

The IDC Herzliyan

SPRING 2016

IDC Herzliya
Students Train for the
Summer Olympics
in Rio:

Danielle Frenkel (Law &
Business), **Shahar Zubari**
(Government) and
Ori Sasson
(Psychology)



IDC HERZLIYA SUMMER ULPAN IS OPEN TO EVERYONE

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Former President
European Jewish
Congress and FSJU

DENMARK



Signe Joost Hansen

GERMANY



Max Janzen

CANADA



Shira Forman

USA



David Muller

BRAZIL



Lauro Brand
with his daughter **Patricia Brand**, a student at RRIS

July 17 - August 25

Tourists, new immigrants, students and others are welcome.

- For students of all ages (18 and up)
- Placement tests on July 12 & 13
- Accelerated classes for advanced students
- This *ulpan* will prepare participants for Hebrew placement tests given at Israeli academic institutions
- Participants who complete the *ulpan* will receive a certificate from the Israel Ministry of Education

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On the cover:

IDC Herzliya is proud of its three students who are preparing for the 2016 Olympic Games in Rio de Janeiro: high jumper Danielle Frenkel, fourth-year Law and Business; windsurfer and previous Olympic bronze medalist Shachar Zubari, second-year Government; and judoka Or Sasson, incoming Psychology. Photographers: Ofer Banda and Amit Schussel

Managing Editor

Lara (Greenberg) Doel | lgreenberg@idc.ac.il

Copy Editor

Miriam Bulwar David-Hay | apollo@netvision.net.il

Head Writer

Ariel Rodal-Spieler | arielrodal@gmail.com

Writers

Sophie Vardi | sophievardi@gmail.com

Amit Paz | amitpaz@idc.ac.il

Photographers

Sarit Goffen, Adi Cohen Zedek, Kfir Bolotin, Oren Shalev, Kobi Zoltek, Alon Gilboa, Ofer Amram, Yuval Chen, Yotam From, Liyam Flexer, Revital Brandes, Jennifer Kozin, Yehoshua Yosef

Graphic Design & Print Production

Roitman Design | 03-522-2562 | www.zrdesign.co.il



IDCBeyond: Innovative Presidential Flagship Program

The new Adelson School program aims to cultivate 21st century entrepreneurship to help solve global challenges.

Since its inception, IDC Herzliya has established a number of successful programs dealing with entrepreneurship education. The pioneering and most influential of the programs is the Zell Entrepreneurship Program, other more recent programs include the miLAB Media Innovation Lab, and the student-founded Entrepreneurship Club. In 2013, the Dr. Miriam and Sheldon G. Adelson School of Entrepreneurship was established to harness IDC's robust entrepreneurial culture and innovative spirit.

This October, IDC and the Adelson School will be launching IDCBeyond, an international entrepreneurship program designed to empower participants to develop and launch innovative ventures to help solve 21st century global challenges in the fields of technology, sustainability, globalization and biomedicine.

"We are living in exciting times," says Prof. Uriel Reichman, IDC's president and founder. "Humanity seems to know no bounds; we have conquered space, cracked the DNA code, and made revolutions in the fields of communications, robotics and artificial intelligence. But along with this, we face tremendous challenges, such as the growing world population, global warming, energy and food shortages, and the growing threat of terrorism. Here at IDC, we believe that these challenges can be translated into specific problems for which, with the help of inspiration, technology, and cooperation, we can find solutions."

IDCBeyond is a full-time, one-year graduate level program that offers outstanding individuals the ►





“Here at IDC, we believe that these challenges of the future can be translated into specific problems for which, with the help of inspiration, technology, and cooperation, we can find solutions.”

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



“IDCBeyond is an exceptional program even by the highest international standards.”

– Prof. Yair Tauman, dean of the Adelson School of Entrepreneurship

opportunity to live the entire entrepreneurial process, from problem identification to venture creation to establishing companies that tackle global challenges.

Overseen directly by Reichman, IDCBeyond will be housed in the new Adelson School building, where an entire floor will be dedicated to the program. Forty applicants will be accepted annually, with the aim of having equal numbers of participants from Israel and from around the world, including the United States, China, India and Germany. As well as being culturally diverse, the students will come from various academic fields, including the sciences, law, engineering, business, and design.

“This is a special form of higher education that caters to a new audience, with an emphasis on real-life problem solving capabilities,” says Dr. Yossi Maaravi, who was among those who initially designed the academic structure of the program. “It’s a unique program for a number of reasons: Whereas other entrepreneurship programs in the world focus on the consumer or on Internet applications, our focus is on promoting start-ups that will have a global impact. Moreover, we accept applicants who have a passion to make a change, not necessarily a developed idea. Finally, while other programs tend to focus

on only one aspect or stage of creating a company, we focus on the whole entrepreneurial process.”

The first stage of the program will comprise in-depth studies of 21st century challenges. Among the topics will be smart energy, disasters and citizens’ engagement, cyber-terrorism, 3D printing, nano-biotechnology, coping in an age of over-connectivity, and digital health.

The second stage of the program is venture creation, in which the students, guided by mentors and industry experts, will work in teams to identify specific problems and come up with creative solutions. Through the process of ideation, in which many different ideas for solving the problem are raised, idea evaluation, in which methods such as prototyping are used to test the idea, and implementation, the students aim to establish ventures that will make a positive global impact.

The third stage is an accelerator for outstanding teams, in which the main goal will be to advance ventures to the point of being ready to raise seed investment. The program staff will introduce the new entrepreneurs to private investors and venture capital funds.

IDCBeyond includes enrichment tours across Israel to visit organizations, companies, start-ups and government offices, and guided hands-on workshops to train and support the students.



The program is headed by Adv. Nava Swersky Sofer who has over 25 years of international experience as an entrepreneur and manager, an investor in venture capital and an expert in

the fields of innovation and commercialization of technology in three continents. Swersky Sofer is a member of international forums for innovation and technology promotion, a directorate member of several companies and the former president and CEO of Yissum, the technology commercialization company of the Hebrew University of Jerusalem.



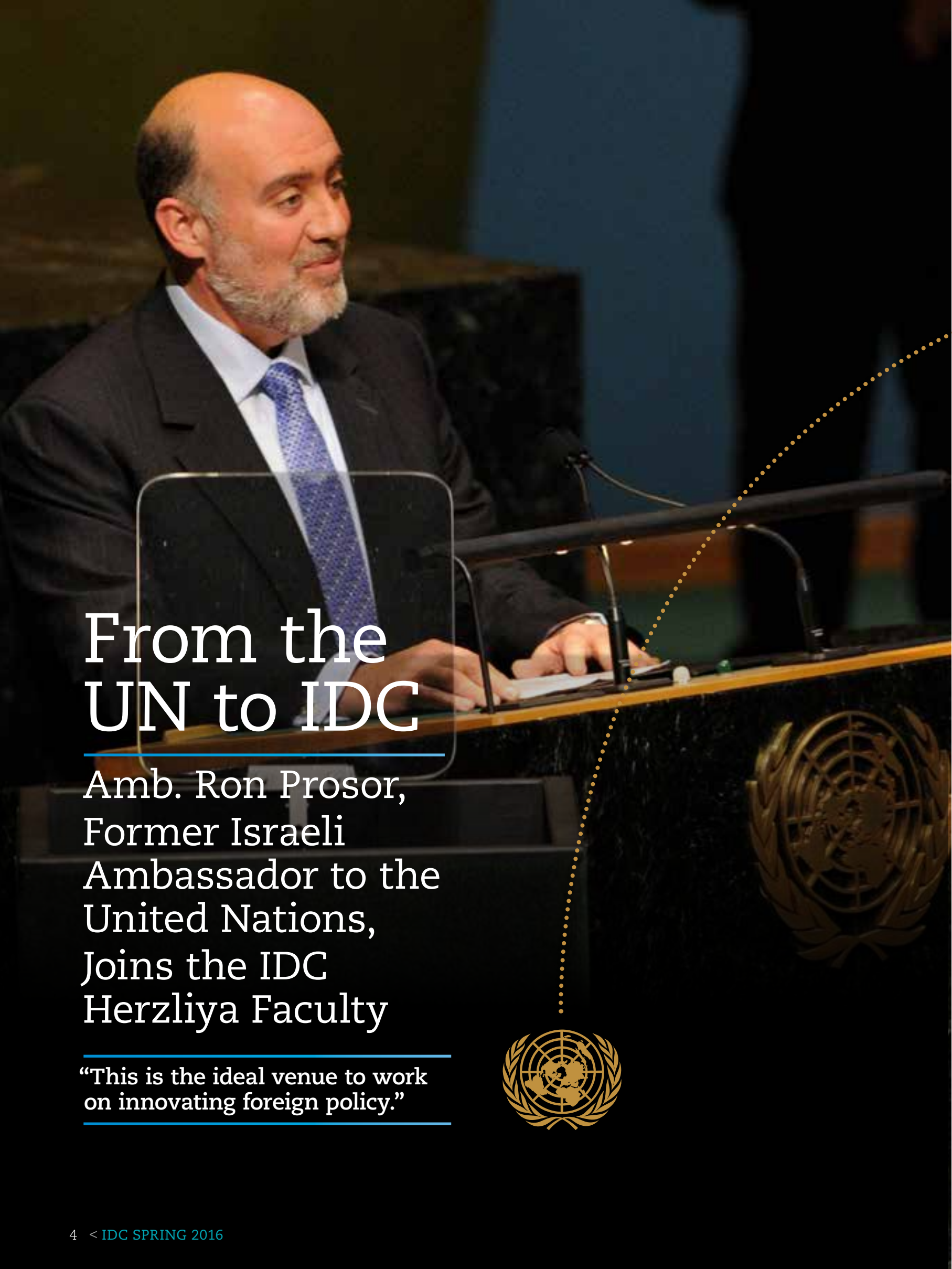
“This is a special form of higher education that caters to a new audience, with an emphasis on real-life problem solving capabilities.”

– Dr. Yossi Maaravi, who was among those who initially designed the academic structure of the program

“IDCBeyond is an exceptional program even by the highest international standards,” says Prof. Yair Tauman, dean of the Adelson School. “With ongoing guidance from leading figures in the industry, students will have the opportunity to transform their ideas into enterprises.”

“IDC’s mission is to educate tomorrow’s leadership, and IDC Beyond seeks to make sure this leadership knows how to cope with the changes and innovations that are sweeping the world,” says Reichman. “Make no mistake: IDCBeyond is a challenging program – it is meant for those people who have a fire within them to make a difference to humanity.” ★

– Ariel Rodal-Spieler

A photograph of Ambassador Ron Prosor, a man with a grey beard and balding head, wearing a dark suit, white shirt, and blue patterned tie. He is seated at a dark wooden podium with a microphone, looking slightly to his right. The background is dark and out of focus. A dotted yellow line starts from the bottom right of the podium and extends upwards towards the top right corner of the image.

From the UN to IDC

Amb. Ron Prosor,
Former Israeli
Ambassador to the
United Nations,
Joins the IDC
Herzliya Faculty

“This is the ideal venue to work
on innovating foreign policy.”



Lauder School
of Government,
Diplomacy & StrategyAbba Eban Chair
of International Diplomacy

After three decades in the Israeli foreign service, Amb. Prosor has taken up the Abba Eban Chair in International Diplomacy at the Lauder School of Government, Diplomacy & Strategy.

Amb. **Ron Prosor**, former Israeli ambassador to the United Nations, has become the latest faculty member to join IDC Herzliya following an illustrious career in public service. Like other prominent public servants who have joined IDC, including former Education Minister Prof. **Amnon Rubinstein** and former Supreme Court President Prof. **Aharon Barak**, Prosor comes eager to share his experience with the next generation of Israeli leaders.

Prosor has taken on the Abba Eban Chair for International Diplomacy at IDC's Lauder School of Government, Diplomacy & Strategy, succeeding former U.S. Ambassador **Michael Oren**. He is also serving as an adviser to the Argov Fellows Program in Leadership and Diplomacy.

Prosor and his team have a number of initiatives they hope to accomplish, one of which concerns foreign service reforms and legislation. "We are asking what foreign policy should look like in the 21st century," says Prosor. "The structures of foreign offices, not only in Israel, have been the same for the past 100 years, even though everything around them has changed." He plans to research best practices of foreign

"We want to create public awareness of the structural bias against Israel."

– Amb. Ron Prosor

ministries around the world and propose new structures, protocols, and techniques to revitalize the Israeli foreign service. His goal is the passage of a "National Foreign Service Act" in the Knesset. "We want to create a situation in which the foreign service has the manpower and resources it needs to be relevant at the highest level and influence decision makers," says Prosor.

Another of Prosor's goals is to expose the U.N.'s role in the boycott, divestment and sanctions movement. "Within the U.N., there are people

on the payroll whose job it is to delegitimize and demonize Israel," he explains. "People don't know this because the U.N. is such a large organ. We want to create public awareness of the structural bias against Israel and the fact that the United Nations is a global hub of institutionalized BDS."

"I know he [Amb. Prosor] will educate the students according to IDC's values of freedom and responsibility."

– Prof. Uriel Reichman, IDC president and founder

A third element that Prosor is taking on in his new role is training individuals and advocacy groups to counter anti-Israel campaigns throughout the world, in part via the establishment of the "Israel Defense Digital Army." "We want to empower young people on campuses in particular," says Prosor. "We want to impart to them everything we learned at the U.N. – how to craft a message, make an impact, make people listen to you, and make a change."

Prosor joined the Foreign Ministry in 1986 and served in a number of key roles including director-general of the ministry, Israeli ambassador to Britain, and later, ambassador to the U.N., a position he held from 2011 to 2015.

"It is a blessing to have Amb. Prosor join the IDC faculty," says Prof. **Uriel Reichman**, IDC president and founder. "He has much to contribute from his experiences in public diplomacy and I know he will educate the students according to the IDC values of freedom and responsibility."

Prosor believes his 30 years of experience will help him teach the next generation practical tools, not just theory. "I want to teach them how to be creative, implement a change, and build something operational even when the odds are against you," he says.

His many successes in the U.N. arena, an often hostile environment, are proof that he knows how to do just that. "We saw that there was a demand in the U.N. for Israeli know-how, so we came up with a strategy that turned the focus away from delegitimization attempts, drafting an Israeli resolution concerning entrepreneurship as a driving force for development, for



Amb. Ron Prosor, the new holder of the Abba Eban Chair for International Diplomacy, with his predecessor, Amb. Michael Oren.

example," says Prosor. "We wanted to change the narrative, to be able to touch people and really change their perspective on Israel."

Prosor was also renowned for going on the offense. "No attack against Israel went without a response," he says. "It was time for someone to stand up and call the Arab 'Jeffersonian democracies' on their own human rights record and for using and abusing the U.N. system for their own needs." This strategy proved to be successful and ultimately led to a decrease in anti-Israel interventions from Arab member states.

"I am delighted and honored to join IDC," says Prosor. "I strongly felt that the next step for me should be to help train the next generation of Israeli leaders in foreign policy and public diplomacy, and there is no better place to do so than IDC, an institution that has been working for years, both in the local and international arenas, to improve the State of Israel's image and international relations. This is the ideal venue to work on innovating foreign policy." ★

– Ariel Rodal-Spieler



IAC and the Maccabee Task Force Partner with IDC Herzliya to Make the Case for Israel

IDC Herzliya's new Public Diplomacy Program combines academic studies with action on the ground.

"We are leveraging Israel's exceptional entrepreneurship and innovative spirit to engage our communities in a new kind of public diplomacy."

— Shoham Nicolet, CEO of the Israeli-American Council

The idea for IDC Herzliya's new Public Diplomacy Program emerged out of the success of the on-campus Public Diplomacy Centers that ran during Operations Pillar of Defense (2012) and Protective Edge (2014). These "Situation Rooms" were student initiatives aimed at improving Israel's global image using social media outlets and P2P (People to People) relations. The diversity of the student volunteers working there, especially those from the Raphael Recanati International School, along with the support of the Student Union and IDC's faculty and administration, allowed for the creation of a 24-hour center staffed with volunteers who worked tirelessly to spread Israel's message to millions of people around the world.

Yarden Ben Yosef, the program's director, is a Law and Government graduate of the Radzyner Law School and a former Student Union chairman. "After the success of the Situation Rooms, we knew that we had to do something with the

amazing momentum," he said. "Even when it's not a time of crisis, Israel faces serious challenges. In particular, over the last 10 years, the BDS [boycott, divestment, sanctions] movement has led a campaign of delegitimization of Israel, especially on U.S. campuses. This reality led IDC to partner with the Israeli-American Council and establish the program, with the goal of establishing IDC-style Situation Rooms on American campuses, training students and organizing social media campaigns to fight BDS."

One of the most unique aspects of the Public Diplomacy Program is its "no logo" policy. "Our goal is to empower all pro-Israel activists and encourage cooperation by putting aside issues of credit and competition," Ben Yosef said. "We believe this new collaborative approach and united front will allow for a more powerful battle against anti-Israel activity. It is heartwarming to

see everyone striving toward the same goal, with everyone bringing their own unique expertise.”

As well as the IAC, an umbrella organization whose mission is to build an engaged and united Israeli-American community, the program's supporters include the Maccabee Task Force, a group that aims to combat BDS activities on college campuses.

“The Situation Room is a powerful vehicle for uniting Israeli and American societies, communicating the truth about Israel, and fighting the campaign of delegitimization now targeting the Jewish state,” said **Adam Milstein**, IAC national chairman.

David Brog, director of the Maccabee Task Force, said, “During Israel’s 2014 conflict in Gaza, many of us scanned the Internet for the kind of smart, effective and instant social media tools we needed to push back against Israel’s critics. Time after time, we found ourselves reposting information and memes from IDC’s Situation Room. They knew what they were doing and they did it with impressive efficiency. That’s why I’m so excited to partner with them as we set out to make the case for Israel on America’s college campuses.”

The program’s founders sought to address some worrying trends they noticed among students: a declining affinity toward Israel, a lack of skills and tools necessary to organize pro-Israel activities, and the dominant presence of anti-Israel activism on campus. They decided to adopt a holistic strategy for the program, consisting of academic, operational and technological components.

“The Situation Room is a powerful vehicle for uniting Israeli and American societies.”

– Adam Milstein, IAC National Chairman

The academic component is housed at IDC, and teaches the theoretical and practical tools necessary for student leaders to manage Situation Rooms. A diverse group of 20 third-year international and Israeli students are selected to participate based on their academic achievements and social commitment. In addition to taking a variety of relevant courses, students participate in a workshop on Public Diplomacy in the Age of New Media, in cooperation with the Israeli Foreign Affairs Ministry. Amb. **Ron Prosor**, Israel’s former ambassador to the United

Nations, is a senior adviser to the program (see article on page 4).

The operational component involves the establishment of Situation Rooms on North American campuses. The Israeli program participants visit student leaders on their respective campuses in order to help analyze their situations, create tailor-made plans, and train local volunteers to run Situation Rooms. In addition, student leaders from various Israel advocacy organizations participate in an intensive workshop where they learn how to apply IDC’s Situation Room strat-

along with a call to action to send a letter to the president of the university. Four hundred people sent letters, and as a result of the campaign, SJP officially denounced any involvement in the event and the university president released an official statement of condemnation, committing to investigate the incident and punish those students involved.”

Furthermore, in response to the spate of stabbing attacks in Israel, a Situation Room was set up spontaneously in Washington D.C. alongside the IAC conference last October. Within the space



Yarden Ben Yosef, director of the Public Diplomacy Program, and Danielle Israel, project manager, in action in the Situation Room.



egy of using new media platforms. These local student leaders become “ambassadors” of the program in their home communities, establishing Situation Rooms that receive ongoing support and materials from the Israeli base.

The program’s technological component focuses on three main pillars that function as a power multiplier for the Situation Room’s work: technology that enables smart and focused distribution of campaigns for specific target audiences; technology that enables intelligence gathering on social media platforms, and technology that allows for the effective operation of the community of volunteers.

The program already has a number of successful campaigns under its belt. One such campaign was launched after an incident at the University of Minnesota, where renowned Israeli academic Prof. **Moshe Halbertal** had been invited to give a lecture. Students from the organizations Students for Justice in Palestine and the Anti-War Committee shouted Halbertal down, delaying the lecture by 45 minutes. “We investigated the incident, and our students, together with our partners, came up with a strategy,” said Ben Yosef. “A video was created aimed at raising awareness of this violation of freedom of speech,

of 48 hours, two bases of volunteers were established, in Washington and Israel. As a result of their activity, over 15 harassing Facebook pages with thousands of followers were removed, and

“I’m so excited to partner with them [the Public Diplomacy program] as we set out to make the case for Israel on America’s college campuses.” – David Brog, director of the Maccabee Task Force

over 20 unique info-graphics were created and distributed, with more than 30,000 shares.

