously, terrorists moved to Germany to commit terrorist attacks. Now, they move from Germany to Afghanistan and Pakistan to undergo training. There is no space for illusion, Wollfarth warned; potential attacks in Germany cannot be ruled out.

Using high-fidelity satellite depictions, Dr. Rohan Gunaratna, head of the International Centre for Political Violence and Terrorism Research at Nanyang Technological University, Singapore, described the hostile and rugged terrain along the Afghan-Pakistani (Af-Pak) border. These tribal areas are sparse, undeveloped with poor infrastructure and communication, the border porous. About 25 groups emerged, which are collectively known as the Pakistan Taliban. Known as FATA (Federally Administered Tribal Area), this area is where Europeans go to train in terrorist camps. In many ways, this structure has been replicated from Afghanistan to Pakistan. While drone strikes have produced good results in locating and attacking these camps, greater investment is needed to stabilize the border, train the police and economically develop that region.

Palestinians in the Gaza Strip during the fighting to warn of upcoming attacks on the area, and that civilians went to the rooftops, knowing that the IDF would not attack. IAF hits to building corners, in a tactic known as “knock on the roof,” often acted as effective persuasion for them to leave, allowing clear access to the target.

For extensive video coverage of the Conference proceedings, please visit http://www.ict.org.il

INDIAN MUSLIMS REFUSED TO BURY THE MUMBAI ATTACKERS IN A MUSLIM CEMETERY. THE RECENT EVENTS HAVE MADE AN IMPACT ON INDIA-ISRAEL STRATEGIC TIES INVOLVING CLOSER COOPERATION ON SECURITY/COUNTER-TERRORISM THROUGH PERCEPTIONS AND PRIORITIES GUIDED BY NATIONAL INTERESTS AND VALUES”
- Col. Behran Sahukar, research fellow, United Service Institute, India

Alain Bauer, president, French Strategic Security Mission; co-founder, Defence and National Security Council (CDSN), France, noted that criminologists are not policemen or judges and that his contribution is to try to understand what criminals and terrorists do. Crime does well in times of economic crisis, crises attract crime and terror and there is no one magical solution to the issue of this multi-headed complexity.

OPERATION CAST LEAD: A CASE STUDY IN COMPLEXITY
The challenges of Operation Cast Lead in Gaza embodied the complex issues of asymmetrical warfare and generated much discussion. Col (Res) Shlomo Mofaz, ICT research associate, noted that on an operational level, Hamas lost to IDF forces in all clashes and therefore avoided direct contact, “disappearing” in order to avoid the IDF’s superior manoeuvring capability, instead using the homes of civilians as battlefields and targets and making use of international public opinion when civilians were injured or killed. He recalled that the IDF made more than 250,000 phone calls to...
IDC Alumni Make History

Campaign reaches million NIS target for scholarships

“WHEN A HUNGRY PERSON NEEDS FOOD, DON’T GIVE HIM A FISH... TEACH HIM HOW TO FISH.” - Chinese proverb

About 1 in 6 students at IDC receives a scholarship, more than at any academic institution in Israel. These students arise from the nation’s weaker socio-economic layers, but have high academic potential and many graduate with distinction.

And now, through the new campaign, "A Place in the Heart," a whole new generation will have a chance to receive a first rate education and a new start at life.

But what makes these new scholarships so meaningful is that they are provided by IDC alumni.

"For the first time," says Adv. Adi Olmert Peled, director of the IDC Alumni Association, "a leading Israeli academic institution turned to its alumni with the request that they take responsibility to help disadvantaged students, to enable them to realize their dreams of higher education and embark on a path of success."

In an overwhelming response, 700 IDC graduates contributed over one million NIS to enable 34 deserving students to earn their degrees. The campaign goals were reached in less than eight months, with an additional half million shekels already flooding in to provide for next year’s scholarship students.

Gil Goshen, an IDC law and business graduate from the class of 1998 and chairman of the First Student Union, was eager to contribute: “When I started thinking about this campaign and why it’s justified and important and who it contributes to, it was clear from the beginning that you’re giving people the tools to succeed. You become part of something that gives people tools for life."

According to Jonathan Davis, IDC VP of External Relations, “Our graduates are not only Israel’s future leaders, but also the future generation of IDC Herzliya, and they will ensure the success of the students that follow them.”

And for IDC Founder and President, Prof. Uriel Reichman, the success of this campaign is the realization of one of the basic premises upon which IDC was built: “IDC Herzliya was established to serve its students, and the hope has always been that when the Center’s founders are gone, the graduates will rise up and carry on the message. By supporting talented young people who don’t have the means yet to help themselves, our graduates are helping to preserve this unique place and ensure its future.”

Already the next generation is waiting to rise up and put on the mantle of responsibility: “One of the things I want to do most after I get my degree and become financially established,” says Shlomi Gvilli, a scholarship student who is completing two degrees - one in computer science and another in business administration, “is to come back here and volunteer to accompany a student throughout the challenges of getting a degree. That would be the best way to repay the Center, because what they give us here is an unbelievable opportunity. If one day I’ll be able to come full circle and help someone else, then I’ve done my part.”

– Joy Pincus
On a rare warm November night in New York, IDC alumni came together for a fun, hummus-filled evening with IDC President, Professor Uriel Reichman. Held at Nanoosh, more than 30 IDC alumni came to hear Professor Reichman speak about the current educational situation in Israel and how he and IDC are working to improve it. Professor Reichman issued a call to action for all IDC alumni to help with the mission of improving education and overall society in Israel. Guests were motivated and inspired by Professor Reichman’s words and engaged in an intimate discussion on Israel and the role they can play in strengthening the country. Many special guests came to the event including Nanoosh owner, David Kostman, a former student of Professor Reichman, as well as a few children of IDC alumni. Looks like the IDC class of 2030 is going to be a big one!

ProF. Reichman addresses Alumni in New York

IDC strives to be in touch not only with its alumni in Israel but also with its alumni abroad. This fall, alumni living in NYC have had great opportunities to gather. Lenore LaVine, RRIS and IDC Marketing Director for North America, organized an evening for alumni to catch up with old friends, make new friends and network in NYC. The Hebrew MBA students stopped in NYC during their 2 week trip to Wharton, and during this time they met with IDC alumni living in the New York area. More than 65 alumni and current MBA students gathered at The Volstead in Mid-town Manhattan to network and exchange updates about the current economic climate in Israel and the US. Great times were had by all as alumni caught up with students about news and changes going on at the IDC Herzliya campus.

Alumni Networking Event with IDC MBA Students in NY
One very special program at IDC is Keren Or (Ray of Light), established by Orie De-Levi. De-Levi, a former combat pilot who graduated from the Efi Arazi School, went on to become a successful entrepreneur who chose to share that success by creating a unique scholarship fund. The Keren Or program offers second chance scholarships to disadvantaged students who, because of problematic socio-economic backgrounds and low test scores, would otherwise not be accepted to certain academic departments in Israel. “We don’t put a great emphasis on their test scores,” explains Prof. Shimon Schocken. “Instead, we look for natural talent and leadership potential. Every year we scout all over Israel, mainly in the peripheral areas, and bring to IDC several dozen candidates who were recommended by community leaders, high school teachers and army commanders.”

Graduate Moshe Goldyan was once an IDC scholarship student through the Keren Or program. Today, this alumnus is giving back to the university that helped him to achieve his dreams, by donating a generous gift towards its Alumni Fund, which ensures scholarships for disadvantaged students.
A Personal Story

"IDC was like a family," says Moshe Goldyan, taking time out from his busy workday to talk to the Herzliyan. "The lecturers and students are incredible, any help you need, you get - in your academic life, with financial assistance; you can even come to the dean and talk to him and get the help you need. It was amazing; I didn't believe it when I saw it."

Goldyan's is one of the many success stories to arise from IDC's Keren Or. "Ray of Light," a program that offers second chance scholarships to disadvantaged students who, because of difficult socio-economic backgrounds and low test scores, would otherwise not be accepted to the computer science department of an Israeli university.