“We are leveraging Israel’s exceptional entrepreneurship and innovative spirit to engage our communities in a new kind of public diplomacy,” said IAC CEO **Shoham Nicolet**. “Through this program, hundreds of thousands of Israelis and pro-Israel Americans will work in unprecedented ways on social media to change hearts and minds.” ★

– Ariel Rodal-Spieler



The Argov Class of 2016 with Gideon Argov, founder of the Argov Fellows Program (front, fourth from left), Dr. Alisa Rubin Peled, founding academic director (behind Argov), and Lidor Bar David, program manager (front, third from left).

A Decade of the Argov Fellows Program in Leadership & Diplomacy



The Argov Fellows Program in Leadership & Diplomacy

Gideon Argov, the program's founder, and Dr. Alisa Rubin Peled, its founding academic director, reflect on the first 10 years of the program.

Sitting by the fireplace in the cozy Marconi Room of IDC Herzliya's Sammy Ofer School of Communications, **Gideon Argov**, founder of the Argov Fellows Program in Leadership & Diplomacy, says his father, the late former Ambassador **Shlomo Argov** z"l, would have been proud of the legacy being left by the program named after him.

The Argov program, now marking its 10th anniversary, works to prepare around 20 exceptional IDC students in their final year of studies for future leadership positions in Israel and the Jewish world. Through a rigorous interdisciplinary curriculum, the program provides the students with knowledge and tools for meeting the challenges faced by Israel in today's complex global environment.

"My father would be very proud of the path we have created through this program, which is one that nurtures excellence and Zionism, and leads talented people in the right direction," says Argov. "The success of the program has been incredible. In 30 years, I would expect our former students to have shaped national policy in Israel."

Dr. **Alisa Rubin Peled**, the program's founding academic director, to whom Argov refers as "a force of nature," remembers the vision for the

program she outlined during her address at its opening ceremony 10 years ago. “Back then, I said that my dream was to witness the Argov Fellows having moved into key leadership positions in Israeli government, business and society, building a new future for all of Israel’s people,” she says. “Today, this dream has been fulfilled beyond all of our expectations with respect to our 185 graduates.”

Indeed, Argov alumni hold prominent positions in the private, public and non-profit sectors around the world, and are especially well-represented in the Israeli public sector,



“Today the Argov Program is a brand. And it’s a brand that’s associated with

excellence.” – Dr. Alisa Rubin Peled, founding academic director of the Argov Fellows Program

In addition to their academic courses, Argov Fellows embark on an annual study tour to Brussels and the United States. Students also take on a capstone group policy project, in which they attempt to find real, innovative solutions to problems facing Israeli society and the Jewish world. Projects have ranged from tackling the threat of the BDS movement to enhancing social cohesion in Israel to encouraging pluralism in the rabbinate.

Argov firmly believes that only at IDC could this program have been launched and succeed. “There’s something special in the air here,” he says. “There’s a combination of Zionist ideals, a highly entrepreneurial culture which encourages innovation and experimentation, and an interdisciplinary approach to education rather than a narrow focus. My honest view is that this program could not have accomplished what it has in any other university in Israel. I commend Prof. Uriel Reichman and all of IDC’s staff and faculty for creating the environment that has allowed this program to flourish.”



“In 30 years, I would expect our former students to have shaped national policy in Israel.” – Gideon

Argov, founder of the Argov Fellows Program

outstanding students who have a commitment to society and sending them down the runway to become leaders. Now, when you’re a graduate of Argov, you’re expected to be high quality. Doors are open to you, whether it’s the Knesset, the National Security Council, or the world’s top universities.”



While one of the program’s goals is to find a way to endow it so that it has a perpetual life span, Argov says a core group of supporters are “truly invested and visit IDC regularly.” He is full of praise for the leadership of IDC.

“Prof. Reichman has been an inspiration



“We have almost 200 graduates, speaking 27 different languages, who serve Israel in key positions including in the United Nations, the Prime Minister’s Office, and the IDF.”

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

including the Knesset, the National Security Council, and government ministries. Many are pursuing graduate degrees, including at Harvard, Princeton, Yale, and Oxford. Three are Fulbright scholars.

The staff of the program are tremendously invested in guiding the Fellows, even after graduation. “We help our students develop their full potential,” says Rubin Peled. “We put new students in touch with mentors, who are all alumni of the program.”

“What typifies all of the graduates is their love of Israel and their readiness to serve the country and the Jewish cause.”

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

Rubin Peled adds: “Today the Argov program is a brand. And it’s a brand that’s associated with excellence. It’s an accelerator program, taking

to work with; he is truly a giant in many ways,” he says. “And **Jonathan Davis** [vice president of External Relations and head of the Raphael Recanati International School] is emblematic of the kind of ideals and values this program is all about. We wouldn’t be here today without him.”

But both Argov and Rubin Peled agree that the students are the key to the program’s success. Says Rubin Peled, “They come to the program with amazing diversity: completely different backgrounds, interests and political opinions. Yet they share the same passion for making a difference in our collective future.” ★



Celebrating a Decade of Leadership Development



Friends, alumni and students at the 2016 Argov Annual Alumni Dinner.

Argov alumni hold prominent positions in the private, public and non-profit sectors around the world, and are especially well-represented in the Israeli public sector, including the Knesset, the National Security Council, and government ministries. Many are pursuing graduate degrees, including at Harvard, Princeton, Yale, and Oxford. Three are Fulbright scholars.

Ten years into the Argov Fellows Program, we are immensely proud,” said Prof. **Uriel Reichman**, IDC’s president and founder, at the Argov Fellows Program Alumni Dinner. “We have almost 200 graduates, speaking 27 different languages, who serve Israel in key positions including in the United Nations, the Prime Minister’s Office, and the IDF. What typifies all of the graduates is their love of Israel and their readiness to serve the country and the Jewish cause.”



“The Argov program is a success story. I am filled with pride – our graduates are situated in the exact places we envisioned.” – Prof. Boaz Ganor, dean, Lauder School of Government, Diplomacy & Strategy

The festive event was attended by program founder **Gideon Argov** and his family, founding academic director Dr. **Alisa Rubin Peled**, IDC staff and faculty, and program alumni, relatives and friends. The current cohort of Argov Fellows presented themselves and each told his or her own unique story. **Lidor Bar David**, the program’s manager and an alumnus himself, called the program a magnet for IDC’s best and brightest students.

Argov graduates **Taly Gerber** (2010) and **Assaf Irony** (2008) described their experiences in the program. Gerber, who served in the Israeli Mission to the United Nations in New York and is now a strategic adviser in the consulting company TARA, called the program “one of the

greatest milestones in the journey of my life. The program gave me the platform and the skills to pursue my highest goals and dreams. It inspired me to always look beyond the conventional and do the extraordinary.” Irony, a lawyer and IDF reserve company commander who was the first chairman of the Argov Alumni Association, said that “The program provided me with unique opportunities, such as representing it at an intimate discussion with then-President **George W. Bush** and Secretary of State **Condoleezza Rice**.”

Prof. **Boaz Ganor**, dean of the Lauder School of Government, Diplomacy & Strategy, said, “The Argov program is a success story. I am filled with pride – our graduates are situated in the exact places we envisioned. From the dean’s point of view, I see Argov as one of the aspects of IDC and the Lauder School that makes people want to study here.”

Argov encouraged the Fellows, past and present, to consider the challenges facing Israel, including inequality and corruption. “There are no easy answers,” he said. “Whether you are in the public or private sector, as you go through your professional lives, look at the challenges in front of you, pick one, be passionate about it and seek to be part of the solution. You’ve been blessed to have been trained at an amazing institution; each one of you has the opportunity to make a difference.” ★

– Ariel Rodal-Spieler

In Memoriam: Richard (Rick) B. Lieb z”l

IDC Herzliya has lost a staunch friend and “comrade in arms” who strongly believed in the importance of supporting soldiers.

Long time IDC Herzliya friend and supporter **Richard B. Lieb** passed away peacefully in his sleep on Jan. 25, a few weeks before his 68th birthday.

Just one issue ago, the IDC Herzliyan ran a report about the camaraderie between Lieb, Prof. **Uriel Reichman**, president and founder of IDC Herzliya, and **Jonathan Davis**, vice president of External Relations and head of the Raphael Recanati International School, and the scholarship opportunities created as a result of their friendship.

In that article, which appeared in the Winter 2016 edition, Lieb spoke of how the three had met many years ago and formed a bond as former military men, albeit in different armies. “We sat and drank coffee and talked about how our military experiences leading men in combat had an incredibly positive impact on our professional careers,” Lieb, who commanded an infantry platoon in combat during the Vietnam War, was quoted as saying. Lieb strongly believed in the importance of supporting soldiers, and quickly joined the ranks of IDC supporters after he saw the emphasis IDC places on assisting students serving in the Israel Defense Forces.

The IDC family now mourns his loss.

“Rick cared a lot about Israel, was vociferous about it and was a Zionist,” Reichman said. “Rick Lieb’s life mission statement totally coincided with my own values, the values that we built IDC Herzliya on and that today we hold so dear and work so hard to instill in our students.”

And Davis said, “Rick was an officer, a gentleman and a mensch, with outstanding business prowess. He was also generous, big-hearted and a great family man.”

Lieb combined proud military service with strong business acumen. Born in Boston on Feb. 17, 1948, Lieb grew up working in his family’s delicatessen in the suburb of Belmont. After obtaining a B.A. in history at Duke University, he joined the U.S. Marine Corps in 1969 as a second lieutenant. He served on active duty for four years, earning a Bronze Star as an infantry platoon commander in Vietnam.

After his return to the U.S., Lieb joined the Marine Corps reserves and studied for his MBA at the Wharton School at the University of Pennsylvania. He retired from the Marine



Corps with the rank of major, and went on to serve on the boards of the Marine Corps Scholarship Foundation and the Corporate Council of the Vietnam Veterans Memorial.

Lieb was also strongly business-minded. He joined the financial services company SEI Corporation in 1976 as a programmer and gradually worked his way up to become head of the company’s private banking segment, with the title of president of Systems and Services. He retired from full-time work in 2002, but continued on the company’s Board of Directors. “For me, Rick Lieb represented the best of the United States. He served his country

as a commander in the marines and proved his leadership, responsibility, discipline, honesty and goal orientation,” says Davis.

“For me, Rick Lieb represented the best of the United States. He served his country as a commander in the marines and proved his leadership, responsibility, discipline, honesty and goal orientation.”

– Jonathan Davis, vice president of External Relations and head of the Raphael Recanati International School

“When Prof. Reichman and I met him years ago, we immediately became ‘comrades in arms,’ comparing notes about how each of us had served our country under fire. We became very good friends and we cherished our relationship. We are saddened by the sudden loss of a dear friend and extend our deepest condolences to his family. His memory will remain with me as the type of modest and kind person we should all emulate. The combat soldiers and officers supported by the Lieb family at IDC Herzliya will continue the Rick Lieb legacy.”

Lieb is survived by his wife of 43 years, **Kathryn Crommelin Lieb**, children **Suzanne**, **Amy** and **Benjamin**, and sister **Leslie**.

Contributions in Rick Lieb’s memory can be made to the American Friends of IDC Herzliya. ★

The Patrick and Lina Drahi Family Foundation: i24news Internship Program and Branding of Israel Through Innovation

As part of its partnership with the Sammy Ofer School of Communications, i24news offers IDC students the opportunity to experience the world of television news.



Patrick & Lina Drahi
Foundation

Thanks to the generosity of the **Patrick and Lina Drahi** Family Foundation, eight B.A. and M.A. students from IDC Herzliya's Sammy Ofer School of Communications have been granted the opportunity to intern at i24news, the international 24-hour news and current affairs television channel.

Founded by **Patrick Drahi** in 2013, the channel is based in Jaffa and broadcasts in French, English and Arabic.

The eight specially chosen interns were divided into pairs, with each pair interning for three months for a year-round program. The objective of the internship program is to expose the students to the inner workings of a real-world television studio and enable them to gain experience in the production and editing of TV or web materials. In exchange, the i24 staff is receiving dedicated interns with a wide range of relevant skills to contribute. Some pairs have already completed their internships.

"Today's students expect not only to have an academic experience from their degree but also practical experience," said Dr. **Noam Lemelshtrich Latar**, founding dean of the Sammy Ofer School.

"The Drahi Family Foundation's fellowships are allowing our students to gain experience in television production, editing, reporting, and more. It is an amazing opportunity and I understand from our students who have completed their internships that they have learned a lot."

Nadia Tannous, an M.A. student in Communications from Jaffa who completed an internship at the station, said: "As an intern at i24 News, I accompanied producers, editors and reporters in the field. I was able to develop new skills and refine others by applying the methods and theories that I learned throughout my B.A. in Communications at IDC. Above all, I gained valuable hands-on experience and knowledge."

Yifat Kedar, IDC's head of Content Development and the person responsible for the internship program, explains that the interns are matched to their positions at i24 according to the station's needs and the students' abilities and languages. "All aspects of work in TV news are open to the students, be it content, production, digital, blogs, reporting, and more," Kedar said. "Our interns go into their work with open minds and amazing energy. On the one hand they are 'green,' but on the other hand they have original ideas and



“Today’s students expect not only to have an academic experience ... but also practical experience.”

– Dr. Noam Lemelshtrich Latar, founding dean of the Sammy Ofer School of Communications

big ambitions, sometimes even more so than experienced journalists.”

Current intern **Jessica Cohen**, a third-year Communications student through the Raphael Recanati International School from Argentina, was delighted with her internship at the station. “I write and edit and sometimes go out on shoots,” she says. “I am always looking for challenges, and I get to pitch items to my editor. We work on very tight deadlines and it’s always full of action here. I love it!”

M.A. student **Dana German** is also currently interning as a journalist at the station, for the morning news in English. “I have fallen in love with the news,” she says. “Though

my background is in digital – Facebook, apps, Google AdWords and the like – this fantastic experience at i24 news has helped me learn about myself and what I want to do in the future. I get all kinds of interesting assignments, including background checks, editing videos, and connecting between people. The people here have been so patient and kind. I’m so grateful for this opportunity to grow and learn about media.”

Tami Harel, head of television magazines at i24news, is responsible for the interns. “The internships contribute both to the students, who are being exposed for the first time to professional international journalistic work, and to the station, which is benefiting from the addition of young, fresh people to the staff,” she says. “As a channel that broadcasts in three different languages, we attach a lot of importance to bringing in interns from different backgrounds.”

The Drahi Family Foundation has also contributed to NoCamels.com – Israeli Innovation News, a news website based at the Sammy Ofer School’s Asper Institute for New Media Diplomacy that covers breakthrough innovations from Israel for a global audience. NoCamels believes in drawing attention to pioneering solutions, rather than

the challenges that so often make up today’s news headlines. It has over 100,000 friends on Facebook and its posts are viewed by millions of people around the globe, including in Muslim countries.

“This fantastic experience at i24 news has helped me learn about myself and what I want to do in the future.”

– Dana German, M.A. student

“Thanks to the support of the foundation, NoCamels is now able to reach an even larger audience of followers eager to learn about Israeli innovation in the fields of health, technology, design, the environment and more,” says Lemelshtrich Latar. “I look forward to long-term cooperation between the Ofer School, the Foundation, and i24news.” ★

– Ariel Rodal-Spieler



ICT Celebrates 20 Years



ICT
International Institute
for Counter-Terrorism
With the Support of Keren Daniel

At a festive event, IDC Herzliya's International Institute for Counter-Terrorism looks back on its first two decades.

"ICT's work is based in large part on volunteer and pro bono work, and this is an evening of recognition for all those people." – Prof. Boaz Ganor, ICT's founder and executive director and dean of the Lauder School of Government, Diplomacy & Strategy

"We hold conferences and seminars on serious, somber issues all the time, but tonight we are celebrating," said Prof. **Boaz Ganor**, founder and executive director of IDC Herzliya's International Institute for Counter-Terrorism and dean of the Lauder School of Government, Diplomacy & Strategy, welcoming guests to ICT's 20th anniversary event.

ICT's staff, fellows and associates, past and present, as well as supporters, friends and family members gathered on campus to enjoy a reception and a series of talks and panels to mark the special occasion.

"We are family here tonight," said Ganor. "ICT's work is based in large part on volunteer and pro bono work, and this is an evening of recognition for all those people."

Among those in attendance were longtime ICT supporters **Daphna and Gerry Cramer** and the **Judisman** family, and Herzliya Mayor **Moshe Fadlon**. Journalist **Tali Lipkin-Shahak** was the evening's moderator, and musical performances were given by **Lee Ganor** and her band, who delivered moving renditions of various Michael Jackson songs.

IDC president and founder Prof. **Uriel Reichman** praised the institute, saying, "ICT symbolizes the spirit of IDC and its commitment to Zionism

“Unfortunately, we will need ICT not only in 20 years’ time, but in 200 years’ time.” – Maj. Gen. (res.) Amos Gilead, director of the Political-Military Bureau at the Defense Ministry



Tali Lipkin-Shahak interviews Maj. Gen. (res.) Amos Gilead, director of the Political-Military Bureau at the Defense Ministry.



Dr. Uzi Landau, former minister and senior ICT research fellow.



Igal (left) and Daniel Jusidman, a 2014 IDC Honorary Fellow, both of the Daniel Foundation (Keren Daniel).



The founders' panel (from left): Tali Lipkin-Shahak, Prof. Boaz Ganor, Dr. Ronen Hoffman, Aharon Scherf, Shabtai Shavit, Jonathan Davis and Prof. Uriel Reichman.

“ICT symbolizes the spirit of IDC and its commitment to Zionism and the Jewish State.” – Prof. Uriel Reichman, president and founder of IDC Herzliya

and the Jewish state. This is a Zionism that the extreme left and right are questioning, but one that everyone here is committed to. ICT is also a monumental academic accomplishment. It established a new academic discipline that has been exported all over the world. Numerous research institutes and universities model their programs after ICT.”

Shabtai Shavit, chairman of ICT's Board of Directors and former head of the Mossad, said he was moved by how much the institute has accomplished since it was established. “Uriel Reichman correctly identified the opportunity and the potential of the idea that we had for the

institute and gave us a home. I commend him and thank him for that.”

Several ministers and Knesset members sent in video greetings congratulating ICT on its milestone. Public Security Minister **Gilad Erdan** said that “ICT's practical approach helps us form our policy and make the right decisions in fighting terror.” MK **Tzipi Livni** said that “the entire free world should understand that terrorism is an attack on all of our values, and it is something we have to win. The great work that Boaz is doing is making this clear to the whole world.”

A panel featuring the founders of ICT was held, during which panel members Ganor, Reichman, Shavit, IDC vice president for External Relations **Jonathan Davis** and founding partners **Aharon Scherf** and Dr. **Ronen Hoffman** reminisced about the early days of ICT and its establishment. They shared humorous anecdotes, which offered a break from the usual serious subject matter of counter-terrorism.

“ICT's practical approach helps us form our policy and make the right decisions in fighting terror.” – Gilad Erdan, Public Security Minister

In a one-on-one interview with Lipkin-Shahak, Maj. Gen. (res.) **Amos Gilead**, director of the Political-Military Bureau at the Defense Ministry, gave a sobering analysis of the current reality in Middle East. “Al-Qaida looks like a humanitarian organization compared to ISIS, and unconventional weapons like chemical weapons are now becoming conventional in Syria,” he said. “We need international strategic cooperation and offensive capability. In the Middle East, it's important to have a diplomatic horizon, but there's no way to know if it will lead to a solution, and even if it does, whether or not the leaders will be able to stop terrorism. At the height of the diplomatic process with the ►

ICT Celebrates 20 Years



ICT Associates and Fellows (from left): Ehud Yatom, Dr. Gil-Ad Ariely, Brig. Gen. (Res.) Nitzan Nuriel, Dvorah Chen, former director of Security Matters and Special Affairs at the Israeli State Attorney's Office, and Ben Harel, co-founder and managing partner of Ridge Global Capital Group.



Tali Lipkin-Shahak interviews senior ICT researchers Col. (res.) Yoni Fighel (left) and Col. (res.) Adv. Lior Lotan, former executive director of ICT, commander of the IDF's counter-terrorism unit, and the prime minister's representative on hostage issues.

Palestinians, we saw terrorism as we'd never seen it before." Gilead concluded by saying that "Unfortunately, we will need ICT not only in 20 years' time, but in 200 years' time."

Former minister and senior ICT research fellow Dr. **Uzi Landau** cited former U.S. Defense Secretary of Defense **Donald Rumsfeld**, saying that "ICT should be working on figuring out the things that we don't know we don't know."