It would be hard to find a more worthy recipient that Goldyan. Abandoned at a young age by his father, Goldyan worked after school and on vacations to help his mother keep a roof over their heads. Despite these hardships, he went on to join the IDF's combat engineering division, where he fought in Israel's Second War with Lebanon and was singled out by the division chief for showing "courage on the battlefield" and "excellent performance in combat situations." As if that were not enough, Goldyan still found time to volunteer in a children's cancer ward, at a recovery center for patients with brain damage and at a youth detention center.

"I think it's a moral obligation to volunteer," says Goldyan. "It's a great feeling when you help people and see them get better - I think it's as good for the one who volunteers as the person he is helping." With his outstanding background of service and drive to succeed in life, Goldyan was a perfect candidate for Keren Or.

First launched at IDC's Efi Arazi School of Computer Science as the initiative of a successful alumnus, the program's facilitators comb Israel's periphery and bring promising candidates to the campus for a week of mathematics 'boot camp.' There they assess who has what it takes to succeed in its rigorous computer science program and the nine or ten best students are offered full scholarships and assigned a personal student mentor to assist them during their first year of studies.

The program, which was also adopted by the Arison School of Business, has become one of IDC's greatest sources of pride and accomplishment. According to Prof. Yael Moses, former deputy director of the Efi Arazi School and Director of the Keren Or program, "After nine years, it's still exciting. It's exciting to see where they start, the path they go down and where they are when they finish."

One of the most profound changes that happens, says Moses, is the nature of the students' problems: "I've had students who sat in my office and didn't have money to eat, and a few years later they were consulting me on whether or not they should leave the big company they are working for and take a job they've been offered with a promising new start-up," she says. "They have already forgotten that a few years before they didn't have enough money to eat."

According to Moses, one of the most impressive aspects of the program is that the personal tutors assigned to each Keren Or student are helping out on a purely volunteer basis – they receive no compensation or school credit for the hours of service they provide. "Every year it excites me to see how many students volunteer," says Moses. "All these students are very busy – they are studying, they are working - and still they find time to help here."

But does the program produce results? Absolutely, says Efi Arazi Founding Dean Shimon Schocken.

"First of all," says Schocken, "the average GPA of these students is only slightly less than the overall student body GPA, which is incredible. These students would not have been accepted anywhere, yet given a chance, they do almost as good as others - and some end up as dean's list students. And all of them, upon graduation, find work at high-tech companies. If only for that, it was worth it to start this whole school - to bring all these young people from nowhere, to leading positions in the industry."

There are many shining examples of students who seized the opportunity Keren Or provided them and made great strides forward in their lives:

- **Meital Nisimov**, raised in a single parent family, who was selected as class valedictorian in high school and went on to become the sole breadwinner in her family. A volunteer mathematics tutor, Nisimov became an officer in the IDF, where she was commended for her integrity. Today, she is a team manager at a leading Israeli hi-tech company.

- **Roy Halatzi**, who grew up in an underprivileged neighborhood in Netanya, was a dedicated high school student with the highest grade point average in his class. A pillar of support to his mother and handicapped sister, Roy was also considered a pioneer at his high school where he initiated a double major program. Today, Roy works for a successful hi-tech company as an R&D manager.

- **Victor Saban** rebelled against his family's desire for him to become a laborer, in order to pursue higher education. Supporting himself financially, Victor won an award from the IDF for excellence. Today he is the founder and president of his own startup company in the field of memory chips.

And the list goes on. As of today, there are 68 graduates of Keren Or. Goldyan, who worked at RAD Data Communications while still a student, works today at Alfatech, a small software development company, where he plans to become first a team leader and then a department manager, and perhaps to pursue his master's degree.

Not one to forget where he comes from, Goldyan credits IDC for giving him the opportunity to succeed in life. This past year, Goldyan turned around and expressed his appreciation for Keren Or by offering a generous donation back to the program.

"It can be a continuing cycle – someone donated a scholarship to me through Keren Or, and If I’ll give it forward to a new student who comes afterwards, and he'll finish his degree and then donate his money to the next person, it's a win-win situation."

Would you like to prepare Israel's leaders of tomorrow by giving a Keren Or Scholarship? Contact us at: yyativ@idc.ac.il - Adv. Yael Yativ - Fundraising Campaign Director.

– Joy Pincus
Some 150 guests were greeted by Prof. Uriel and Nira Reichman, including Yochi and Itzik Shrem; Orna Berner; Evelyn Douek; Eli and Liora Landau; Prof. Amir Barnea; Izzy and Yael Borovich; Dr. Harry Radzyner and Mr. Shlomo Nechama, Chairman of the Board, Israel Friends of IDC Herzliya.

Ohad Finkelstein moved everyone present when he spoke about prisoner of war Gilad Shalit, and how he would like to see Gilad studying next year at IDC. Prof. Reichman praised Itzik Shrem the exiting chairman, for his wonderful work over the years, and welcomed Shlomo Nechama, the new chairman, whose talents, integrity and values are so compatible with IDC. Nechama thanked Prof. Reichman, saying: “When I was appointed Chairman of Bank Hapoalim, I asked Uriel to join the Board of Directors, and he served for 6 years. It was a great experience in both the professional and the social realms, and so when Uriel turned to me a few months back and asked would I become the head of Israel Friends, I jumped at the opportunity to work with him again.”

Following a musical interlude with singer Marina Maximilian Blumin, the Keynote Speaker, Prof. Amiram Grinvald, from the Weizmann Center, spoke about his research on deciphering remarkable brain functions. All the guests were then treated to a spectacular meal.

In the final portion of the evening, Student Vicky Halfon from Kiryat Melachi, a southern development town near Sderot, spoke about the importance of the Keren Or scholarships. Proceeds from the evening went toward scholarships for students in need.

The week-long end of year celebration concluded on June 6th with the Annual Israel Friends of IDC International Gala event. Held on campus and hosted by the Friends of IDC Herzliya Board Members, the event was sponsored by Ohad Finkelstein, Head of International Investments at Venrock. The evening’s Master of Ceremonies was Ms. Tami Chaimovski, Board Member, Israel Friends of IDC Herzliya.

The evening’s Master of Ceremonies, Tami Chaimovski, Board Member, Israel Friends of IDC

IDC Friends and Supporters, Shlomi and Tanya Fogel
“WHEN I WAS APPOINTED CHAIRMAN OF BANK HAPOALIM, I ASKED URIEL TO JOIN THE BOARD OF DIRECTORS, AND HE SERVED FOR 6 YEARS. IT WAS A GREAT EXPERIENCE IN BOTH THE PROFESSIONAL AND THE SOCIAL REALMS, AND SO WHEN URIEL TURNED TO ME A FEW MONTHS BACK AND ASKED WOULD I BECOME THE HEAD OF ISRAEL FRIENDS, I JUMPED AT THE OPPORTUNITY TO WORK WITH HIM AGAIN” - Shlomo Nechama, Chairman of the Board, Israel Friends of IDC
Israel Friends of IDC
Open 2010 Activities with Glorious Trip to Nazareth by Night

There was a buzz of anticipation as two buses left the grounds of IDC and over 100 of IDC’s most treasured Israel friends were taken to Nazareth for a magical evening sponsored by Subhi Tannous, devoted friend of IDC and an influential figure within his community.

On arrival, the guests were split into three groups, all led by local guides who introduced them to “Nazareth by night,” where they were able to experience the beauty of the architecture and paintings under a starlit sky.