ICT U.S. Army War College Fellow Lt. Col. **Ed Brady** and his predecessor Col. **John Kenkel** did a joint interview, with Kenkel saying, "Last year I was the luckiest colonel in the U.S. Army, and this year it's Ed. I told Ed, 'You just hit the jackpot – this is the best gig you can get, the chance of a lifetime.'"

In a panel of ICT fellows and associates, Dr. **Gil Ariely**, **Devorah Chen**, **Ben Harel**, Brig. Gen. (res.) **Nitzan Nuriel**, and **Ehud Yatom** shared their reasons for joining ICT after their dedicated service to Israeli security and the struggle against terrorism.

Reichman seemed to sum up the feeling of those in attendance when he thanked the people in the room for all they have done for Israel's security. "Thank you for coming to honor the amazing work of ICT," he said. "Within this family, on this special day we are recognizing the institute's incredible accomplishments." ★

– Ariel Rodal-Spieler



ICT
International Institute
for Counter-Terrorism
With the Support of Keren Daniel



ICT's 16th

International Conference on Counter-Terrorism Sept. 11-15, 2016

SAVE THE DATE

A Picture is Worth a Thousand Words

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



Prof. Amnon Rubinstein, Founding Member of and Donor to IDC's Israel at Heart Ethiopian Scholarship Program, Meets with Students

From left: Jonathan Davis, Mazal Menashe, Naomi Daniel, Prof. Amnon Rubinstein and Tzion Darbow.



Bob's Club Meets Again

Longtime IDC Herzliya supporter Robert (Bob) Wiener (seated, third from left) visits IDC Herzliya annually for a catch-up and motivation session with the 30 students he supports, who happily call themselves "Bob's Club." "Your success is my success," he is fond of telling them.



Brian Knez

The Brian Knez Center for the Welfare of IDF Reserve Soldiers

IDC Herzliya has received the defense minister's Magen Miluim ("Reserves Shield") for the quality of assistance it offers its reservists, coming first out of 66 higher education institutes nationally. IDC's new Brian Knez Center for the Welfare of IDF Reserve Soldiers works to assist every student doing reserve military duty.



"We are all put on this earth for a reason."

– Sam Zell, founder and benefactor of the Zell Entrepreneurship Program

Sam Zell Boulevard Unveiled

Zell Entrepreneurship Program founder and benefactor Sam Zell has been honored with a street named after him on the IDC Herzliya campus. The Sam Zell Boulevard was inaugurated in the presence of Sam Zell (front row, in gray), faculty members, and Zell Program students and alumni. Prof. Uriel Reichman (front, in blue jacket), president and founder of IDC Herzliya, said it had been Zell's idea to establish the entrepreneurship program. "The unique spirit of the program surrounds IDC. Everyone talks about entrepreneurship,"

Reichman said. And Zell said: "We are all put on this earth for a reason. We might not always know what that reason is, but our challenge is to figure it out during our lives. For me, the reason has always been to make a difference. Since my childhood, that was my goal. ... The goal of the program is not to take 22 students and to turn them into entrepreneurs within a year, but to create a culture that will expand and gain influence all over Israel."



IDC's Anna Sobol Levy Fellows Experience Israel

The 2016 Anna Sobol Levy Fellows studying security-related M.A. programs at IDC Herzliya joined Jonathan Davis, vice president for External Relations, head of the Raphael Recanati International School and a reserves lieutenant colonel in the IDF spokesman's office, for a field trip to the security fence on Israel's northern border. There the Fellows were briefed on Israel's challenging defense and security issues and on its approaches to counter-terrorism and low-intensity conflict. Anna Sobol Fellowships provide U.S. college graduates who are considering military or government careers with the opportunity to pursue master's degrees at IDC in either Counter-Terrorism and Homeland Security or Diplomacy and Conflict Studies, where they learn first-hand about Middle East regional politics, culture and security matters.

A Picture is Worth a Thousand Words



IDC Delegation Attends the 5th International Lauder Conference on Diplomacy & Global Affairs, in Bucharest

An IDC Herzliya delegation attended the fifth International Lauder Conference on Diplomacy and Global Affairs for High Schools, held in Bucharest, the Romanian capital. At left: Delegates, students and staff of the Lauder-Reut Educational Complex in Bucharest, among them Michal Cotler-Wunsh (front row, third from left) and Lesley Terris (front row, fourth from left), who both presented at the conference, and Tova Ben Nun Cherbis (second row, center, with navy scarf), the school's director who spearheads the conference.



Canadian American Active Retirees in Israel Visit IDC Herzliya

A group of senior Canadians and Americans visited IDC Herzliya for the first time as part of the Canadian American Active Retirees in Israel program. The group toured the campus and attended a lecture by Dr. Tsameret Levy Daphne, lecturer at the Lauder School of Government, Diplomacy & Strategy, about Israel's relations with Turkey. CAARI is a program of two to seven weeks targeted to retired Americans and Canadians who wish to visit and experience Israel in a unique way. The program combines community service, tours and speakers, and is offered in the winter months, attracting seniors eager to escape the North American winter.



South African Teens Check Out Their Israel Study Options

The annual South African Israel Encounter group of more than 100 high school students visited IDC Herzliya to hear from Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School (back row, third from left) and Dorron Kline, CEO of Telfed ((back row, second from left) about the option of choosing Israel as their destination for university studies.

IDC Alumnus Visits Florida to Thank his Scholarship Supporters

Longtime Israel at Heart Ethiopian Scholarship Program supporters Ben and Dorit Genet and the Broward County Federation hosted scholarship recipient Samuel Tesema, Government, 2011, for a five-day speaking tour in Florida. Tesema told his personal story, from immigrating from a small agricultural village in Ethiopia to working at UBS Bank in Israel, and how the scholarship he received from the Genets and the Broward County Federation during his studies enabled him to succeed.



The group outside the Peres Center in Jaffa (Yael Stern in center front row in orange shirt, Gal Lin behind her in blue shirt).

IDC Herzliya Graduates Lead Harvard Tour in Israel

A team of six Israelis and one American led a delegation of 105 students from Harvard University's John F. Kennedy School of Government on a week-long journey around Israel. The participants were a group of mostly non-Jewish HKS students from more than 35 countries, and the goal was to expose them to the complexities, challenges and opportunities facing Israel. Topics included the Israeli-Palestinian conflict, business and entrepreneurship, society and culture, and regional geopolitics. Among the Israelis leading the group were IDC Herzliya graduates Gal Lin and Yael Stern, who are currently studying for their master's degrees in public policy at the Kennedy School.



Yael Stern and Gal Lin, both Government, 2013.

Annual Raphael Recanati International School Pesach Luncheon 2016

Prof. Uriel Reichman, president and founder of IDC Herzliya, addresses the guests. Seated beside him is Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School.



Rabbi Chaim Levine, co-founder and president of Brothers for Life.



Bernard and Pearl Lazarus.



Jonathan Davis addresses the luncheon attendees on a tour of the IDC Radio studios.



Lala and Artur Susskind.



David Brog, director of the Maccabee Task Force, and Hila Brog, former project manager and personal assistant to the executive director of the Institute for Counter-Terrorism.



Oudi Recanati, chairman of the IDC Board of Directors, toasts the guests, IDC Herzliya and the Raphael Recanati International School.



Lisa, Zoe and Roger Gladstone, benefactors of the Gladtsone-Nir Legal Clinic for Start Ups.



Mira Fraenkal.



Danielle Israel, Public Diplomacy Project project manager, speaks about the project's activities.



From left: Oudi and Staci Light Recanati with Mimi Becker and Sylvia Kassoff, RRIS director of Student Affairs.



Helga Kronheim and Helena Rusk.



Lauro Brand, father of RRIS student Patricia, speaks about the Raphael Recanati International School.

A Picture is Worth a Thousand Words



Gerald and Daphna Cramer Present Prize for 'Best Paper of a Young Researcher'

Dr. Ilan Gronau of the Efi Arazi School of Computer Science has won the 2016 Cramer Award for the "Best Paper of a Young Researcher" for his jointly written article "A Method for Calculating Probabilities of Fitness Consequences for Point Mutations across the Human Genome," published in Nature Genetics 2014. The judging committee comprised Prof. Yaniv Grinstein (committee chairman), Prof. Eran Halperin, dean of the Baruch Ivcher School of Psychology, and Prof. Amnon Lehavi. From left: Prof. Uriel Reichman, Gerald and Daphna Cramer, Dr. Ilan Gronau, and Prof. Mario Mikulincer.



IDC Hosts Almost 200 Reform Rabbis from Across the US

Almost 200 reform rabbis from across the United States gathered at IDC Herzliya where they heard an address by Amb. Ron Prosor, former U.N. ambassador, as well as a discussion between Prof. Uriel Reichman, president and founder of IDC Herzliya and Prof. Amnon Rubinstein, former education minister and current IDC faculty member on the topic of Education, Religion and State.



IDC Hosts Second Annual Values in Action Youth Movement Event

Almost 900 graduates of Zionist youth movements from all over the world gathered at IDC Herzliya for the second annual Values in Action Event. The participants were in Israel for their Leadership Gap Year program, and will return to their home countries to take on leadership roles in youth movements, university campuses and local Jewish communities. From left: Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School; Prof. Mario Mikulincer, IDC provost; Natan Sharansky, chairman of the Jewish Agency for Israel; Shiri Madar, director and temporary general secretary of World Habonim Dror; and Paul Rosenberg, of the Israeli Council of Youth Movements.

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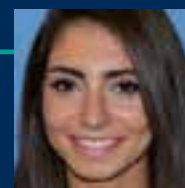
GOVERNMENT

PSYCHOLOGY

BUSINESS



**Mauricio
Pasmanik**
Brazil



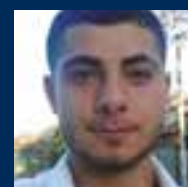
Lani Danielle Shamah
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Spain

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ISRAEL

+972 9 960 2841 rris.registrar@idc.ac.il

North America

+1 866 999 RRIS rris.us@idc.ac.il





Textures of Life

Mexican artist Susy Sorokin
donates a magnificent
ceramic mural made
specially for IDC Herzliya.

*Prof. Uriel Reichman, president and founder
of IDC Herzliya, Susy Sorokin, Prof.
Eran Halperin, dean of the Baruch Ivcher
School of Psychology, Prof. Zvi Eckstein,
dean of the Tiomkin School of Economics,
and Carlos Adler, Sorokin's husband.*

The mural, made up of 171 plates, weighs 500 kilograms and covers an area six meters wide and three meters high.

Following 11 months of meticulous work, artist **Susy Sorokin** of Mexico bestowed a large mural titled “Textures of Life” to IDC Herzliya, where it is on display at the entrance to the Baruch Ivcher School of Psychology.

The mural, made up of 171 plates, weighs 500 kilograms and covers an area six meters wide and three meters high. An ardent Zionist, Sorokin wanted to incorporate Israeli colors into the piece. “White is an important color in a mural,” she says. “It’s where the light comes from. And the blue reminds me of the Sea of Galilee.”

to. “I had to consider that the mural was going to be placed outside the university’s psychology building,” she says. “I wanted to express the human bonding that connects us throughout the journey of life. Every human being experiences new textures in different situations every day. The white and curvy lines across the mural represent the human relationships we create throughout our lifetimes. They express strength and connection, leading us in life from one day to the next, and in the mural from one tile to the other. Relationships intersect and need to be taken care of throughout our lives, the same way

gives you the opportunity to express yourself,” she says.

The 11 months it took to create the mural involved painstaking and detailed work. “I

“It is clear that Susy put her heart and soul into this beautiful piece.”

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



Susy Sorokin creates “Textures of Life.”



Susy Sorokin unveils the plaque alongside her mural, watched by Prof. Uriel Reichman and her husband, Carlos Adler.

“I wanted to express the human bonding that connects us throughout the journey of life.” – Susy Sorokin

Sorokin won first prize in the mosaics category at the Fifth Biennial of Ceramics at the Franz Mayer Museum in Mexico City, where her artwork is part of the museum’s collection.

This idea for the mural project was born when **Gili Dinstein**, IDC’s director of External Relations Israel, met with Sorokin in Mexico. “After seeing my projects, Gili came up with the great idea of doing something for IDC,” Sorokin recounts. “I thought this would be the perfect opportunity to give something back to Israel, which holds a very special place in my heart.”

“Textures of Life” arose from Sorokin’s search for a universal and positive theme for the project, something that every person could relate

they do in the artwork. “Each of the 171 plates that make up the mural has small lines on the edges that subtly connect one plate to the other. What I wanted to express with this graphic element is that, whether we like it or not, we are all connected. Everything we do in this life has consequences. Therefore, it’s necessary to live a conscious and loving life to achieve the harmony that we all need.”

“I thought this would be the perfect opportunity to give something back to Israel.”

– Susy Sorokin

Prof. **Uriel Reichman**, IDC’s president and founder, expressed his admiration for the mural, saying, “It is clear that Susy put her heart and soul into this beautiful piece.”

Sorokin says that murals are what she enjoys doing the most. “They’re like a blank page that

began by mixing and kneading 800 kilograms of clay,” Sorokin says. “Afterward, the ceramic drying process lasted more than two months, and climate had a lot to do with it. I had to be patient and hope for sunny days!”

The most challenging step was the burning of the ceramic glaze, as ceramic tends to break or sag at high temperatures.

“I had never created anything as big as this,” said Sorokin. “It was an enormous challenge, but I enjoyed the process immensely and am really satisfied with the result. The reaction people have had when they see the mural is very gratifying. They walk up to it to see the details up close, and then stand back so they can appreciate the mural from a distance. This has been a rewarding experience for me. And I am very grateful.” ★

– Ariel Rodal-Spieler



RRIS Grads – Where Are They Now?

Alumni of the Raphael Recanati International School are making their marks around the world.

Graduates of IDC Herzliya's Raphael Recanati International School, home to students from over 80 countries, hold leadership roles in the public sector around the world. Whether in government, NGOs, the military, or elsewhere, these alumni are applying the skills they learned at IDC to make a difference in the world. Here are some of their stories:

Ronit Gudes Totah



Hailing from Ramat Hasharon, **Ronit Gudes Totah** is a graduate of the RRIS class of 2007. She studied at the Lauder School of Government, Diplomacy & Strategy and was a Fellow of the Argov Program in Leadership and Diplomacy. "I wanted to study in Israel yet feel that I was in an international environment," she says. Today she is the regional director for the Israeli-American Council in the Washington D.C. area, engaging and connecting

Israeli-Americans to one another, to the larger Jewish community and to Israel.

Upon graduating from IDC, Gudes Totah was accepted to the Heritage Legacy Fellowship and received a placement within the Reut Institute think tank. After some time in the private sector, she worked at the Israeli Embassy in Washington before taking on her role at the IAC.

"I've always thought of IDC as more than just a university," she says. "It was and still is a place where things happen, where students and faculty work together and learn from each other, and where individuals can come up with ideas and make them a reality. The friendships and the deep connections with faculty and staff that I made during my time at IDC are still part of my life today."

Netalee Charnoff



Originally from Los Angeles, **Netalee Charnoff** came to Israel in 2009, right out of high school. In 2012, she earned a B.A. in Psychology from IDC's Baruch Ivcher School of Psychology, and this year completed her M.A. in Organizational Behavior and Development, a joint degree of the Ivcher School and the Arison School of Business. She is now an organizational consultant for the Israeli Military Police's training school.

With help from the RRIS staff during her B.A. studies, Charnoff was drafted into the Israel Defense Forces, where she took on her current role and pursued her M.A. as an "academic officer." "I became interested in organizational behavior through some of the classes I took during my B.A. and through the on-the-job experience in my seminar course. Once I was drafted into the army I began pursuing this field," she says.

Dwek is now working in property development and interior design at the London-based company Shalini Misra Ltd., and still takes part in activities at the embassy. A former representative of Belgium to the Maccabiah games, she is involved in the embassy's friendly sports games against other embassies, as well as charity events. "I plan to always be involved," she says.

Yaniv Jember



Yaniv Jember, a 2009 graduate of the Lauder School, is also an alumnus of the Argov Program. He was a participant of the Israel at Heart Ethiopian Scholarship program. Jember, who chose to study in English at the RRIS, is currently working at the Israeli Finance Ministry as an economic adviser to the Government Companies Authority in the field of security.

Karen Shulman



American-born **Karen Shulman** earned her M.A. in Conflict Resolution and Diplomacy from the Lauder School in 2008. She currently works in corporate relations for the American Cancer Society in New York. "My role is to create meaningful and strategic partnerships between the Society and Fortune 500 companies in the global fight against cancer," she says.

Shulman also runs a side consultancy working in development, stakeholder engagement, research, and strategy for organizations. "I had always been interested in the intersection of government and business, especially in their power to make the world a better place," she says. "Studying conflict resolution and diplomacy inspired me to do field work in Rwanda. While living there for two years I saw not only the incredible resilience of people, but also the amazing opportunities that exist when building strong private-public partnerships."

"IDC helped me so much on my journey; it helped me build my confidence and my sense of purpose."

– Carole Dwek, RRIS graduate of the Lauder School of Government Diplomacy & Strategy, 2014

"IDC taught me leadership. I am so grateful for that."

– Yaniv Jember, RRIS graduate of the Lauder School of Government Diplomacy & Strategy, 2009

"IDC inspired me to follow my passion for international development and brought me to Rwanda."

– Karen Shulman, M.A. in Conflict Resolution and Diplomacy from the Lauder School of Government, Diplomacy & Strategy, 2008

Carole Dwek



A native of Brussels, **Carole Dwek** holds a B.A. from the Lauder School. After graduating in 2014, she moved to the U.K., where she worked in the Cultural Affairs department of the Israeli Embassy in London. "I heard about the job through my very talented friends **Emily Smouha** and **Sharonna Karni Cohen** (founder of the company Dreame) and the work I did as the initiator of the youth delegate program for Israel with the Israeli permanent mission to the U.N., the Foreign Ministry, and the Israeli Model United Nations Association," she says. "IDC helped me so much on my journey; it helped me build my confidence and my sense of purpose. IDC's vibrant faculty, staff and community gave me the opportunity to develop my interests and turn my ideas into projects, all while being part of a loving and caring family. My connection to Israel and the Jewish people has truly shaped who I am today, and I hope to continue contributing to its growth."

One of the issues Jember is promoting in this role is diversity and the representation of Israeli-Ethiopians in government companies. "It is crucial for the successful integration of the Israeli-Ethiopian community to have adequate representation in Israel's public sector, especially in companies that shape the future of our country," he says.

After graduating from IDC, Jember studied International Economics and Finance at Brandeis University in the U.S. and worked as a financial analyst at Accenture and GreenCrest Capital LLC. Upon his return from the U.S., he worked at Hewlett-Packard in Israel. Jember was also pivotal in growing an organization dedicated to promoting acceptance of the LGBT minority within the Israeli Ethiopian community.

"IDC taught me leadership," he says. "I am so grateful for that."

This experience inspired Shulman to further advance her education by getting an MBA in Marketing and Sustainable Business from Baruch College's Zicklin School of Business. "This has allowed me to continue to do what I love, which is to bring the best people from different sectors together to create sustainable positive change," she says.

Shulman says that IDC provided her with the tools and skills to analyze challenges and help figure out ways to tackle them. "Having such diversity in my classes allowed me to hear different perspectives and see the value in diversity while problem solving. IDC inspired me to follow my passion for international development and brought me to Rwanda. Having the experience of working in Rwanda for several years has undoubtedly shaped my career and future. I am forever grateful to IDC for that." ★

– Ariel Rodal-Spieler



Yikealo Beyene: The Story of an Eritrean Refugee who Found a Safe Haven at IDC Herzliya

Tikkun Olam at the Raphael Recanati International School at IDC Herzliya: asylum seekers and refugees are welcomed onto campus to receive an education and make a success of their lives.

Writer and poet **Yikealo Beyene** fled his native country of Eritrea following two arrests for writing “politically motivated” articles in college for the country’s only newspaper, owned by the government. He was studying to be a civil engineer after having won a national award for academic excellence in high school.

Today Beyene has a B.A. from IDC Herzliya’s Baruch Ivcher School of Psychology and an M.A. in Organizational Behavior and Development from the Arison School of Business.

“I escaped from a repressive and highly secretive totalitarian regime,” he says. “At first I fled to Ethiopia, risking a shoot-to-kill policy at the border. I spent about two years in a refugee camp there, before continuing to Sudan and then to

Egypt. Each time I hoped the next refuge would be safer.”

Beyene paid Bedouin smugglers to sneak him to the Egyptian-Israeli border, where he again risked being shot, this time by the Egyptians. He entered Israel in 2008, and was welcomed by the Israeli army. He was granted temporary protection in the form of a “conditional release visa.”

“I began searching for ways to pursue my education,” Beyene recounts. “I heard about the international school at IDC and attended an open house there. I will never forget the great feeling of excitement I had that day.”

He applied to study psychology at the Ivcher School and was accepted. He received financial aid from IDC and donations from generous

“IDC has given me knowledge, leadership skills, and the belief that it is possible to make the world a better place.”



Yikealo Beyene with Joey Low at his M.A. graduation.



Prof. Shimon Schocken (second from left) and Jonathan Davis prepare to sing the IDC Herzliya anthem on the podium at the 2013 graduation ceremony with Yikealo Beyene (far right) and Adam Bashar, a refugee from Darfur who completed his studies in Government, Diplomacy & Strategy at IDC and now runs successful money-changing offices in south Tel Aviv.

individuals, which, along with the money he earned by working part-time, covered the tuition costs for his B.A. program. Beyene decided to continue to pursue an M.A., which was made possible by a generous scholarship provided by philanthropist **Joey Low**, a long-time IDC supporter and 2006 IDC Honorary Fellowship recipient.

“Yikealo is such a sweet, sensitive and caring individual,” says Low, who has helped a number of African refugees with their IDC tuition, in addition to spearheading the creation of the Israel at Heart Ethiopian Scholarship program. “It has been such a gift for me to get to know the people from this community. Helping them fills my life with so much meaning. This is what Zionism was meant to be – the Jewish people are

“The best way to describe [Yikealo’s] success would be to quote Theodore Herzl: ‘If you will it, it is no dream.’” – Jonathan Davis, head of the Raphael Recanati International School and vice-president for External Relations.

supposed to be a guiding light to other nations. I hope there are more people who can support these efforts to make a better life for those who have fled war-torn countries. We Jews have been refugees ourselves, so for us it should be a natural instinct to help them.”

“IDC, for me, wasn’t just a school but a safe haven. It was the only place I felt I was treated as an individual with aspirations.” – Yikealo Beyene

Israel currently has more than 43,000 African refugees and asylum seekers in Israel. “IDC, for me, wasn’t just a school but a safe haven. It was the only place I felt I was treated as an individual with aspirations,” says Beyene. “The people there believed, from the moment I first applied, that I was capable of learning and using my education to make a difference. IDC has given me knowledge, leadership skills, and the belief that it is possible to make the world a better place. Moreover, it has given me friends from all over the world, who can be my partners in leading change.”

Throughout his studies, Beyene was active in community projects, including the African Refugees Development Center, where he ran a leadership training program and did community outreach for the refugees and asylum seekers around Israel. He co-founded a community school, Abugida Community Education, and initiated the project Eritreans for Social Change.

Beyene left Israel in January 2016 for the United States after he received a family visa to join his wife, Helen, in Seattle. Next year he plans to begin a Ph.D. program in education and social justice.

“This is what happens when you stand behind someone,” says Low.

“Yikealo has the drive, motivation and goal orientation necessary to succeed in life, balanced with kindness, understanding and sensitivity,” says **Jonathan Davis**, head of the Raphael Recanati International School and vice-president for External Relations at IDC. “The best way to describe his success would be to quote Theodore

“We Jews have been refugees ourselves, so for us it should be a natural instinct to help them.”

– Joey Low, longtime IDC supporter and 2006 IDC Honorary Fellowship recipient

Herzl: ‘If you will it, it is no dream.’ Helping a future leader like this is Zionism at its best.”

Low recounts that Beyene translated “Anne Frank: The Diary of a Young Girl” into Eritrean because he said that it influenced him and that he wanted other Eritreans to be able to read it. “I’m trying to convince Yikealo to write a book about his experiences,” he says.

IDC’s president and founder, Prof. **Uriel Reichman**, says that “Yikealo’s story is powerful and inspirational. It is a story that embodies the spirit of IDC.” ★

– Ariel Rodal-Spieler



The Global MBA Innovation Track

Alongside core studies in business administration, this track prepares students for the real world of start-ups with courses in creative thinking and the opportunity to design prototypes in the lab.



“In addition to the classic tools, we challenge the students to dare and push them forward.”

– Dr. Oren Zuckerman, academic director of the GMBA Innovation Track

To succeed in entrepreneurship and innovation, having a good idea is not enough. In fact, the creative idea itself has relatively little to do with the success of a new venture. There is a wealth of knowledge and practical tools that can be taught in order to take an idea and implement it – and this is exactly what IDC Herzliya’s Global MBA Program’s track in Innovation was established to do.

Taught in English and open to applicants with at least three years of professional experience, the GMBA provides future business leaders with the knowledge and skills they need to conduct business in the global arena.

The track, developed out of both the Arison School of Business and the Media Innovation Lab at the Sammy Ofer School of Communications, is interdisciplinary, enabling miLAB students to learn how to deal with complex challenges from different angles. It addresses the rapid changes taking place in today’s industry, teaching current approaches to innovation and entrepreneurship such as miLAB’s human centered design process,

which is based on the idea that innovation is justified only when it offers a real solution to a real problem experienced by real users.

“The Innovation track is one of a kind,” says Dr. **Oren Zuckerman**, the track’s academic director and founder and co-director of miLAB. “In addition to the classic tools, we challenge the students to dare and push them forward. The program is experiential, with much of the learning happening outside of class. Students are exposed to things like 3D technology, hands-on prototyping, and accelerators.

Among the courses offered are Systematic Inventive Thinking, taught by Prof. **Jacob Goldenberg**, who also teaches at Columbia University; Human-Computer Interaction, taught by Zuckerman; and a course on effective business communication, taught by **Abigail Tenenbaum** and **Michael Weitz**, both TED speaker coaches.

The most striking feature of the program is its emphasis on learning by doing.

“Students experience the start-up ecosystem very intensively,” says **Michal Olmert-Naishtein**, the track’s executive director. “They don’t just sit and listen to lectures, but experience for themselves the development of new projects and the realization of their ideas through rapid prototyping.”

Students take on two kinds of practical projects: miLAB courses, in which 20 students each year get the opportunity to develop prototypes of media experiences and innovative technology, and a four-month internship in early stage startups that take part in Israel’s leading accelerators. “We cooperate with several of the leading accelerators in Israel,” says Olmert-Naishtein. “This allows the students to experience the early phases of a start-up, which is a very important stage to understand.”

As part of the track, students embark on partially subsidized study trips that help expose them to the global business community – they visit New

York and San Francisco, and this year they are also going to Berlin. In addition, throughout the academic year, students are able to consult with experienced entrepreneurs and investors.

The program’s participants include students from the United States, Spain, Brazil, and France. “Our students bring rich experience and diverse skills to the program,” says Olmert-Naishtein. “Some have high-tech or business backgrounds, but others come from the worlds of design, medi-



“I owe much of my success to the program; I learned how to work in a team, how to think creatively, and how others established their businesses.” – David Kalmanson, founder and CTO of InfiApps

cine or psychology. They come to the track either because they dream of developing their own independent initiatives, or because they want to advance their organization by creating new products or services. They all want to acquire the skills to do their jobs better and to be exposed to processes that encourage innovation.”

A number of the track’s alumni have already made successful exits. **Ron Levy**, a graduate of the track’s first class, founded MyRoll, recently acquired by AVG Technologies. MyRoll is a mobile gallery application that organizes photos and videos and converts them into interactive collections. Alumnus **David Kalmanson**, founder and CTO of the mobile gaming company InfiApps, recently sold it to Stride Gaming for \$39.2 million. “We never raised external funding, which is quite rare,” says Kalmanson. “I owe much of my success to the program; I learned how to work in a team, how to think creatively, and how others established their businesses. The guidance we received both from the faculty and from industry experts was amazing. We felt that they really cared about our success.”

Both Levy and Kalmanson serve as mentors to current GMBA students.

“The Innovation track helps students take steps towards establishing new ventures,” says Prof. **Uriel Reichman**, IDC’s president and founder. “It gives them insight into the use of new technologies, design principles, and business models and introduces them to the renowned Israeli innovation and entrepreneurship ecosystem. ★

– Ariel Rodal-Spieler



“Students experience the start-up ecosystem very intensively.”

– Michal Olmert-Naishtein, executive director of the GMBA Innovation Track

Success Stories from the Innovation Track

A look at two companies born as IDC students’ lab projects:



StoreX.me: Founded by two students who met in the program, **Rebecca Querub** from Spain and **Orly Yeruham** from Israel, StoreX.me is a kind of Airbnb platform for storage. “StoreX.me is a marketplace that disrupts the self-storage market,” says Querub. “We offer a cheaper and more convenient storage solution to renters by connecting them to locals who want to rent out their unused space to make a passive income.”

Before beginning the GMBA program at IDC, Querub worked as a strategic analyst at Deloitte and did several internships in investment banks, including Morgan Stanley and Lehman Brothers. “The GMBA track in Innovation helped me to face the challenges in our path with more confidence and greater motivation,” she says. “We learned both how to follow a methodology and how to think, as well as how to apply our knowledge to make the right choices.”

After participating in an accelerator in Boston during 2015, Querub and Yeruham decided to launch their service in Israel. “Only a month in, we

already have more than 100 spaces around the country and demand is growing every day,” says Querub.



pointTo.me This B2B2C (business to business to consumer) initiative in the field of parking and transportation was founded by alumni **Or Adar** and **Ori Hayuth**. Initially, the two began working on a different project in the lab, which over time took on different shapes and transformed into what it is now. “The track, and specifically Michal and Oren, gave us the tools, methods and skills to analyze and solve problems,” says Adar, who came to IDC from the Israeli Air Force. “They still continue to guide us; it’s not as if you just graduate from the program and leave. The program gave me the chance to learn from market leaders in a variety of fields, and the different approaches I was exposed to allowed me to create my own agenda and understanding of the business world.” ★

– Ariel Rodal-Spieler



Sammy Ofer School
of Communications

CIP
The Research Center for
Internet Psychology

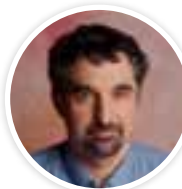
The IDC Social Start-Up Nation: Changing Lives Online

A Center of Internet Psychology initiative aims to improve lives worldwide with online positive psychology projects by students.

Second-year Communications students taking the “Internet: Social and Cultural Aspects” course run by Prof. **Yair Amichai-Hamburger**, director of the Center of Internet Psychology at IDC Herzliya’s Sammy Ofer School of Communications, were challenged this year to create websites dealing with global, day-to-day issues to help boost Israel’s image.

The 13-week course, also known as the IDC Social Start-Up Nation project, comprised theoretical teachings alongside a team project to create a website focused on a specific cause. Students were asked to team up, think up a topic of interest, and create a proposal for Amichai-Hamburger detailing why that issue needs public attention.

“I believe the IDC Social Start-Up Nation project can alter people’s negative perceptions of Israel by showing them positive online voluntary projects dealing with issues affecting people from every part of the globe that young Israelis are creating and sharing with the world,” Amichai-Hamburger said.



“I believe the Social Start-Up Nation project can alter people’s negative perceptions of Israel by showing them positive online voluntary projects.” – Prof. Yair Amichai-Hamburger, director of the Center of Internet Psychology at the Sammy Ofer School of Communications

Lyrane Ardit and her team chose to create a website on mindfulness. “Our website is full of ideas and exercises to empower global users in using the Internet wisely,” she said, and added that the team had also included information and tips on how to be more aware of feelings, sensations, thoughts and the surrounding environment in an effort to understand life situations and be more successful. “I first learned about mindfulness at IDC, and I want to share this beautiful concept with the entire world,” she said.

Harold Nakam said he values the importance of technology but recognizes the social pressures it creates. “Many people my age suffer from a recognized anxiety disorder known as ‘Fear of

Projects include: a website to help improve the self image of people with brain damage; a website to encourage people from all over the world to keep beaches tidy; a website to encourage young girls to study technology despite cultural stereotypes; and a website helping people with autism to get jobs.

“Since its founding, IDC Herzliya has been teaching its students the values of freedom and social responsibility.” – Prof. Uriel Reichman, president and founder of IDC Herzliya

Missing Out.’ The Social Start-Up Nation website that my team created has a quiz to measure the user’s level of FOMO and offers tips on how to minimize such feelings and help us live happy lives,” Nakam said.

Vertigo and Meniere’s disease, a disorder of the inner ear that affects hearing and balance, are issues being tackled by yet another group. **Danielle Scheffler** said the idea for this topic came from her personal experience as a Meniere’s sufferer. “Our goal is to try to help reduce the stress for people suffering from these illnesses by providing a one-stop destination for information and explaining that stress itself is a trigger,” she said. “We really hope to reach a global audience and get good interaction and feedback from around the world.”

“This is what we call e-leadership,” said Amichai-Hamburger, who has great visions for the project and believes that within three years the Social Start-Up Nation will be utilized by other schools, universities and organizations worldwide.

“The Internet is a place for open communication,” he said. “It’s a safe place for those who are not usually comfortable discussing their issues in public. The websites are the platform to put these many issues into the public domain, but our students are encouraged to promote these sites by various means, namely by using social media tools. The idea of the project is to change lives.”

Another website was created by **Dean Bines, Tal Tendler, Yuval Lev and Liel Barazani**, who focused on helping people make the best use of brief periods of spare time.

“We spend most of our lives on a tight schedule,” said Barzani. “We’re constantly running around in circles trying to get everything done. Our goal is to make it possible for people to maximize brief windows of time to enrich themselves and their environments. The project aims to provide people with tools to take advantage of brief windows, between five and 30 minutes, by doing

“Our website is full of ideas and exercises to empower global users in using the Internet wisely.” – Lyrane Arditi, second-year communications student

things such as a CPR crash course, mindfulness exercises, and so on.”

Prof. **Uriel Reichman**, IDC’s president and founder, said, “Since its founding, IDC has been teaching its students the values of freedom and social responsibility. The Social Start-Up Nation Project is truly in sync with these values, and I have no doubt that as the program continues, it will have a huge global impact.”

Other projects include: a website to help improve the self image of people with brain damage; a website to encourage people from all over the world to keep beaches tidy; a website to encourage young girls to study technology despite cultural stereotypes; and a website helping people with autism to get jobs. ★

– Sophie Vardi

Academics

in NEWS FROM IDC'S
ACADEMIC DEPARTMENTS

Action



Prof. Mario Mikulincer, IDC provost.



*Dr. Eric Zimmerman,
director of Research and
Global Engagement.*

Office of the Provost – Academic News, Research Updates and Global Engagement

Research Blog

The new [research@idc](http://researchblog.idc.ac.il) blog has been launched to keep the IDC Herzliya community abreast of research, grants, appointments and projects at the institute. It will be updated regularly. The blog can be found at: <http://researchblog.idc.ac.il>.

Faculty News, Appointments and Promotions

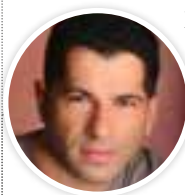
- **Dr. Yaniv Roznai**
Radzyner School of Law, first appointment.
- **Dr. Ronit Levin-Schnoor**
Radzyner School of Law, first appointment.
- **Prof. Tal Katz Navon**
Arison School of Business, associate professor.
- **Dr. Shaviat Matias**
Lauder School of Government, Diplomacy & Strategy, first appointment.
- **Dr. Oren Zuckerman**
Sammy Ofer School of Communications, senior lecturer with seniority.
- **Prof. Anat Bronstein-Klum**
Baruch Ivcher School of Psychology, associate professor.

Competitive Research Grants

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

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

Dr. Liav Orgad of Radzyner Law School Chosen to Join Global Young Academy



Dr. **Liav Orgad**, a lecturer and researcher at the Radzyner School of Law, has been chosen to join the Global Young Academy, a prestigious international organization with members from 54 countries.

Members of the academy are leading young scientists and researchers in various fields, and are chosen among researchers who exhibit excellence, a commitment to serve society, and a desire to advance knowledge and cooperation between academic institutions around the world.

Orgad's selection represents recognition of his wide-ranging contributions. His latest book, "The Cultural Defense of Nations: A Liberal Theory of Majority Rights" (Oxford University Press, 2015), has been highly acclaimed, with Prof. **Shlomo Avineri** writing in Haaretz newspaper that it "is one of the most substantive books that appeared in 2015." It is the first book written about the rights of the majority, a subject increasingly relevant considering the recent wave of Muslim immigration to Europe. Orgad is currently conducting research at Harvard University.

Program News

IDC Accounting Graduates Rank First in National Exam

Graduates of the Accounting Program at IDC Herzliya's Arison School of Business achieved the highest pass rate nationwide in the Justice Ministry's Certified Public Accountants Council Exam. The IDC accounting graduates had a pass rate of 91.5 percent, compared with the national average of 69.8%. The results were based on the council's Advanced Financial Accounting exam held at the end of 2015. It was the second consecutive year in which IDC's accounting graduates achieved the highest pass rate nationwide.

The Arison School's Accounting Program was established a decade ago and has become one of Israel's leading accounting programs, as reflected in objective parameters such as Board of Certified Public Accountants exams and the high placement rates of graduates in large accounting firms.

Internationalization

IDC Herzliya continues to forge ahead on the international front, signing student exchange agreements with institutions around the globe.

Dozens of exchange students from universities around the world are currently at IDC, while IDC sent out nearly 100 students to 30 partner universities this year. In the coming academic year, IDC is set to exchange nearly 200 students, making the program one of the biggest, if not the biggest, in Israel.

Delegations to Have Visited IDC Include:

Singapore	Public Service Commission Secretariat, Prime Minister's Office
Argentina	UBATECH
Sweden	Ratio Institute
India	Sakal Media Group
U.S.	Faculty Fellowship 2015
Croatia	VERN College (Zagreb)
U.S.	Morehouse College (Atlanta, Georgia)
France	GROUPE EDH – EFAP / ICART / EFJ
China	China Communist Party School
China	IUIA – International Universities Innovation Alliance
India	Indian university presidents
India	Sakal Group
Czech Republic	Masaryk University
Greece	Rectors / vice rectors of Greek universities and institutions
Turkey	Kadir Has University, Istanbul
Czech Republic	Amb. Ivo Schwarz, Czech ambassador to Israel
China	Amb. Zhan Yongxin, Chinese ambassador to Israel

* The full list of partners is available at <http://studyabroad.idc.ac.il/>.

Academic Cooperation Agreement with India

Prof. Uriel Reichman, president and founder of IDC Herzliya, and Dr. Eric Zimmerman, IDC's academic secretary and director of research, traveled to India for the Festival of Innovation hosted by Indian President Shri Pranab Mukherjee at his official residence. The festival brought 200 academics and innovators from across India together with several dozen invited international colleagues for several days of discussions on innovative management, entrepreneurship and higher education. IDC was the sole Israeli organization invited to attend. Participants also came from the United States, United Kingdom, Singapore, Australia, Finland, France, Saudi Arabia, Canada and China.

Reichman co-chaired a roundtable discussion on "Innovation and Skill Development" and delivered the keynote address. Zimmerman participated in a panel discussion on the topic "Leveraging Science, Technology and Innovation: Developing an Inclusive Ecosystem." Later they made a joint presentation at a session called "Inspiring Innovations: A Session with Academicians, Technology Business Incubators, Senior Officers of India and Abroad."



Prof. Yogesh Tyagi, vice chancellor of the University of Delhi, exchanges gifts with Prof. Uriel Reichman.



Dr. Eric Zimmerman and Prof. Uriel Reichman with traditional wreaths in Delhi.



Prof. Uriel Reichman with Prof. Ajay Sharma of the National Institute of Technology Delhi.


Zell

Named for: Sam Zell



Executive Director, Moran Nir

The Impact of the Zell Entrepreneurship Program

The Zell Entrepreneurship Program is nearing the end of its 15th year, and the current crop of students will soon join the 298 who have graduated the program so far.

Zell graduates – generally known as “Zellots” – have had a major impact on the Israeli entrepreneurial scene, setting up a long line of significant initiatives and influential companies. In total, Zell graduates have been involved in establishing 85 different companies, of which 46 are still active today and 18 were sold (made an exit).

Those companies employ almost 1,500 people, who work in 31 offices in 12 cities on three continents. In Israel, these offices are spread

throughout the country. Notable companies that have emerged from the program include FeeX, Wibya, The Gift Project, Bizzabo and Argus. Other program graduates have taken on management roles in major companies such as Google, AT&T, Microsoft, and Facebook. The companies founded by Zell alumni have raised over \$400 million over the years, almost \$80 million in 2015 alone.

The students are achieving their impressive accomplishments using the professional tools learned in the program, as well as the social values imbued at IDC Herzliya in general. During the program, the students participate in the “Zell Gives Back” project, which has Zell students volunteering in social organizations all around Israel. This combination of professional tools and moral values is giving the “Zellots” the ability to influence Israeli reality – and will continue to do so in the future.