The guests then continued on to the magnificent home of the Tannous family, in Nazareth Illit, where a fairytale garden dinner was laid out for them and they enjoyed glorious hospitality by the whole Tannous family. The mayor of Nazareth Illit, Shimon Gapso, welcomed the guests to his town, while Subhi Tannous welcomed them to his home, reiterating the importance of Arab-Israeli coexistence. IDC Founder and President, Prof. Uriel Reichman, complimented the hosts for their generous and overwhelming hospitality, and the guests for always being such great supporters of IDC. The group went home with full stomachs and enchanting memories of the aesthetics of Nazareth by night.
1. Bilha Hochman, IDC’s director of public affairs, the evening’s sponsor and host, Subhi Tannous, Mrs. Tannous, IDC Founder and President, Prof. Uriel Reichman and Tage Tannous
2. IDC Founder and President, Prof. Uriel Reichman, with the evening’s sponsor and host, Subhi Tannous, devoted friend of IDC and influential personality within his community
3. IDC Honorary Fellow, Gerald Cramer talking to Bilha Hochman, IDC’s director of public affairs
4. Ishar Kane with Joe Bahad
5. IDC Founder and Vice President, Uriel Reichman, chatting with Nazareth Illit mayor, Shimon Gapso, while the evening’s sponsor and host, Subhi Tannous, looks on
6. Rachel Hazan, Daphna Cramer and Shoshana Oved
7. IDC Vice President of External Relations, Jonathan Davis, with Avner Azoulay, managing director of the Marc Rich Foundation
8. IDC MBA graduate, Daphna Hochman and Ronen Hoffman
9. Avi Dayagi and Zvika Kayam before leaving IDC en route to Nazareth
10. Zvika and Ofra Kayam with Rami Salant (center) before leaving IDC
11. Nir Kaftori is welcomed to Nazareth Illit by the Tannous family
AFIDC COCKTAIL PARTY AT CAROL AND JOEY LOW

On a gloriously sunny day in Westchester, Carol and Joey Low hosted 50 friends and neighbors at their home, to meet and hear the stories of three exceptional IDC graduates – Mali Akum, Devorah Desta and Mazal Yitzchak. Having just finished prestigious internships at the US Holocaust Museum in Washington DC, these articulate and talented Ethiopian-Israeli women educated an eager audience about Ethiopian Jewry and their experiences in IDC Herzliya’s Israel at Heart Ethiopian Program.

Mali, Mazal and Devorah, who graduated with BA degrees in communications, government and psychology respectively, spent a summer in WDC giving tours to visitors of the museum and broadening their understanding of Jewish history and themselves. “We met and worked with survivors who were so full of life and so encouraging,” said program graduate Devorah Desta. “I really enjoyed Washington DC, I am going to miss it,” said Mali Akum. “Though my family did not go through the Holocaust, as a Jew it is part of my history.” The museum was so thrilled with the three interns that they have already invited a new group to participate next summer.

The audience was curious to hear about their families’ journeys to Israel, how Israelis perceive Ethiopian Jews, and what educational and job opportunities they found there. The graduates were very proud to tell their personal stories and to discuss the frustrations they face and the tremendous advantage their education at IDC has afforded them.

Started by Joey Low, the Israel at Heart Ethiopian Program gives full scholarships and other assistance to talented Ethiopian Israelis who wish to pursue college degrees. The enrollment process differs from other Israeli colleges in that it looks at the whole person, not just grades, finding leadership potential and nurturing those candidates via a comprehensive and tailor-made program. Now in its 5th year, over 50 students have been accepted. Almost all the students of the first graduating class have secured gainful employment at prestigious firms in Israel and are working within their fields of choice.

To learn more about the Israel at Heart Ethiopian Program at IDC or to become a scholarship donor please contact in Israel Jonathan Davis: jonathand@idc.ac.il or in the US Felicia Steingard: felicia@afidc.org
RRIS NUMBERS GROW IN NORTH AMERICA

As greater numbers of students in North America attend the Raphael Recanati International School at IDC Herzliya, it becomes even easier to market this sought after program. Students and alumni are recruiting friends to join them in Israel to do their undergraduate and graduate degrees in English at the RRIS. North American Marketing & Recruitment Director, Lenore LaVine, has been visiting many schools to speak about IDC Herzliya and noted “the word is really spreading about RRIS in North America. At almost all the schools, students had heard about IDC, and the feedback is very positive.”

At recent information sessions in New York and Los Angeles with RRIS Head Jonathan Davis, a record number of prospective students and parents came to hear about IDC and its Zionist mission. Students were energized after hearing Mr. Davis’s descriptions of campus life, the academic offerings and the successes of many of IDC’s graduates.

In addition, IDC has partnered with Jewish Student Union clubs located in public high schools across the nation. Over 50 students at Beverly Hills High came out to hear Mr. Davis speak about Israel and IDC. Through this partnership, IDC’s recruiting efforts have been successfully able to reach hundreds of students, inform them of their options for studying in Israel and share with them ways to become Israeli activists on their high school campuses.