Zell Alumni Event Welcomes a New Era

Hundreds of graduates of the Zell Entrepreneurship Program, current Zell students, mentors and friends attended the program’s annual alumni event, held at the Peres Center for Peace.

Among those at the event, which featured a “fireside chat” between former President **Shimon Peres** and former Zell Executive Director **Liat Aaronson**, were Prof. **Uriel Reichman**, IDC Herzliya’s president and founder; Prof. **Yair Tauman**, Zell academic director; **Moran Nir**, new Zell executive director; **David Chissick**, a leading investor; **Uri Levine**, co-founder of the Waze navigation app; and **Navot Volk**, managing director of Microsoft Ventures Israel.



From left: Moran Nir, Zell executive director; Yonit Soloducho and Ayelet Bar, Zell alumni; former President Shimon Peres; Liat Aaronson, former Zell executive director, and Rona Gura, Zell alumnus.

“In order to enter a new era, we first must leave behind the old one,” Peres said. “We see governments becoming irrelevant, and politicians make promises we all know they can’t keep. Today, being young in Israel is a serious problem.” Referring to the Zell alumni, Peres said: “The most important capital for the State of Israel is human capital.” He urged the audience to follow their dreams. “My biggest mistake was not dreaming big enough,” he said.

Following the former president’s remarks, Zell alumni thanked Aaronson, who has stepped down after 10 years as the program’s executive director. Moran Nir, the new executive director and a Zell alumna herself, took the stage and discussed the success of the program.

“So many people reach out and ask what is the secret recipe for managing such an amazing program, and the answer is simple: It’s all about the



Prof. Uriel Reichman, IDC Herzliya’s president and founder, addresses the Zell Alumni event.

people,” she said. “Although we are an educational program, it feels just like a start-up. This is the 15th year in a row in which the program continues to innovate, think creatively, grow, develop, and most importantly give high value and support to our current ‘clients,’ the Zell students, as well as to the alumni. We have gained a lot of experience over the years, and we still have big plans, goals and dreams ahead of us.”



Dean of
Students Affairs

The Lea and Naftali Ben-Yehuda
Accessibility & Study Skills Center

Named for: Lea and Naftali Ben-Yehuda
by Shimon and Hava Topor



Director, Rachel Thomas

Accessibility Event for Students and Staff



Rachel Thomas, director of the Lea and Naftali Ben-Yehuda Accessibility & Study Skills Center, writes with her mouth while wearing special gloves to simulate motor impairments.



Students wear headsets to simulate hearing impairments, under the guidance of a hearing-impaired supervisor.



Blindfolded students prepare to taste ice cream, under the direction of a visually impaired staff member.



Students experience wheelchair use.



Students learn sign language under the direction of a hearing-impaired staff member of Negishut Israel.

IDC Herzliya students and staff were exposed to some of the challenges facing people with disabilities when IDC's **Lea and Naftali Ben-Yehuda** Accessibility and Study Skills Center, together with the Student Union, hosted an accessibility event on campus aimed at raising awareness of disabilities. The nonprofit organization Negishut Israel ("Accessibility Israel") ran the event, setting up posts that each focused on a different disability – physical, hearing, visual, or motor. The posts were operated by Negishut's disabled staff members, who shared their stories. Visitors were able to: play wheelchair basketball with a professional disabled player; practice using a wheelchair along a course simulating daily challenges; taste ice cream while blindfolded, under the direction of a visually impaired staff member; learn sign language while wearing headsets, under the direction of

a hearing-impaired staff member; and try to draw or thread a needle wearing special gloves to simulate motor impairments. Many IDC students said later they had gained a greater understanding of issues facing the disabled as a result of the event.

The Accessibility and Study Skills Center, managed by **Rachel Thomas**, operates under the umbrella of the Dean of Student Affairs, with the help of the Foundation Division of the National Insurance Institute (Bituach Leumi) and of the Ben-Yehudas, **Hava and Shimon Topor**, and **Vered Lidor**. The center seeks to improve accessibility to higher education for those with disabilities, helping them to complete their studies and increase their chances of finding employment after graduation. It provides services for IDC students with a wide range of disabilities,

including learning difficulties, visual, hearing, and motor impairments, chronic diseases, mental health problems, and other conditions.

IDC students with disabilities are welcome to use the center throughout their studies. Services offered there include mindfulness workshops to enhance concentration, one-on-one study strategy sessions with Dr. **Adi Gidron**, academic workshops, assistive technology, personal mentoring, private study areas, and a multimedia center. Before beginning their studies, students are invited to discuss their specific needs with **Michal Kaul**, accessibility coordinator.

For further information, contact **Daphne Ingram**, administrative coordinator at negishut@idc.ac.il, or visit: www.idc.ac.il/eng/ssc Tel: 09 960 2738.



Named for:
Sammy Ofer z"l (1922-2011)



Dean, Dr. Noam
Lemelshtrich Latar

From IDC to Ivy League

Neta Tamir and **Michal Luria**, two IDC Herzliya graduates from the miLAB (Media Innovation Lab) of the Sammy Ofer School of Communications, were recently accepted to prestigious Ph.D. programs in the field of human-computer interactions at Ivy League universities in the United States.

The pair started working at miLAB as research assistants during their second year, and joined the research program, which focuses on preparing undergraduate students for graduate studies, mentored by Dr. **Oren Zuckerman** and Dr. **Guy Hoffman**.

While studying in the interactive communication specialization in the Sammy Ofer School of Communications, Luria started working on a research project on a non-anthropomorphic robot that supports human-human conversation. Her position at miLAB included managing all aspects of the project: designing and conducting experiments and user studies, designing interactions, assembling robots, writing papers, creating 3D animations and programming.

During her time at the lab, she was exposed to and inspired by the human-computer interaction



Neta Tamir and Michal Luria.

academic research field, and she applied to several Ph.D. programs. "The interdisciplinary work at the lab and my incredible mentors allowed me to discover academia," she said. "They gave me all the tools I needed to be accepted to a Ph.D. program in the field and to continue doing research on the topics I am passionate about."

Luria was accepted to several prestigious Ph.D. programs in the U.S. and Europe, but decided to join the HCI Institute at Carnegie Mellon University.

Meanwhile, Tamir, a graduate of the Baruch Ivcher School of Psychology, participated in many enriching extracurricular activities during

her studies, but felt that perhaps the most defining was her role as a research assistant at miLAB. "Dr. Oren Zuckerman, head of miLAB and my personal adviser, gave me a wonderful opportunity to combine my interest in both psychology and technology," she said. "I've learned tremendously from my hands-on experience at miLAB, and developed an admiration for the HCI field for its ability to tackle complex problems with creative and innovative solutions."

Tamir applied to only one Ph.D. program, and was accepted, with a full scholarship: the Information Science Ph.D. program at Cornell University. She is only the second Israeli to be admitted to this program. The first was Dr. **Gilly Leshed** in 2004. Today she is one of the department's faculty members. Tamir will be stationed at Cornell Tech's Campus in Manhattan, and will focus on developing assistive technologies. "Deciding to study at IDC was a life-changing decision," she said. "The guidance and endless support I received from my professors, along with the diverse experiences and unique opportunities I was exposed to, made my acceptance to Cornell possible."

The Asper Institute for New Media Diplomacy
Director, Anouk Lorie,
Chair, Dr. Noam Lemelshtrich Latar

NoCamels.com Gains Over 100,000 Followers on Facebook

The Asper Institute for New Media Diplomacy at the Sammy Ofer School of Communications focuses on the use of new media technologies for advocacy and diplomacy. **NoCamels.com**, sponsored by the Asper Foundation, is one of the institute's flagship projects.

Launched in 2010, the website covers cutting edge innovations from Israel, including startups and research in the fields of technology, medicine, design and the environment, for a global audience. It has become the world's leading news source on Israeli developments, with more than 100,000 followers on Facebook and millions viewing the website.

The website aims to bridge cultural differences, reach diverse audiences and cross boundaries through objective and accurate reporting, drawing attention to innovative solutions rather than the challenges that so often make news headlines.

Another leading project of the Asper Institute is **IDC International Radio**, the only college radio station in Israel broadcasting in English. The radio is fully operated by students of the Raphael Recanati International School and aims to become a central meeting point for Jews in Israel

with Jewish communities abroad who wish to hear about and discuss issues related to Israel, Zionism, Israeli culture, and music.



Combining Creativity and Business



Creating the future: Dr. Amit Lavie-Dinur and Dr. Yuval Karniel, founders of the Content Hub (fourth and fifth from left), with students majoring in Visual Content.

The Sammy Ofer School of Communications Content Hub is a unique environment for the development and creation of new formats and content for the modern media world and its varied platforms. Managed by Dr. **Amit Lavie-Dinur** and Dr. **Yuval Karniel**, the Content Hub combines research and theory, analysis, study and criticism with creative, innovative work. The hub brings communications students, researchers and theoreticians industry professionals together with content editors, producers, directors and writers. It places the creator at the center and treats him or her as an entrepreneur and market leader in the international media market. Among the fruit of the Content Hub's labor is cross-platform content in the fields of Internet drama and entertainment, current affairs touching upon citizens' rights and professional ethics, and documentaries dealing with core issues of society.

This year, the Hub has implemented a first-of-its-kind cooperation with the Arison School of Business. This enables students to develop the commercial aspects of their initiatives, including

studying their markets and target audiences and developing dedicated business plans. This unique program provides practical tools in the areas of management, marketing, digital media, and the correspondence between content, technology and the most advanced platforms. The aim is to have content available for sale and distribution in international markets as soon as the students graduate.

This year, in the area of Internet drama, the students have been developing an innovative interactive series titled "Incubator," which focuses on a young start-up company that is creating an application and the dynamics between its employees. Concurrently, in real life, an actual hub will be established that searches for the right candidates to actually develop the same application.

In the digital documentary area, an enterprise is being developed for treating anxiety, which has been termed the incurable illness of the century. The venture is based on psychological-technological- marketing research which shows that a

game targeted at people suffering from various anxieties – claustrophobia, social anxiety, or fear of driving – can positively influence and perhaps even change behavior. The game checks the user's pulse and calculates the following moves accordingly. Together with the game, a comic-documentary web series is being developed that focuses on the anxiety problem. The enterprise aims to raise awareness of the issue and propose alternative and efficient ways of dealing with it.

In the area of entertainment, the Content Hub students have chosen to deal with the issue of racism and how it affects families in a docu-reality series titled "On the Other Hand." What happens to a mother whose two sons refuse to have Friday night dinner together because one is a homophobe and the other is about to marry his partner? What happens in a family of Russian origin when the son brings home a bride of Ethiopian descent and the mother refuses to accept her? The series examines how racism, while first and foremost a social issue, hurts individuals, and while fighting prejudice it aims to unite families.



Advanced Reality Lab

Director, Dr. Doron Friedman

The Advanced Reality Lab in Action

The Advanced Reality Lab in the Sammy Ofer School of Communications, headed by Dr. Doron Friedman, works on cutting-edge projects in the realm of human-machine confluence.

ARL on National Geographic Channel

One of the most exciting emerging technologies is brain-computer interfaces, which use neuroscience and advanced technologies (signal processing, machine learning) to enable people to control devices using their thoughts alone. The Advanced Reality Lab in the Sammy Ofer School of Communications has made several

contributions to the field in recent years, and was featured on the Emmy Award-winning popular science show "Brain Games" on the National Geographic channel. The episode, which focused on "the religious brain," was filmed in Israel and featured Israeli research on controlling virtual reality, immersive experiences, and video games

using direct brain communication. The discussion led to the question: Given the amazing progress in science and technology, are they becoming the new religion? For more information, visit the website: <http://avl.idc.ac.il>.



Jonathan Giron, IDC research fellow, sets up Jason Silva, BrainGames' host, to control virtual environments by thought.

Prize4Life Society Awards Prize to ARL

The Advanced Reality Lab has won a prestigious award from the Prize4Life Society. Together with the early stage company BeSeeEye, led by Dr. Yotam Luz, the lab came up with an innovative interface enabling amyotrophic lateral sclerosis patients to communicate. ALS is a

neurodegenerative disease, and patients ultimately lose the ability to control almost all voluntary movements. However, since some control of facial muscles and eye movements often remains, the lab suggested using low-cost consumer devices originally intended for detecting

brainwaves to recognize these muscle movements, and use them for communication, in addition to or instead of eye tracking. The prize money will be used to develop a prototype system that will be tested by several ALS patients in Israel.

Dancing Without Movement

Daniel Landau, a digital artist and senior research fellow in the Advanced Reality Lab, is leading a project that intersects the worlds of art, science and technology. The Brain-Computer Interface-Dance project is a scientific experiment in which a paralyzed performer uses the BCI to activate tactile vibrating devices placed on the bodies of professional dancers, enabling them to perform the moves envisaged. The project is still in progress.



A performer paralyzed following a spinal cord injury choreographs three dancers using brain waves.

The Research Center for Internet Psychology

Director, Prof. Yair Amichai-Hamburger

Prof. Roger Austin Visits the Center for Internet Psychology

The Center for Internet Psychology at the Sammy Ofer School of Communications enjoyed a special visit by Prof. **Roger Austin** of the Institute for Research in Social Sciences at the University of Ulster, Ireland. Austin is a pioneer in the field of using information and communication technology in teaching and learning, particularly in linking schools through intercultural education. He is co-director of the Dissolving Boundaries Programme, which links primary and secondary schools in Northern Ireland and the Republic of Ireland, involving some 34,000 children in 500 schools, and is helping to shape similar work between different sectors in Israel.



Prof. Yair Amichai-Hamburger with Prof. Roger Austin of the Institute for Research in Social Sciences at the University of Ulster, Ireland.

Visit to UK Institutes

Prof. **Yair Amichai-Hamburger**, the center's director, visited the U.K. and met with Prof. **Adrian Furnham** of University College London. There they agreed to initiate a research project into the effects of narcissism in social networks.

Amichai-Hamburger also visited Dr. **Grant Blank** of Oxford University's Oxford Internet Institute. Both academics represent their respective countries in the World Internet Project, a collaborative project between universities in

more than 20 countries to conduct research and hold conferences on the impact of new technologies on the world. The visit resulted in several new directions for cooperative research.

A Decade to Celebrate



Prof. Yair Amichai-Hamburger is interviewed on Channel 2.

With the Center for Internet Psychology celebrating its 10th birthday this summer, it is timely to take a look back at its achievements.

The center has become one of the world's leading organizations in the world in studying the vital topic of Internet psychology, and it has initiated research into such fields as how individual personalities affect online behavior, how the Internet affects and can be used to enhance well-being, and how the Internet can be used to reduce intergroup conflicts.

It has also hosted scholars of international reputation, including Prof. **Miles Hewstone** of Oxford University and Prof. **Joseph Walther** of Michigan State University. The center is involved in worldwide projects and has hosted **Getachew Engida**, UNESCO's deputy director general. It has had nearly 4,000 citations in academic publications, and has featured in more than 250 items in the Israeli and international media. It also played a leading role in an Israeli television documentary that examined what happened to a class of 10th graders who agreed to relinquish their smartphones for three days.



Getachew Engida, UNESCO's deputy director general, with Prof. Yair Amichai-Hamburger.



Prof. Yair Amichai-Hamburger (center) with the Channel 1 team who filmed the documentary featuring the center.



Prof. Joseph Walther of Michigan State University with Prof. Yair Amichai-Hamburger.



The M Club

Head of Marketing & Political Communications, Dr. Amit Lavie-Dinur
Director, Sivan Ben-Horin



Introducing the First IDC 'Markethon'

The M Club, the Sammy Ofer School of Communications' student club for marketing, advertising and public relations, launched its first "Markethon," a marketing hackathon designed to give students hands-on experience and at the same time strengthen ties with the marketplace.

In the "Markethon," select groups of students from various IDC Herzliya schools competed to solve a real marketing assignment from the Doritos snack food company. The event took place over 12 straight hours, and students were mentored and guided by IDC instructors. Their efforts were judged by representatives from Doritos and its advertising agency, Dr. **Amit Lavie-Dinur**, the Sammy Ofer School's vice dean, and **Sivan Ben-Horin**, director of IDC's Marketing Communications Initiatives and Workshops. Prizes were awarded to the winning teams.



From left: Shay Eyal, Liel Barzani, Sivan Ben-Horin, director of IDC's Marketing Communications Initiatives and Workshops, and Avihai Zarfati.

The M Club boasts hundreds of members from various IDC schools, and organizes activities including lectures from top marketers and

advertisers and tours and visits to leading companies. The club's presidents are **Shay Eyal**, **Avihai Zarfati** and **Liel Barazani**.

The Marketing Lab



Sivan Ben-Horin, director of the Marketing Communications Lab, Initiatives and Workshops, with Dr. Amit Lavie-Dinur, vice dean and head of Marketing and Political Communications.

Every year, third-year Marketing and Political Communications students at the Sammy Ofer School of Communications choose a year-long project as part of the Marketing Lab. These projects offer students a unique opportunity to practice the tools acquired in their degree and to



Dr. Amit Lavie-Dinur (back, fourth from left), with third-year students from the Sammy Ofer School of Communications Marketing Lab.

create original, innovative marketing solutions under the guidance of industry professionals. All the projects prioritize social issues, NGOs and contributing to the community.

This year's project, "Establishing a Digital Venture as a Marketing Solution," had students come up with digital marketing solutions on

the issue of volunteer management. The workshop began from the concept stage, examined the value and viability of ideas, and continued to planning and establishing the product, just as occurs in the real world, giving students the double focus of entrepreneurship on the one hand and digital marketing and project management on the other.

IDC Radio Hosts “FM+ Receiving the Future” Conference

The annual “FM+ Receiving the future” Radio Conference was held at the Sammy Ofer School of Communications at IDC Herzliya for the fifth time, with a record number of participants and local media exposure. As in previous years, global and local media leaders attended to discuss innovations, challenges and opportunities within radio. Among other things, the discussions dealt with the digital revolution and its impact on radio stations and listeners, the future of public broadcasting, the role of regional and sectorial radio, music listening habits, podcasts and more. This year’s keynote speaker was **Helen Boaden**, director of BBC Radio, and featured local officials such as **Eldad Koblenz**, CEO of the new public broadcasting corporation; **Yaron Dekel**, commander of Galey Tzahal; **Simon Elkabetz**, director of the Voice of Israel; **Avi Meshulam**, CEO of Tel Aviv Radio 102 FM; **Hagit Kamin**, CEO of Eco 99 FM; and **Nadav Ravid**, director of Galgalatz.

FM+ tends to emphasize the “plus,” and this year explored innovative technological developments, discussed the importance of the social aspects of radio, and addressed current events. With a theme of “From Local to Global,” speakers noted the implementation of digital broadcasting in Israeli stations, new applications by leading radio stations, the rise of digital advertising, Israeli podcasts breaking through abroad, and



Dr. Noam Lemelshtrich Latar, dean of the Sammy Ofer School of Communications.

the development of new economic models to support local podcasts.

The theme focused on the practical elimination of technological boundaries, and, in some cases, of content, on the one hand, and on the other, an increase in sense of community and nationality. Following President **Reuven Rivlin**’s “Four Tribes” speech in 2015, a panel discussion was held on the role of regional and sectorial radio in the change of perception of the state and “the other” in Israeli society. Another panel discussed the role of radio music editors in light of the entry of media giants such as Apple, Google and Facebook to the music streaming arena.

Boaden addressed the challenges facing the BBC in light of the digital revolution. “In the digital



Helen Boaden, director of BBC Radio.

age, we are facing, like any other broadcasting organization, a drop in listening, and that is reflected especially among young people, due to competition from Amazon, Google, Spotify and more,” she said.

“How do you deal with that? First of all, you must not panic. You cannot win a digital revolution – but you can definitely join it!”

The conference ended with the annual Pitch award for original audio content in memory of the Jewish-American journalist **Daniel Pearl** z”l. This year’s winners were the creators of an audio documentary on the life of the “Israeli Sugarman,” a celebrity musician from the Philippines who now lives in Israel and works as a cleaner in Tel Aviv.

IDC Radio Honors Knesset’s 50th Anniversary

When Kol Israel (Voice of Israel) Radio held a special broadcasting day to honor the Knesset’s 50th anniversary, it invited a select number of educational radio stations to broadcast from a transparent studio set up in the Knesset Plaza. IDC Radio was among them, and broadcasters **Ziki Yishai** and **Tom Hitron** hosted a one-hour, live radio show, broadcast on Reshet Aleph. Their satirical show featured interviews with MKs **Ayelet Nahmias-Verbin** (Zionist Union), **Oren Hazan** (Likud), **Merav Ben-Ari** (Kulanu), and **Bezalel Smotrich** (Habayit Hayehudi).

At the same time, students **Lior Navon** and **Itay Epstein** roamed the Knesset’s corridors and interviewed numerous opposition and coalition MKs on governance, political appointments and bureaucracy, as part of a special episode of “The Compass,” an IDC Radio show that aims to

help audiences navigate the complexities of life in Israel. Among the MKs they encountered were Science Minister **Ofir Akunis**, **Tzachi Hanegbi**, **Miki Zohar**, **Anat Berko** and **Ayoob Kara** (all Likud), **Yoel Hasson** and **Eitan Cabel** (both Zionist Union), **Tamar Zandberg** and **Issawi Frej** (both Meretz), and **Nissan Slomiansky** (Habayit Hayehudi). They also conducted special interviews with former Chief Justice **Dalia Dorner**, **Ron Zur**, head of the Civil Service Reform Implementation Project, and Prof. **Eran Vigoda-Gadot**, a public administration and policy expert.

The show won third place in a competition run by Kol Israel judging the shows produced on the special broadcasting day. The winning students were invited to an awards ceremony attended by Knesset Speaker **Yuli Edelstein**, Israel Radio



Students Lior Navon and Itay Epstein after receiving their certificates from Yuli Edelstein, Knesset speaker, Shimon Elkabetz, Israel Radio director, and Menachem Granit, head of Israel Radio’s Education and Digital Division.

director **Shimon Elkabetz**, and **Menachem Granit**, head of Israel Radio’s Education and Digital Division.



The Daniel Pearl International Journalism Institute

Chair, Dr. Noam Lemelshtrich Latar

Director, Rona Zahavi

Pitching in Memory of Daniel Pearl



The Daniel Pearl International Journalism Institute initiates and takes part in multiple events to advance the quality of journalism and promote informed, balanced and insightful reporting in the Middle East.

For the second year, the institute sponsored "The Pitch," an original podcast competition in Pearl's memory, at the FM+ Radio Conference at IDC Herzliya's Sammy Ofer School of Communications.

Students, podcast creators and journalists were asked to submit ideas for a podcast that would highlight values such as mutual respect and the understanding of different cultures through dialogue, free press and music. The winning podcast, "Asin, the Salt of the Earth," told the story

of a Philippine singer who came to Israel and presented multicultural musical interactions.

The institute also initiated the "Peace Chain Podcast," created to establish discussion between journalists around the world on the challenges and status of journalism, especially in the Middle East. The podcasts focus on topics such as how journalism has changed over the years, the challenges it faces worldwide, social media platforms, and the future of the field. Every podcast features interviews with a different journalist or pair of



"The Pitch" in action.

journalists. The first podcast featured an interview with **Helen Boaden**, BBC Radio director and former BBC News director. For more information, visit the website: <http://dpiji.idc.ac.il/en/>



From Tribes to Nation and Back Lecture Series

The Nevzlin Center for Jewish Peoplehood held a series of seven lectures in cooperation with Beit Hatfutsot. Nevzlin Center lecturers who addressed the meetings included Prof. **Yair Zakovitch**, Dr. **Lior Alperovitch**, Dr. **Zvi Zameret**, Prof. **Haim Beer**, and Prof. **Ziva Shamir**.

The "From Tribes to Nation and Back" lecture series dealt with the special problems of Jewish peoplehood deriving from the geographical dispersion of Jews through the ages and their religious and secular varieties in modern times, and from the tension between finding a common denominator while preserving the uniqueness of sector.

Judaism, Islam and the Conflict

The Nevzlin Center held a conference titled "Judaism, Islam and the Conflict" in cooperation with The Lauder School of Government, Diplomacy & Strategy.

The conference dealt with the questions of where Judaism and Islam in Israel are heading and whether there a solution to a conflict that can walk the line between religion and nationality.

Israel in the Mirror of World Media

In cooperation with the Sammy Ofer School of Communications, the Nevzlin Center held a conference titled "Israel in the Mirror of World Media." The conference dealt with the question of how events in Israel are reported in the media abroad compared with how the Israeli media reports them. Academics and journalists debated the effects of media reporting on Israel's situation.

Culture Struggle

A public conference was held by the Nevzlin Center in cooperation with the Sammy Ofer School of Communications. The conference dealt with the struggle between Israel's center – seen as geographical and cultural elite – and the periphery over cultural identity.



Symposium – Terrorism and Economy

The Tiomkin School of Economics hosted a panel on the issue of the economic consequences of terrorism. The participants discussed how terrorism affects modern economies, whether the defense budget prevents terrorism, and the differences between Israel and other countries in dealing with terrorism.

Symposium – Discrimination and Economy

The Tiomkin School of Economics hosted a panel of leading figures from the fields of economics, politics, law and communications to discuss discrimination. The conference addressed the origins and causes of discrimination, and focused on policy-making, effects on the economy and the role of the media.

Interdisciplinary Forum for Financial Economics

The Tiomkin School of Economics and the Arison School of Business held a Forum for Financial Economics on the subject of “Zero Interest Rate and Currency War.” Dr. **Karnit Flug**, governor of the Bank of Israel, presented current trends and main aspects of monetary policies for the Israeli economy. Her presentation was followed by a panel discussion of experts headed by **Neil Corney**, CEO of Citi Israel. The

panel included Dr. **Boaz Schwartz**, managing director at Deutsche Bank Israel, Dr. **David Woo**, head of Global Rates and Currencies Research at Bank of America Merrill Lynch, and Prof. **Zvi Eckstein**, dean of the Arison and Tiomkin schools. The discussion focused on the existing policies of low and negative interest rates and the currencies war, as well the implications of low oil prices.



Dr. Karnit Flug, governor of the Bank of Israel.

Aaron Institute for Economic Policy

Named for: Aaron Dovrat z”l

Head, Prof. Zvi Eckstein

Roundtable Discussions

- The Aaron Institute for Economic Policy held a roundtable discussion based on a policy paper by Dr. **Oren Levintal** from the Aaron Institute for Economic Policy and **Irit Rozenshtrom** from the Bank of Israel. The paper investigates whether foreign exchange purchases may be more effective at the zero lower bound of the interest rate. Participants included academic researchers, government officials and representatives from several municipalities and NGOs.
- A new policy paper by the institute’s own Prof. Omer Moav and Dror Avidor. held a roundtable discussion based on a new policy paper by Prof. **Omer Moav** and **Dror Avidor** from the Aaron Institute for Economic Policy. The paper argues that the current proposals for rent regulations may harm both sides of the market. Participants included academic researchers, government officials, and representatives from several municipalities and NGOs.



Roundtable discussions
at the Aaron Institute
for Economic Policy.



Applied Center for Psychology of Social Change

Directors, Eran Halperin, Michal Reifen-Tagar and Prof. Tamar Saguy

Overcoming Psychological Barriers to Integration

“The Arabs in Israel have long ago stopped being a ‘minority’ here. They are part and parcel of this country. But without equal distribution of resources, opportunities, and infrastructure, there will be no trust between Arabs and Jews,” President **Reuven Rivlin** told a unique gathering of Israeli business leaders at a conference on integrating Israel’s Arab citizens into the workforce. The event was held as part of an ongoing collaboration between the President’s Office, the Collective Impact Initiative NGO (which works toward integration), and the Baruch

Ivcher School of Psychology’s Applied Center for Psychology of Social Change.

Prof. **Tamar Saguy** of the Baruch Ivcher School, who is spearheading the partnership on behalf of the Applied Center, spoke of effective ways to cope with psychological barriers hindering employment of Arab citizens. Discussions were also held in small workgroups, designed and led with the Applied Center to create a shared sense of mission and identity among the participants.

The Applied Center, headed by Profs. Saguy, **Eran Halperin**, and **Michal Reifen-Tagar**, was established in 2015 with the aim of bridging academia and field practices by helping initiatives become more data-driven, strengthening the effectiveness of social-change processes, and developing innovative social-psychological based interventions. With the support of the UJA-Federation of New York, the center has been working with the Collective Impact Initiative to design workshops for leading companies and provide consultancy.

The DICE@IDC decision-making research center

Directors, Prof. Dan Zakay, Dr. Shahar Ayal, Prof. Orit Tykocinski

DICE Rolls to Pay Tribute to Founder

The DICE@IDC decision-making research center, part of the Baruch Ivcher School of Psychology, held a tribute evening in honor of one of the centers’ founders, Prof. **Dan Zakay**. Among the speakers were Prof. **Yehoshua Tsai** and Prof. **Dani Elgom**, who reviewed Zakay’s contribution to research and practice in cognitive psychology in general and the study of decision-making and subjective time in particular.

DICE has also announced the founding of an applied center for decision-making, IDeCision, which aims to provide practical tools for

improved decision-making based on existing empirical models. “DICE gained important insights in the field of decision-making through hundreds of studies. The aim of IDeCision is to help businesses and individuals apply these insights into their work. We’re trying to bridge the gap between academia and practice,” says co-founder **Ayelet Yaaran**, who together with fellow Social Psychology M.A. students **Michal Apter** and **Anat Halevy** initiated the project. IDeCision has already begun working with the IDC Student Union to offer counseling services for students, and has been holding workshops for union’s



DICE researchers (from left): Dr. Guy Hochman, Prof. Orit Tykocinski, Prof. Dan Zakay and Dr. Shahar Ayal.

management under the supervision of senior DICE researchers Zakay, Prof. **Orit Tykocinski**, Dr. **Shahar Ayal** and Dr. **Guy Hochman**.

The Ziamia Arkin Infancy Institute

Director, Yael Segal

The Ziamia Arkin Infancy Institute Grows Up

The Ziamia Arkin Infancy Institute at IDC Herzliya held an intensive five-day workshop in collaboration with Prof. **Tessa Baradon** of the renowned Anna Freud Centre in London.

The workshop focused on two developing projects at the institute: first, the establishment of a two-year clinical training program for mental health professionals to provide them with expertise in parent-infant psychotherapy; and second, the development of a conceptual framework for translational clinical intervention research to create an ongoing collaboration between the clinical and research domains.

The clinical training program will be the first of its kind in Israel. During her visit, Baradon led brainstorming sessions on fundamental questions such as what makes parent-infant psychotherapy unique. A significant focus was devoted to formulating supervision goals and techniques alongside hands-on training, through simulations between workshop participants. Staff from the institute were exposed to a variety of supervision styles and had to consider the strengths and weaknesses of each. The experience proved to be intensive and eye-opening.

The second portion of the workshop was research-focused, devoted to learning from Baradon’s experience as a key member of the Anna Freud Centre research team responsible for the development, implementation and evaluation of the parent-infant psychotherapy model. This portion of the workshop focused on conceptualizing the institute’s unique approach to intervention research, assessing outcomes and delineating underlying mechanisms of change. The workshop left a strong impression on all participants.

Sexuality in Close Relationships Lab

Directors, Prof. Gurit Birnbaum, Dr. Moran Mizrahi

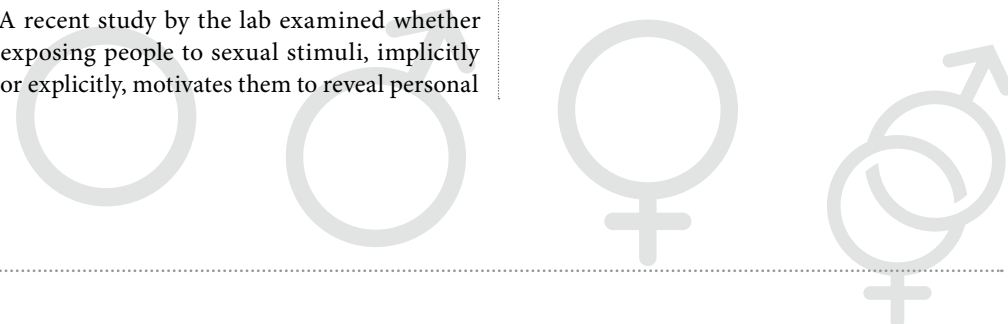
Lab Studies the Complex Role of Sexuality in Relationships

IDC's Sexuality in Close Relationships Lab, led by Prof. Gurit Birnbaum, conducts research focusing on the complex role played by sexuality in close relationships. The lab is studying questions such as how the functional significance of sex changes as relationships progress from their initial stages to long-term commitments, and how sexual behavior contributes to relationship development, maintenance, and deterioration.

The lab is also examining whether, for whom and how the nonsexual aspects of a relationship (such as attachment and intimacy) may contribute to or compensate for sexual deficiencies or dissatisfaction.

A recent study by the lab examined whether exposing people to sexual stimuli, implicitly or explicitly, motivates them to reveal personal

information to a prospective romantic partner. Another study explored processes that may help maintain sexual desire in long-term relationships, and demonstrated that responsiveness to a partner's needs is one of the best ways to instill and maintain desire over time.



The Communication Aging and Neuropsychology Lab (CAN lab)

Director, Dr. Boaz Ben-David

From the Lab to the Community

The Communication Aging and Neuropsychology Lab (CAN lab) at the Baruch Ivcher School of Psychology, led by Dr. **Boaz Ben-David**, is a leader in research on cognitive and sensory changes in aging that not only strives for scientific excellence, but also initiates and develops programs with the local community.

As part of this approach, the lab has been developing a close network of relations with many organizations that work with the elderly, including the Herzliya Association for the Elderly, Shalem, Herzliya Rotary Club, and the Histadrut retiree community center. In their outreach activities, CAN lab staff give voluntary lectures at community centers around Herzliya on a variety of topics. Ben-David, along with post-doctoral fellows Drs. **Hadas Erel**, **Vered Shakuf** and **Meital Avivi-Reich**, talked about groundbreaking scientific work being done on cognitive preservation in old age, and offered practical advice on improving the quality of life. **Oz Klein**, a psychology student who holds a master's degree in law, talked about seniors' legal rights and benefits. "As scientists, we cannot operate in a vacuum," says Ben-David. "The goal of the laboratory is to contribute, empower



Dr. Boaz Ben-David (left) with Herzliya Rotary Club board members Yuval Bar-Ner & Ali Barkay.

and learn from the older population in our local community."

The meetings were intended not just to present information but also to open the gates of the lab to the community, and more than 200 seniors have registered as volunteers who come to the

lab and participate in experiments. The CAN lab is now planning a new, unique program in which undergraduate students will work with seniors in the community. The program aims to empower seniors and show their ability to contribute, to learn and to teach, benefiting both them and the students.



First International Criminal and Humanitarian Law Clinic Exchange held at IDC 39 students from IDC, Leiden and Emory universities gather for a unique study week.



Dr. Robert Heinsch and Prof. Laurie Blank (both in front row center), and Adv. Yael Vias Gvirsman (behind them in red), with participating students and faculty of IDC Herzliya, Leiden and Emory.

The Radzyner Law School at IDC Herzliya kicked off its exciting new collaboration with two other international humanitarian law clinics by hosting the first International Criminal and Humanitarian Law Clinic Exchange.

EMORY
LAW

During an intense week of study, 39 students from the three clinics – IDC Herzliya, Leiden University (Netherlands) and Emory University (United States) – met with top-notch legal practitioners and academics, including representatives from Israel's Foreign Affairs Ministry and Justice Ministry, the Israel Defense Forces, organizations such as Yesh Din and Gisha, and independent attorneys, to discuss issues of international humanitarian law in the current Israeli context. The list of distinguished speakers included Dr. **Tal Becker**, the Foreign Affairs Ministry's principal deputy legal adviser, Judge **Sharon**

Universiteit
Leiden

Rivlin of the Shomron Military Court, and Prof. **Yuval Shany**, acclaimed international law scholar.

Highlights of the week included a visit to the Neve Shalom Israeli-Palestinian cooperative village and to Jerusalem, where, during two separate meetings, students had an unforgettable meeting with retired Supreme Court Justice **Gabriel Bach**, who shared his experiences as the deputy prosecutor in the Eichmann trial, and with current Supreme Court Justice **Daphne Barak-Erez**, as well as attending a unique workshop by the IDF Military Academy legal advisers to commanders in combat.

The gathering created a unique study experience that gave the students the opportunity to learn about international humanitarian law in a complex conflict situation

from close up and to challenge theoretical perspectives against reality.

The exchange program was initiated by Adv. **Yael Vias Gvirsman**, director of IDC's clinic, with her counterparts Prof. **Laurie Blank** of Emory University and Dr. **Robert Heinsch** of Leiden University. It is anonymously sponsored to run for three years, enabling each clinic to take turns hosting the other two. Each clinic will focus on the particularities of its location. The next exchange, in the 2016-2017 academic year, will be held at Leiden University and The Hague, and will include a joint project with the International Committee of the Red Cross in Geneva.

For more information or for donations to the IDC clinic, contact director Yael Vias Gvirsman at yaelgman@gmail.com.

“Olim Lemishpatim”: Rising to Meet Students’ Challenges

A student initiative provides aid to law students whose native language is not Hebrew.

When three students in IDC Herzliya’s Radzyner Law School noticed that their immigrant fellow students were having difficulties with their studies, they approached the school’s dean, Prof. **Sharon Rabin-Margalioth**, with an idea – and “Olim Lemishpatim” (a play on the words “Immigrating, or Rising, to Law”) was born. The program kicked off in the first semester of the 2015-2016 academic year and provides law students whose first language is not Hebrew – immigrants, foreign students, and Arab-Israeli students – with extra lessons in small groups of up to eight.

The program was the initiative of third-year law students **Or Briga**, **Gal Barir** and **Omri Koltin**. “Everything began in the first semester of last year. A few of us sat together in a study group, among which were two new immigrants. We noticed how it made it so much easier for them after we sat and explained basic legal terms, and the rest is history,” said Briga.

Shira Lifshitz, a tutor in the program, said that students studying in a foreign language face major difficulties in being unable to express

themselves as well as they would in their mother tongue. “For a talented student pursuing excellence, this may bring about a feeling of frustration,” she said. Olim Lemishpatim is designed to minimize this by aiding students to overcome the language barriers and to gain confidence in Hebrew studies.

The program is run with the financial support of the Radzyner Law School and Raphael Recanati International School. Seven outstanding second- or third-year law students tutor 17 first-year law students from as far afield as the United States, Russia, Lithuania, France, Brazil and Hong Kong. In light of the program’s initial success, it is being expanded to include second-year students as well, who will be able to benefit from additional aid.



The program’s three founders, Omri Koltin, Or Briga and Gal Barir, with participating students and tutors.

Participants in the program have expressed their gratitude for the opportunity the program provides. **Tamar**, an olah from the U.S., said: “It’s not taken for granted that students give of their time and that the school invests its resources. I greatly appreciate IDC’s investment, and this is one of the reasons I chose to study here. The support provided to students is amazing and proves itself over and over again.”

Speaking about the IDF and Israeli Society in Memory of Lt. Gen. Amnon Lipkin-Shahak

IDC Herzliya hosted the fourth annual conference in memory of Lt. Gen. **Amnon Lipkin-Shahak**, the 15th IDF chief of general staff, who passed away in 2012. Organized by Prof. **Yishai Beer** and titled “The Israel Defense Forces and Israeli Society,” the conference was held in cooperation with the Israel Democracy Institute and the National Defense College.

Distinguished speakers included Lt. Gen. **Gadi Eizenkot**, current IDF chief of general staff, who discussed the operational and ethical challenges of warfare, and former Supreme Court President **Dorit Beinisch**, who spoke about the role of law in the war against terror. A symposium led by Lipkin-Shahak’s widow, **Tali Lipkin-Shahak**, included Prof. **Aharon Barak**, former Supreme Court president, and

Prof. **Moshe Halbertal**, acclaimed professor in Jewish thought and philosophy.

Eizenkot spoke of Israel’s pressing security concerns, including the latest wave of terrorism in Judea and Samaria and the terror tunnels being dug in the Gaza Strip. “We have witnessed the phenomenon of terror throughout the years,” he said. “Each victim is a world within himself, and we are doing all we have in our power to do to overcome this terrorism. However, it appears

that this phenomenon will accompany us for quite a while.” Eizenkot attributed the wave of stabbing attacks to three main factors: a breach of the status quo on the Temple Mount, a decline in Palestinian leadership, and a harsh domestic reality for Palestinians. But he provided a reassuring note, saying, “We have developed a modus operandi against organized terror that has led to achievements over the years that are not obvious. The motivation to carry out attacks goes up and down all the time.”



Prof. Aharon Barak, former Supreme Court president.



Prof. Uriel Reichman, Tali Lipkin-Shahak and Lt. Gen. Gadi Eizenkot.



Radzyner Law School Raises the Bar in Street Law Clinic

IDC Herzliya is used to groups of visitors touring the campus, but this was one of the more unusual delegations to arrive. Fifteen prisoners from the Maasiyahu prison came to campus to take part in a seminar with 24 law students as part of the Radzyner School of Law's Street Law Clinic. The seminar was the initiative of second-year law students **Dana Avidan**, **Or Haziz** and **Idan Portnoy**, and arose out of their work with the clinic in the prison's rehabilitation division.