For more information contact Lenore LaVine at lenore@afidc.org or 1-866-999-RRIS (7747).

LA FRIENDS OF IDC

ROYAL TREATMENT AT THE RUBINS’

In true Hollywood fashion, Stuart and Annette Rubin rolled out the red carpet for an extraordinary evening on behalf of the American Friends of IDC in Los Angeles. AFIDC board member Annette Rubin and her husband Stuart graciously entertained IDC supporters, parents and grandparents in their home with a feast for the senses. With luscious flowers and delicious food decking the tables, guests had a chance to mingle with IDC President Uriel Reichman and VP Jonathan Davis from Israel, meet other supporters in the Los Angeles area and hear more about IDC Herzliya. Several parents and grandparents of RRIS students attended the evening along with scholarship donors and board members. AFIDC Director Felicia Steingard described the evening as “a special opportunity to say thank you to those who have been supporting our students as well as welcome new supporters to the IDC family. Stuart and Annette treated us all like royalty. They are an extraordinary couple and IDC and Israel are lucky to have them on their side.” The evening was a tribute to the growing community in Los Angeles who believe in IDC’s values and building a strong State of Israel.

For more information contact Lenore LaVine at lenore@afidc.org or 1-866-999-RRIS (7747).
AFIDC BOARD GROWS

On November 10, the Board of Trustees of the American Friends of IDC met in New York City at the offices of fellow board member Mr. Gerald Cramer. Prof. Uriel Reichman and Jonathan Davis were there to update the members on IDC’s progress and future plans and Felicia Steingard reported that the American Friends had exceeded their fundraising goals for the year despite the economic crisis. After many years of faithful service as the treasurer of the board, Shimon Topor handed over the reins to another longtime IDC supporter, Gil Tenzer. Shimon, who will continue as a board member, and his wife Hava, have given generously to IDC over the years and funded the Leah and Naftali Ben-Yehuda Study Skills Center at IDC. The board is extremely grateful to Shimon for his years of service and looks forward to many more successful years under Gil’s guidance. This past year, Gil and his wife Orit created the Mimi Gishuri Scholarship Fund for students at IDC in honor of his late aunt - a woman of exceptional courage and kindness.

Several members of the board brought guests to introduce to IDC Herzliya and its mission. Member of the board Joey Low, the champion behind the Israel at Heart Ethiopian Program at IDC, brought guests Mark Moskowitz and Yuval Hadadi, and Jerry and Dina Wind invited Danny and Talia Bejarano. The board was delighted to meet member Albeto Vitale’s wife Gioietta and to have our newest member Mrs. Annette Rubin travel in from California for the meeting.

The American Friends of IDC continues to expand its reach within the United States and has made significant progress in developing regional chairs. At the meeting, Dina Wind announced that she and longtime friend and IDC supporter Rick Lieb have agreed to be co-chairs for the Philadelphia chapter. Mr. David Fine also agreed to be the Boston chapter chair.

BOSTON FRIENDS OF IDC

AN EVENING IN BOSTON WITH PROF. URIEL REICHMAN AT THE HOME OF THE FINE FAMILY

The American Friends of IDC is proud to announce that David Fine has agreed to be the Chairman of the Boston chapter of IDC Herzliya. With a son studying at IDC, David and his wife Rachel are true members of the IDC family. In that same spirit, they opened their home to host IDC President Prof. Uriel Reichman, for an evening devoted to countering the Goldstone Report and its defamation of Israel. Addressing over 50 devoted members of the Boston community, Prof. Reichman thoroughly analyzed the false claims made by the UN report. Warning of the growing attacks on the legitimacy of the State of Israel’s existence, Prof. Reichman pointedly countered the arguments. Prof. Reichman insisted that IDC Herzliya use all its intellectual and creative resources to counter the international anti-Israel sentiment and activities both on the legal and public relations fronts. Guests engaged in a series of questions and answers, some sharing personal stories of soldiers close to them who served on the front lines. Tremendous thanks go to Rachel and David Fine for making everyone feel so welcome and for being a bastion of support in the Boston area.