"Our main goal in this assignment was to empower the prisoners and show them a supportive environment that would serve their interests, as well as the social interest," Avidan said. "Moreover, we tried to show the other students from the clinic that every person deserves

School's Dr. **Lior Zemer** on legal interpretations in court proceedings.

Students in the Street Law Clinic follow the motto that knowledge is power, and that legal knowledge is necessary, especially for disem-

"Each population that the clinic works with has its own challenges, but working with convicted criminals is for sure one of the most challenging."

– Idan Portnoy, second-year law student

"Each population that the clinic works with has its own challenges, but working with convicted criminals is for sure one of the most challenging ones," Portnoy said. "The moral challenge that each one of us felt is huge, and at the beginning of the process we wondered if they deserved our support. But after a few encounters with the prisoners, that question vanished, and the feeling that we were doing something valuable began. Since that moment we have felt a huge commitment to them. The legal lessons that we prepare and teach are just a small part of our job. Our supportive environment is important. In a place where everyone has given up, we are stepping in, and we are joining the Israel Prison Service in their rehabilitation and education process, by trying to make them feel they are not alone in



Students and prisoners discuss a legal case with Prof. Amnon Rubinstein, a former minister of Education and renowned professor of law.

a second chance, and that we, as clinic members, have a duty to help them."

The seminar had three parts. In the first, the prisoners and students were divided into small groups and given a legal case to solve together. At the end, a prisoner from each group presented their legal conclusions. "We were surprised by the knowledge the prisoners showed, and how they developed their linguistic skills," Haziz said. He said students had approached the organizers after the seminar and said, "They [the prisoners] know the material in tort law better than we do; I wish they could do the exams instead of me."

The second part of the seminar was a tour of IDC, and the third was a lecture by the Radzyner

"Our main goal in this assignment was to empower the prisoners and show them a supportive environment."

– Dana Avidan, second-year law student

powered populations, to access the courts and the legal system. In addition to theoretical lessons, the students are divided into nine teams that work with at-risk youth, prisoners or crime victims. The students meet their groups once a week and study legal issues affecting them. After a year, the members of the group participate in a mock trial in front of staff, lawyers and judges.

this world. We believe that gives them the power to go in a normative direction.

"We never thought we would have such an experience and learn such a lesson in sensitivity and human nature. We can feel the influence that we have on the prisoners and the difference it makes. Some even told us that they want to do academic studies now. We wish for those prisoners to have that supportive environment when they finish their time in prison, and that should be all of our responsibility as a society."

For more information contact the head of the street law program, Adv. **Ziv Lidror**, zivlidror@gmail.com

Gladstone-Nir Legal Clinic for Start-Ups
Founded by: Roger Gladstone & Dan Nir
Clinic Manager, Assaf Ben-David

**IDC Legal Clinic
for Start-Ups**

The IDC Legal Clinic: Increasing its Online and Offline Presence

The IDC Legal Clinic for Start-Ups is focusing on expanding its outreach to target entrepreneurs, in addition to continuing its ongoing legal and social activities. The expansion program features two main avenues: establishing the clinic's website, and holding unique events for start-ups, all while continuing the clinic's one-on-one work with existing clients.

The new website will serve current and prospective clients, supplying valuable legal and business information, as well as subsidized legal documents for entrepreneurs, easing access for them to this much-needed information.

The clinic also hosted a unique event sponsored by Wix, titled "Legal Speed Dating." Six leading professionals, including four lawyers, Wix's chief legal counsel, and a venture capital investor, each gave a 10-minute pitch on key issues that start-ups face. These included founders' agreements, intellectual property rights, labor law

mistakes, the due diligence process, tips for approaching venture capital funds, and a presentation on the impressive growth of Wix from a small start-up to a multi-million-dollar international company.

In addition to expanding the clinic's activities and online presence, students have been diligently providing one-on-one legal counsel to selected clinic clients as part of the personal touch the clinic strives to maintain. One client, Snappers, presented its venture at the yearly Barcelona Mobile World Congress.



The students visit Fiverr in Tel Aviv.

Students also visited the offices of the successful Israeli start-up Fiverr in Tel Aviv, where they heard from the company's chief legal counsel, and one of its product managers about the business and legal issues facing the company.

Zvi Meitar Institute for Legal Implications of Emerging Technologies
Founded by: The Zvi and Ofra Meitar Family Fund
Director, Dr. Dov Greenbaum

Visit to the Time Incubator

Students of the Zvi Meitar Emerging Technologies Program visited the Time Incubator in Tel Aviv, which invests in and offers professional guidance to early stage innovative start-ups in the areas of telecommunications, Internet, media and entertainment. During the visit, students met with Dr. **Uri Weinheber**, CEO and partner at the incubator, as well as three other start-up founders who provided the students with proprietary presentations of their particular innovations.

The students had a lively interactive discussion with Weinheber on Tel Aviv's place as the capital of the "Start-Up Nation," second only to the United States, and how Israel's technological trends and ecosystem will keep it at the top of that list. Weinheber emphasized that it is important to experience failure at times so as to become more focused and motivated to take on new challenges and risks.

Students also met with **Eyal Cohen**, CEO of SpeakEZ, which uses a technology that enables live calls between parties who do not share a common language by adding interpreters to their call-through platform. Students also learned about a relatively more mature member of the incubator, TingzMe, a smartphone application discovery engine that aims to help Internet service providers and cellular phone manufacturers monetize the use of apps on their devices, a market currently hugely underserved.

The students were also introduced to ChameleonX, the first secured ad-servicing solution that enables publishers both to prevent ad-blocking traffic and to reduce advertising malware attacks. The students, while enjoying the presentations, respectfully challenged the presenters with a number of ethical and legal concerns relating to the technology, including privacy, security, free speech and confidentiality.



Students Adam Lazovski, Daniel Ben-Ari and Yael Frish with Dr. Dov Greenbaum, director of the Zvi Meitar Institute (center), and Dr. Uri Weinheber, CEO of the Time Incubator (far right).



Zvi Meitar Institute for Legal Implications of Emerging Technologies

Founded by: The Zvi and Ofra Meitar Family Fund

Director, Dr. Dov Greenbaum

Debating Emerging Technologies – The Internet of Things Conference

The Zvi Meitar Institute for Legal Implications of Emerging Technologies hosted a conference on the rapidly developing Internet of Things (IoT). This successful event featured talks by leaders in the field here in Israel, who spoke of the business applications, as well as technological challenges, and required regulations in this rapidly evolving area.

All participants agreed that the Internet of Things is an important but still underdeveloped frontier of technological advancement.

Many of the speakers agreed that one of the biggest challenges for IoT is living up to the hype. While Snir believes it offers tremendous business potential by creating a friendly user experience, reducing costs and increasing efficiency, there is the issue of creating viable solutions for larger groups of people and maximizing its potential.

According to **Gonzalo Martinez de Azagra**, head of Samsung Ventures Israel, pursuing IoT is about creating additional value and sharpening the competitive edge of companies like

Participants also discussed the Israeli IoT scene, with **Aaron Dubin** of Innovation Endeavors and a former IDC Herzliya student, saying that 5% of Israeli start-ups, or 330 new companies, are geared toward IoT, with the strongest fields being health, cyber security and agriculture. IoT could also open up new opportunities, allowing Israeli companies to lead in areas where they have failed in the past, particularly consumer hardware.

Addressing the legal aspects of IoT development, Kozlovski said regulation usually follows inno-



The Zvi Meitar Emerging Technologies Program class of 2015-2016 with Dr. Nimrod Kozlovski (back row, second from right) partner at JVP Cyber Labs, senior adviser at HFN and adjunct professor for Cyber Studies at Tel Aviv University, and Dr. Dov Greenbaum

Anya Eldan, general manager of Early Stage Companies and Incubators at the Office of the Chief Scientist, said it is the “fourth industrial revolution” due to the potential it gives businesses for value creation. Others, such as **Yair Snir**, director of M&A and Business Development at Microsoft Israel, suggested that it should not be called “Internet of Things” but “Intelligence of Things” because it does much more than connect to the Internet; it collects, analyzes and processes large amounts of data. From smart cars to smartwatches, IoT has been made possible due to cheaper sensors and processors. However, according to Dr. **Nimrod Kozlovski**, a legal expert from Herzog Fox Neeman and a partner at JVP Cyber Labs, there will be regulatory costs to pay in the future.

Samsung. Martinez de Azagra agreed that scaling IoT is a challenge, saying, “It takes a while for the company to reap the benefits of the idea.”

Oren Benisty, embedded channel manager at Intel, said IoT creates space for unique business models that can trade information for connection to a service. Benisty also agreed that additional hurdles need to be overcome before the true economic value of IoT is realized.

Dr. **Roi Hermoni**, IoT Business Development at Cisco, said a major challenge of IoT is the risk of cyber threats and privacy breaches. “Information is no longer contained within four walls, but the opposite: Instead of data centers we are centers of data,” he said. Hermoni believes new security concepts are needed to manage this deluge of data.

vation, rather than the opposite, which explains why there are still no laws limiting the use of IoT technologies. But he said this could be a good time to address potential issues such as market fragmentation, the lack of consistent standards, inadequate security and privacy protections for users, and data collection, before real dilemmas arise.

Paraphrasing the late Justice Dr. **Mishaël Chesin**, Kozlovski said: “The wisdom of a good jurist is to visualize the next 20 years, to anticipate the technological future and to be a part of the equation as technology develops before real barriers occur.”

Artificial Intelligence Conference in Memory of Zvi Meitar z"l

The Zvi Meitar Institute for the Legal Implications of Emerging Technologies held its Artificial Intelligence Conference in memory of its founder, **Zvi Meitar z"l**, in an effort to explore important legal, ethical and political dilemmas associated with this important technological advancement. The conference brought together leading innovators from the field, including IBM and Amazon, to discuss how a future of coexistence with artificially intelligent machines may look.

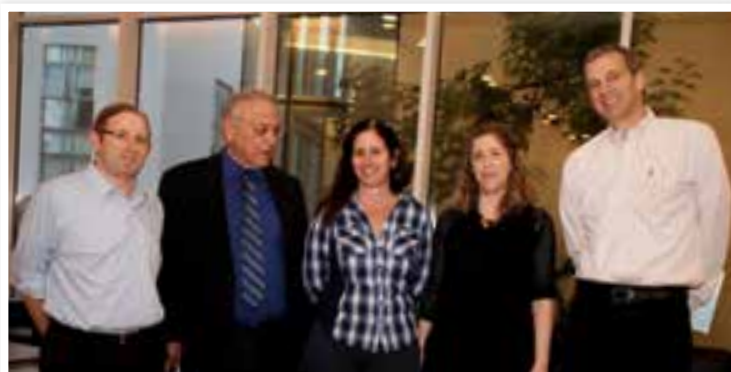
Rick Kaplan, CEO of IBM Israel, demonstrated how IBM's Watson computer system was able to compete with human contestants and win the trivia game "Jeopardy."

Furthermore, as machines like Watson become more pervasive, they may take jobs away from both blue-collar and professional workers. However, Kaplan believes that despite the ethical and legal concerns, on the whole these smart systems can provide unprecedented access to information and services for people everywhere.

Dr. **Michal Rosen-Zvi**, director of Health Informatics at IBM Israel, discussed potential applications of the Watson technology in medicine. She said machines like Watson can provide a better understanding of medicine and science by amalgamating vast resources of data into the analysis. Environmental data, medical imaging, basic science, medical research, genome data,

applying artificial intelligence to the medical field.

One of the major questions at the conference was: What is the threat of artificial intelligence to society? Dr. **Guy Hoffman**, a leading robotics and AI researcher and the joint manager of the miLAB Media Innovation Lab at IDC Herzliya, said it is not the technology that should be feared, but who controls it. "The real threat of artificial intelligence is the creation of an elite group of programmers that control it," he said. "A 26-year-old engineer at Google could decide how your life will look." He said that in order to counter some of the social side effects that artificial intelligence may have, emotionally intelligent AI



Dr. Dov Greenbaum, Prof. Uriel Reichman, Prof. Sharon Rabin-Margalioth, Dr. Michal Rosen-Zvi, senior manager of IBM Machine Learning Analytics Department, and Rick Kaplan, CEO of IBM Israel.



Prof. Uriel Reichman with Dafna Meitar Nechmad, president of the Zvi and Ofra Meitar Family Fund, and Harel Ifhar, CEO of Amazon Web Services in Israel.

IBM's Watson has unsurpassed data-processing abilities and can "understand" time, space and natural language queries. Its services are already being applied in the areas of travel planning, wealth management, customer service, medical services and cooking. However, Kaplan warns that a number of legal and social issues will arise from intelligent machines, including in the area of intellectual property rights.

clinical information and more can be quickly digested into useful information that may help improve health and longevity. But heightened medical efficiency comes at the cost of releasing private medical information to systems like Watson. Rosen-Zvi said IBM is working with top medical data companies to ensure that Watson's skills are put to good use, but privacy and potential hacking attempts remain real concerns in

systems should be created that can relate to people in their homes. However, Hoffman pointed out that even these could learn to manipulate emotions as humans do. He emphasized that robots do not have minds of their own, but have the minds of their programmers.

Research Students Take the Lead

Danielle Hornstein, a former fellow of the Zvi Meitar Program and a current student researcher, was invited to present some of the work she did with her fellow student **Sara Weinberger**, also a current researcher, at a conference at Oxford University in the United Kingdom. The "Human Enhancement and the Law: Regulating for the

Future" neuroscience law conference aimed to identify legal and ethical issues arising from innovations in neuroscience and explore ways legal systems should respond. Hornstein's presentation focused on ethical and legal concerns from new developments in brain-machine interfaces, direct connections between the brain and

a prosthetic device. While these technologies will be a boon for the disabled, they raise issues that challenge the foundations of criminal law, tort law, and the understanding of free will. Hornstein's presentation was well received and led to several publication opportunities for her and her co-authors.



A Decade of the Democracy Conference

As they have every year for the past 10 years, Lauder School students held their annual Democracy Conference, which this year focused on social-economic solidarity. All Knesset parties were invited to send representatives, and panels were conducted by leading journalists,

including **Guy Rolnick**, founder of The Marker economic newspaper, and **Sivan Rahav Meir**, of Channel 2. The keynote speaker was MK **Yuval Steinitz**, energy, water and national resources minister, who spoke about the natural gas plan.

Forum for the Advancement of Women's Representation in Politics

In an effort to encourage young qualified women to enter politics, the Lauder School has joined forces with the Yahel Foundation and its founder, **Heli Fridman**, to initiate the Forum for the Advancement of Women's Representation in Politics. This forum aims to expose Government students to influential women in politics, both at the local and the national levels, and enable open discussions on topics such as gender, careers, political aspirations and future challenges. The students will eventually be placed in internships with the Israeli political party of their choice, allowing them to learn more about day-to-day political work and how to fulfill their political potential.

An Evening for Undergraduates

Lauder School students and parents were invited to a special evening to share the new ventures of IDC Herzliya and the Lauder School. Dr. **Liza Ireni Saban**, deputy dean, presented some of

the school's new programs, while Prof. **Boaz Ganor**, the school's dean, gave a lecture on the "Challenges in Dealing with Terror in the Global and Local Arena."

Internship at U.S. Congress



Matan Poznansky with Sen. James Lankford (R-Oklahoma). for whom he interned.

Three Lauder School of Government, Diplomacy & Strategy graduating students were accepted to internship programs of several months at the U.S.

Congress and won high praise from the offices they worked for.

Roni Ezuz interned at the office of Rep. Peter Roskam (R-Illinois), **Yona Melchers** interned at the office of Rep. **Theodore Deutch** (D-Florida) and **Matan Poznansky** interned at the office of Sen. **James Lankford** (R-Oklahoma). Afterward, the Israeli Embassy in Washington received evaluation letters from the congressmen about the interns, who served as Israel and Foreign Policy Fellows. "I have worked personally with Roni [Ezuz] and greatly utilized her extensive knowledge in international affairs and the Middle East," Roskam wrote. "As a fellow, Roni has written memos, co-sponsored requests, and briefed on

a wide range of issues, [and] demonstrated out of the box thinking on foreign affairs issues."

Lankford wrote that Poznansky "provided valuable input on matters of foreign policy, trade and defense. He served as a full-time fellow and worked always with a positive and energetic attitude."

Deutch's office stated that "from the first day in our office, Yona [Melchers] took on a variety of substantive roles and gained broad exposure to the House Foreign Affairs Committee by assisting our staff for the Middle East North Africa Subcommittee hearings on topics such as conflicts in Afghanistan and Syria, the BDS movement and recent NATO actions."

Mentors Project

The Mentors Project is a unique program that enables selected Government students to enjoy monthly meetings with their mentors and attend study tours, meetings and guest lectures that expose them to the Israeli political world. Twelve second-year students are being mentored for the second year by **Dalia Itzik**, former minister and Knesset speaker, while 12 first-year students are being mentored by another former minister, **Ran Cohen**. Students have focused on the separation of authorities in Israel and its implications for the Israeli political system. To this end, they have visited the Supreme Court and have learned about its role in the judiciary and political systems, and met with the **Gil Bringer**, coordinator of the Ministerial Committee for Legislation, and MK **Ayelet Shaked**, the justice minister.



Mentors Project participants during a visit to the Knesset.

Children's Parliament – Petition against the Ministry of Transportation

The Lauder School hosted 120 promising fifth- and sixth-graders from Herzliya and their parents as they held a Children's Parliament in which they petitioned the Transportation Ministry over the lack of a law on riding bicycles in urban areas.

The youngsters were guided around the IDC Herzliya campus by staff and two student volunteers.

During the parliamentary session, which took place in the presence of **Moshe Fadlon**, Herzliya's mayor, the petition was introduced to the audience and to the judge, Dr. **Maoz Rosenthal**. However, even though the audience voted for the petition, the judge ruled against it.



Some of the children who took part in the Children's Parliament, with Prof. Boaz Ganor.

Israel in the International Arena

The Lauder School and the Dvora Forum conducted a joint conference presenting the views of Israel, Canada and Finland on the connection between women in foreign policy to the BDS movement. The event took place on International Women's Day.

One of the main goals of the Dvora Forum is the equal inclusion of women in national decision-making, official delegations, committees and negotiation teams. Keynote speakers were Amb. **Vivian Bercovici**, the Canadian ambassador to Israel, and Amb. **Leena-Kaisa Mikkola**, the Finnish ambassador to Israel.

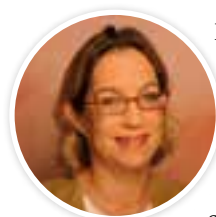
Visit of the Deputy Foreign Minister

MK **Tzipi Hotovely**, Israel's deputy foreign minister, and her team visited the Lauder School and the International Institute for Counter-Terrorism. During the visit, she heard about the special emphasis the school puts on diplomacy studies, as well as conflict resolution and foreign affairs. Prof. **Boaz Ganor**, dean of the Lauder School, introduced Hotovely to the Argov Program for Leadership and Diplomacy as well as the new academic cluster in Public Diplomacy. The heads of the Public Diplomacy cluster also briefed her on the special efforts made in IDC to deal with the rising BDS movement worldwide and especially in campuses across the United States. This was followed by a brief by ICT experts regarding the threats faced by Israel and various means to deal with them nationally and internationally.



Dr. Daphne Richmond-Barak, Dr. Ely Karmon, MK Tzipi Hotovely, Israel's deputy foreign minister, Prof. Boaz Ganor, Dr. Amichai Magen and Lt. Col. Res. Uri Ben Yaacov.

Faculty in Action



Dr. **Lesley Terris** taught a course at Sciences Po Lille, France, titled "Mediation in the Arab-Israeli Conflict: Theory and Practice."

She also presented a paper at the U.K.-Israel Quantitative Conflict Research Workshop at Haifa University (along with **Carmela Lutmar**), headed "New Leaders, Old Agreements: Leader Changes and Intrastate Settlement Duration."

She also represented IDC at the fifth International Lauder Conference on Diplomacy and Global Affairs for High Schools. She spoke

on "The Role of the Mediator in Intractable Conflicts."



Dr. **Amnon Cavari** participated in the Salzburg Global Seminar, themed "The Search for a New Global Balance: America's Changing Role in the World."

At the conference, 50 scholars from around the world reflected on the changing role of the United States in their region and in the world. Cavari discussed the role of the United States in the Israeli-Palestinian conflict and the significance of the conflict in American politics.