To take part in future events at the American Friends’ chapters in the United States please be in touch with Felicia Steingard: felicia@afidc.org or 212-213-5961.
SPECIAL SPOTLIGHT ON AFIDC

BOSTON FRIENDS OF IDC

The new scholarship fund was dedicated in memory of Mimi Gishuri, aunt of Gil Tenzer

American Friends of IDC supporters Gil and Orit Tenzer

Mimi Gishuri’s life reads like a movie script

Mimi’s family emigrated from Poland to Belgium in the 1920s. The youngest in an extended family, everyone doted upon this golden child. In her late teens, however, Mimi fell in love with a Belgian who was not Jewish, and married him. Devastated, her family refused to have contact with her and symbolically sat shiva over their now departed daughter.

With the onset of World War II and the occupation of Belgium by the Nazis, Mimi’s husband was one of the leaders of the resistance movement and Mimi, with her striking blond hair and blue eyes, was an ideal agent to carry messages. Unfortunately the German security forces were able to break a number of the resistance cells and arrested both Mimi and her husband. They were subjected to brutal investigations culminating in her husband’s death, and Mimi, who was pregnant at the time, lost the baby.

Following the end of the war, Mimi made her way to Palestine, where she knew one of her sisters lived. A happy reunion followed and she spent the next two years living with her sister and brother-in-law and their two young children, who were thrilled to have a beautiful glamorous auntie liven up the scene. Mimi met and married Ephraim “Foki” Gishuri and traveled the world with him in various political posts, representing the young state of Israel. She became an ardent Zionist and spent time volunteering in various hospitals and charity organizations for the next four decades. Due to damage from the torture inflicted on her she wasn’t able to have children of her own, so she truly dedicated herself to take care of others, whether old or young. She had a particular affinity for cats and would stop at the butcher’s every day for leftovers which she would feed to dozens of strays in the backyard of her garden floor apartment in Ramat Gan.

Amazingly, despite the harsh life she experienced during the war, Mimi stayed positive and upbeat and lit up every place she entered with positive energy. Always humble, she kept a closed drawer full of commendations and medals from her days in the resistance as well as recognition of her extensive charitable work. She died of natural causes within a year or so of the death of her beloved husband Foki. Her life and positive attitude are truly an inspiration.

NEW SCHOLARSHIP FUND AT IDC IN LOVING MEMORY OF MIMI GISHURI - DONATED BY GIL AND ORIT TENZER

IDC MARKETING STUDENTS WIN PRESTIGIOUS MAA AWARD

RRIS Business Students Liat Karpel, Dotan Weiss and Rebecka Metzger recently travelled to Boston as the winners of the MAA Worldwide Marketing Challenge. The semester-long contest pitted IDC students against students from other schools around the world. The goal was to create a complete 360° marketing plan targeted to increase tourism to the home country. The Israeli Ministry of Tourism judged the local competition and was very impressed with Karpel, Weiss & Metzger’s proposal and hope to implement certain aspects of it. While in Boston, Karpel, Weiss & Metzger joined RRIS Marketing Director, Lenore LaVine, in visiting local schools, to share with students their experiences of studying at IDC Herzliya.

MAA VP of Marketing Mike Da Silva; RRIS Students Liat Karpel, Dotan Weiss, and Rebecka Metzger

Left to right: Rebecka Metzger, Dr Yaron Timmori, Dotan Weiss, Liat Karpel

Photographer: Yaniv Gurwicz
IDC Anthem

Between the eucalypti
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!

המנון הבינתחומי
The IDC Anthem

בין עצי האקליפטוס
Bein etzei ha-ekaliptus
עליד פרחי הבר
Uleyad pirchei ha-bar
קמה לה אקדמיה
Kama la, academia,
אקדמיית המחר
Academiat hamahar!
מכל הארץ התכנסנו,
Mi-kol ha-aretz hitkanasnu,
מדרום ומצפון
Mi-darom umi-tzafon,
להרצליה באנו
Le-Herzliya ba-anu
להגשים את החזון
Le-hagshim et ha-hazon!
לдесь תמיד נחזור אנחנו
Le-kan tamid, nachzor anachnu,
גאים ונרגשים
Ge-im, ve-nirgashim
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Ricky Ben-David, Canada
Government Program, Class of 2006