- The Lauder School hosted graduate students from Columbia University's School of International and Public Affairs. During their visit, the students had a joint session with Lauder School students at which they heard lectures from Dr. **Amichai Magen** of the Lauder School on failed states and their effect on Western democracies, from Dr. **Chuck Freilich** on the Middle East and from Brig. Gen. (res.) **Nitzan Nuriel** on the security threats currently faced by Israel.



An Evening in Memory of Dr. Jonathan Fine z"l

Dr. **Jonathan Fine**, head of the Terrorism and Religion in Comparative Perspective Desk at IDC Herzliya's International Institute for Counter-Terrorism, passed away on Aug. 21, 2015, in Australia, while on a trip on behalf of Israel's Foreign Ministry. He was 57 years old.

Fine was a much-loved teacher and a highly respected researcher, Conservative rabbi, and author. His last book was "Religious Violence in Judaism, Christianity and Islam: From War to Modern Terror." His fellow staff members from the ICT and the Lauder School of Government, Diplomacy & Strategy initiated the evening to honor his memory.



Among those at the evening were his widow, Prof. **Ruth Fine**, his sons **Micky** and **Daniel**, his sister **Hagar**, Lauder School students and alumni, IDC Herzliya faculty, and friends.

Retired Prof. **Peter Madding** of the Hebrew University in Jerusalem, who was Fine's Ph.D. supervisor, said Fine had done his doctorate on the subject of "From Colonial Mandatory Rule to a Sovereign State: The Establishment of the Israeli Government System, 1947-1951."

Novelist **Yochi Brandes** said that as well as serious non-fiction works, Fine wrote several Hebrew novels, the first of which was "Mario Ran Far" (2001).

Students spoke about their teacher with admiration spoke for his broad knowledge, and staff of his dedication to his work and to his students.

Singer **Lee Ganor** brought laughter and tears when she sang songs Fine had loved, including "Yesh Ei Sham" and "Hayom."

At the end of the evening, the audience saw a presentation of pictures of Fine on campus and with his family.

Prof. **Boaz Ganor**, dean of the Lauder School and a friend of Fine's, said Fine's widow and sons would always be part of the Lauder School and ICT's family.

ICT Panel: Syria and Syrians in a Time of Crisis

The war in Syria has raised an array of legal and security issues that were discussed at a special conference at IDC Herzliya's Institute for Counter-Terrorism. The "ICT Panel: Syria and Syrians in a Time of Crisis" event brought together experts from a variety of fields to discuss humanitarian issues and the security situation in Syria, including Syria's refusal to allow humanitarian assistance into the country, the dire refugee crisis within Syria, the spread of chemical capabilities to terrorist groups in Syria and Iraq, the role of Russia in the conflict, and the prospects for accountability in Syria.



Dr. Daphné Richemond-Barak, head of the ICT's International Law Desk, addresses the panel.

ICT Workshop: The Challenge of the Lone Wolf Terrorist Wave

"The Challenge of the Lone Wolf Terrorist Wave" was the title of a workshop held at the ICT in cooperation with the Konrad Adenauer Stiftung in Israel.

The keynote speakers were **Gilad Erdan**, Public Security and Strategic Affairs minister, Dr. **Michael Borchard**, KAS Israel director, and Prof. **Boaz Ganor**, ICT founder and executive director. The keynote addresses were followed by a panel discussion moderated by **Dana Weiss** and included Maj. Gen. **Sami Turgeman**, Brig. Gen. (res.) **Nitzan Nuriel**, **Sima Shine** and Amb. **Ron Prosor**.



Gilad Erdan, Public Security and Strategic Affairs minister.



Dana Weiss, Brig. Gen. (res.) Nitzan Nuriel, Amb. Ron Prosor, Maj. Gen. Sami Turgeman, and Sima Shine.

Consultations and Briefings

- After taking part in a number of United Nations Counter-Terrorism Committee Executive Directorate events, the ICT was invited to join the committee's research network partners – making it the first Israeli research institute to be officially invited to participate in a Security Council open forum.
- Prof. **Boaz Ganor**, dean of the Lauder School, met with Judge **Jean-Paul Laborde**, the Counter-Terrorism Committee's executive director. Following the meeting, he briefed committee staff on current terrorism threats.
- Dr. **Eitan Azani**, ICT deputy director, represented the institute at a session on foreign terrorism.
- **Stevie Weinberg**, ICT's operations director, took part in a meeting on "Preventing Terrorists from Exploiting the Internet and Social Media to Recruit Terrorists and Incite Terrorist Acts, while Respecting Human Rights and Fundamental Freedoms," as well as a special meeting with international and regional organizations on "Stemming the Flow of Foreign Terrorist Fighters," hosted by the Spanish government.



Prof. Boaz Ganor, dean of the Lauder School, and Judge Jean-Paul Laborde, the Counter-Terrorism Committee's executive director.



ICT Goes to the Knesset

The Institute for Counter-Terrorism has been advising the Knesset at the Constitution, Law and Justice Committee on the planned counter-terrorism bill. Adv. **Uri Ben-Yaakov**, senior researcher, and Dr. **Dror Harel**, ICT research fellow, have been attending the committee's meetings weekly to present ICT's perspective on the issues.



Adv. Uri Ben-Yaakov (far right) works on the Counter-Terrorism Bill with ICT interns at the Knesset.

ICT meets with Bulgaria's foreign minister

Daniel Mitov, Bulgaria's foreign minister, visited IDC Herzliya, met with Prof. **Uriel Reichman**, IDC Herzliya's president and founder, and was then briefed by ICT experts, including **Shabtai Shavit**, former Mossad head and now ICT's Board of Directors chairman, Dr. **Eitan Azani**, ICT's deputy director, and senior researchers Dr. **Ely Karmon** and Dr. **Amichai Magen**. The experts spoke to the minister on topics including the current terrorism threats to Europe, the geopolitical situation in Syria, and radicalization.





Rubin Center for Research in International Affairs Discusses 'Israel in a Changed Middle East'

The Rubin Center for Research in International Affairs at IDC Herzliya's Lauder School of Government, Diplomacy & Strategy held a symposium titled "Israel in a Changed Middle East." The event was held in honor of the center's founder, the late Prof. **Barry Rubin**, and brought together a panel of experts to discuss the implications for Israel of the profound changes taking place in the Middle East.

Following opening remarks by Prof. **Uriel Reichman**, IDC president and founder, and **Judith Colp Rubin**, Rubin Center honorary president, the first session focused on



Prof. Barry Rubin z"l.

"State-to-State Issues and the Changed Region." Dr. **Dan Schueftan**, director of the National Security Studies Center at the University of Haifa, discussed U.S. Middle East policy. **Alex Grinberg**, a Rubin Center research associate, spoke of the Iranian threat in the wake of the 2015 nuclear agreement. Prof. **Joshua Teitelbaum**, a senior research associate at Bar-Ilan University's Begin-Sadat Center for Strategic Studies, addressed whether the new regional reality presents a window of opportunity for Israel with the Persian Gulf countries. Prof. **Bruce Maddy-Weitzman**, associate professor at Tel Aviv University's Department of Middle Eastern and African History, focused on Israeli-Egyptian relations.

The second session, "Israel and Non-State Actors," featured Rubin Fellow **Aymenn Jawad Al-Tamimi**, who spoke of the jihadi threat on Israel's northern border. Dr. **Jonathan Spyer**, Rubin Center director, shared his insights on the war in Syria and its implications for Israel based on his field research in the war-torn country. Prof. **Ofra Bengio**, director of the Kurdish Studies Program at Tel Aviv University's Moshe Dayan Center for Middle Eastern and African Studies, spoke about Israel and the Kurds.

For more information, visit the center's website: <http://www.rubincenter.org>.



IDC Herzliya Joins TEMPUS ECOSTAR Project

The TEMPUS ECOSTAR project brings together Israeli and European institutes of higher education in an aim to modernize and standardize tertiary-level English as a Foreign Language programs and develop a new framework for English teaching in Israeli colleges and universities. IDC Herzliya's EFL Unit is one of the Israeli partners in the consortium, along with Tel Aviv University, Ort Braude College of Engineering, the Open University of Israel, the National Institute for Testing and Evaluation, and the National Union of Students. The consortium also includes universities from Italy, Cyprus, Romania, England, the Netherlands and Poland.

The project began after research showed that many Israeli graduates felt that the English they had studied at college or university was inadequate for their future careers. Most EFL programs in Israeli tertiary institutions still

overemphasize preparation for academic reading comprehension examinations, at the expense of skills such as speaking and writing. The project aims to ensure Israeli graduates will be better equipped to communicate effectively in the global work environment. The first stage of the project includes the creation of a national framework aligned with the Common European Framework of Reference for Languages.

The IDC team, comprising Dr. **Miriam Symon**, Dr. **Daniel Portman**, Dr. **Leor Cohen**, **Monica Broido**, **Avigail Kirschenbaum-Noy** and **Noa Kadman**, is responsible for developing instructional resources and integrating communication skills as part of the new framework. These learning resources feature new blended learning formats that incorporate open educational resources and mobile learning to promote



Representatives from Maastricht University, the Netherlands, and the UNIVAQ University of L'Aquila, Italy, at a workshop for EFL instructors at IDC Herzliya in June 2015.

self-study beyond the classroom, and they are currently being piloted in Israel and Europe.

For more information, visit the website: <http://tempus-ecostar.iucc.ac.il>



Dean, Prof. Yoav Yair

Bringing Faiths Together to Repair the Planet

Prof. Yoav Yair, dean of the School of Sustainability, takes part in a special conference on sustainability at the Catholic University of Murcia in Spain.

Prof. **Yoav Yair**, dean of IDC Herzliya's School of Sustainability Founded by Israel Corp., ICL & ORL, was invited to lecture at a special conference on sustainability at the Catholic University of Murcia in southern Spain. Convened as a direct follow-up to a letter by **Pope Francis** to the Catholic Church, in which he addressed the state of the planet and the responsibility of humanity to repair the damage done to it as a result of unbridled economic and industrial development, the three-day "Sustainability and the Future of Planet Earth" conference brought together religious leaders from across Europe, including priests and rabbis, as well as scientists and academics. Among the main features of the conference, which was held in the 14th century

cathedral that forms the main hall of the university, were roundtable discussions on topics related to sustainability.

In his speech, Yair described climate trends observed in the Mediterranean basin, notably the incremental but continuing warming and drying up of the region over recent decades. He said that in coming years southern European countries are expected to face heat waves, droughts and frequent dust storms, while the northern part of the continent will endure heavy rains and extreme weather events. Yair also discussed the implications of these changes for future generations in terms of water and food scarcities.



Prof. Yoav Yair, dean of the School of Sustainability, speaks at the Catholic University of Murcia in Spain.

Students Initiate Public Lectures on Sustainability

Students from the School of Sustainability founded by Israel Corp., ICL & ORL initiated a successful public event to raise awareness of environmental issues in the local community. The "Sustainability for the Masses" event, held at Keynan House next to the IDC Herzliya campus, attracted local residents and schoolchildren, as well as other IDC students.

The house, which was privately owned for more than 70 years, was donated to the city by the Keynan family in 2007. It hosts public events

for many of the city's NGOs and is managed by **Lior Oren**, an IDC graduate.

The School of Sustainability students launched the initiative to acquaint local residents with a variety of topics in the realms of environment and sustainability. With encouragement from Prof. **Yoav Yair**, the school's dean, the students organized the event in cooperation with Oren. It included a lecture by Yair on climate change, and two short talks on urban nature, one by third-year student and IDC Student Union

sustainability branch head **Nimrod Dahan** and the other on clean-tech entrepreneurship by second-year student and GreenBiz Club head **Daniel Raanani**. Around 50 people attended the event. Afterward, **Omer Bartor**, one of the IDC students who organized the event, said: "I had hoped people would come, and was so happy to see an equal mixture of older people and teenagers, because sustainability is really for everyone."



Taking Agriculture to the Top – of the IDC Library

A joint project by the School of Sustainability and the Students' Union sustainability branch recruited more than 30 students from all IDC schools for a hands-on workshop on urban agriculture. It was the second year for the project, which takes place on a small plot on top of the IDC Herzliya Library. The workshop was led by two first-year students – **Eilon Hoter** and **Nimrod Ben-Zur** – under the supervision of third-year students **Nimrod Dahan** and **Meir Rom**. Over a four-month period, the participating students learned techniques and methods for growing vegetables and fruits on roofs or balconies, planting, growing and eventually harvesting their products.

The students were taught how to plan a rooftop garden, how to seed and germinate different plants, principles of hydroponics and aquaponics, and ways to deal with insects and

parasites. The IDC plot uses the nutrient film hydroponic technique, which recirculates and saves water, optimizes space, and maximizes yield. The plants grown are kale, lettuce, onion, garlic, tomatoes, cabbage, cauliflower, lemon grass, lettuce and basil. "We love the feeling of earth and getting our hands dirty and wet," says Ben-Zur. "It's really easy once you get to understand the basic principles. I could turn IDC into a farm that supplies most of our vegetables."

Prof. **Yoav Yair**, dean of the School of Sustainability, says: "The workshop is showcasing the great potential for such projects to transform the way we grow food in cities. I especially like the fact that IDC students from all schools and with no previous background in farming or agriculture get to work with their own hands and obtain a tangible, immediate feeling of how food is grown."



Students plant IDC's rooftop garden.



Second Desert Workshop in Cryptography



The Second Desert Workshop in Cryptography at the Sde Boker Field School in Kibbutz Sde Boker, in the Negev Desert.

The Second Desert Workshop in Cryptography was held in January at the Sde Boker Field School in Kibbutz Sde Boker, in the Negev Desert.

The three-day workshop brought together experts from Israel and abroad to discuss the results of recent studies in the field and to hold

lectures, discussions on new developments, and informal talks, all combined with tours of the area.

Prof. **Alon Rosen** from IDC Herzliya's Efi Arazi School of Computer Science was on the organizing committee, along with cryptography

researchers from Tel Aviv and Ben-Gurion universities.

Drs. **Tal Moran** and **Elette Boyle** from the Efi Arazi School also participated in the workshop.



Global Programs at Executive and Continuing Education

As part of the Arison School of Business's Executive and Continuing Education international delegation programs, a group of senior alumni and faculty from Beijing's Cheung Kong Graduate School of Business visited IDC Herzliya for a five-day Inno-Nation tour.

CKGSB is a leading business school founded by Hong Kong businessman and philanthropist Sir **Li Ka-shing** together with leading Chinese business figures.

During their visit, the delegation was introduced to the key factors that make Israel "The Start-Up Nation," and met with **Saul Singer**, co-author of "The Start-Up Nation"; Dr. **Oren Zuckerman**, founder and co-director of IDC's miLAB, for a

talk on the "Internet of Things," robotics and advanced trends; and Prof. **Jacob Goldenberg**, professor of marketing at the Arison School, for a creativity workshop. They also visited promising Israeli companies and discussed prospects for cooperation and investments. The program opened with a formal reception and dinner at the Ritz Carlton hotel in Herzliya, attended by Herzliya Mayor **Moshe Fadlon** and Prof. **Uriel Reichman**, IDC's president and founder. The program concluded with a roundtable event in which 10 promising Israeli start-ups had the opportunity to present their companies to the delegation and hold business-to-business discussions. Several important connections were made during the event and are being pursued.



Prof. Liao Jianwen, associate dean of CKGSB, with Prof. Uriel Reichman and Herzliya Mayor Moshe Fadlon at the welcome dinner.

Inno-Nation programs are tailor-made in accordance with participants' objectives. For more information contact ee@idc.ac.il or idcexed.com.

Director,
Karin Kaufman

Career Fair 2016

The IDC Herzliya Career Center 2016 Career Fair saw 108 companies participate, with over 4,000 visitors and job seekers who came to hand in their resumes. This year's fair introduced an innovative service that allowed visitors to send

their CVs to prospective employers via cell phone, while speaking with company representatives. Numerous IDC graduates also visited the fair, as did faculty members, lecturers, and executives from various external companies.



Center for European Studies Strengthens Ties Between Israel and Europe

The Certificate Program in European Studies, with more than 220 applicants in the past year and 70 students currently participating, is one of the largest and most attractive programs of its kind in Israel.

IDC Herzliya's Certificate Program in European Studies is a one-year program offered by the Center for European Studies for B.A. and M.A. students. The classes are taught in English, and comprise practical, up-to-date content taught by Israeli and European experts.

"The Certificate Program in European Studies provides the students with key insights about Europe to help them in their future careers," said Dr. **Esther Lopatin**, director of the Center for European Studies. Students in the program come from a range of disciplines and from both the regular stream and the Raphael Recanati International School. **Gal Volmark**, a second-year Lauder School of Government, Diplomacy & Strategy student, said, "In my opinion, one of the most important aspects of this program is that students from all the different schools at IDC participate, which links Israeli and European studies in politics, economy, history and law." **Eliyahu Rapaport**, a second-year Radzyner School of Law student who is taking part in the program, said, "The Center for European Studies has taught me valuable insights about the EU decision-making process, strategy and European economics. I look forward to applying this knowledge in my future career."

Several partnerships have been established with universities in France and Germany that give the opportunity for participating students to spend a semester in Europe. “IDC Herzliya is proud of our collaboration and partnership with these European institutions,” said Prof. **Uriel Reichman**, IDC’s president and founder. **Uriel Hiskin Yuffe**, a recent graduate of the program who is now a media intern at the Israeli Mission to the United Nations, said taking part in the program had been one of his best experiences at IDC. “I was able to meet people from several countries and fields of study and learn about one of Israel’s most important partners,” he said. “I also studied one semester in Germany, gaining a better understanding of the international community. This helped me in applying for my current internship position at the Israeli Mission to the U.N.”



“IDC Herzliya is proud of our collaboration and partnership with these European institutions.”

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

Prof. Uriel Reichman addresses European dignitaries and Israel Foreign Ministry officials at an event organized by the Center for European Studies.

on the future of European integration, at which keynote speaker **Monika Iwersen**, deputy head of the German Mission to Israel, shared her views about the wave of migrants and the future of Europe. Another conference, joint-

The conferences were also attended by program alumni, providing many important networking opportunities. Alumna **Victoria Oiknine**, now a transfer pricing analyst at Ernst & Young in Tel Aviv, said, “Taking part in the European



Amb. Leena-Kaisa Mikkola of Finland addresses ambassadors and diplomats from Belgium, Austria, the EU, Britain and France during Europe Day 2015.

“I have gained valuable insights about the EU decision-making process, strategy and European economics.”

– Eliyahu Rapaport, second-year student, Radzyner School of Law

Prof. **Mario Mikulincer**, IDC provost and founding dean of the Baruch Ivcher School of Psychology, said, “As part of the program activities, students learn first-hand from diplomats and business leaders, which is so important to further their knowledge about the EU, as it is Israel’s main trading partner and a leading political and economic authority.” Participants in this year’s program attended a conference

ly sponsored by the Israeli Foreign Ministry and the Adenauer Foundation, focused on “New Strategies to Improve Israeli-European Relations” and enabled students to meet former and current European ministers and members of parliaments (including **Giulio Terzi**, Italy’s former foreign affairs minister, **Volkmar Klein**, a member of Germany’s Bundestag, and **Rudy Salles**, deputy mayor of Nice and member of the French National Assembly). During the event, **Yael Gruzman**, a second-year RRIS student in the School of Communications, met **Aharon Barnea**, a senior Channel 2 journalist, and **Konstanty Gebert**, a Polish correspondent and former member of the Solidarity Movement, who shared their expertise on how to improve Israeli-European relations. “This program was able to broaden my horizons on so many levels, and I would recommend it to anyone,” said Gruzman.

“The European Studies Center provides the students key insights about Europe to help them in their future careers.” – Dr. Esther Lopatin, director of the Center for European Studies

Studies Certificate Program expanded my depth of knowledge and networking skills. Today I am happy to say that I am working at one of the leading accounting and financial services firms in Israel.” ★

– Sophie Vardi



Lauder School
of Government,
Diplomacy & Strategy

IPS
Institute for
Policy and Strategy



IDC Herzliya Brainstorms with President of Israel to Create a New Israeli Order

IDC Herzliya's Institute for Policy and Strategy has joined forces with Israeli President Reuven Rivlin in the Israeli Tikva ("Hope") Project to help formulate a new domestic agenda.

At the 2015 Herzliya Conference, Israel's President **Reuven Rivlin** delivered a groundbreaking address, now commonly referred to as the "Four Tribes" speech. Rivlin spoke of the socio-demographic transformation that is remaking Israeli society, saying that whereas in its first 50 years Israel had a clear secular majority, now the society is composed of four near-equally sized "tribes." Current official projections show that in 2018, Israeli children beginning first grade will consist of 25% ultra-Orthodox Jews, nearly 25% Israeli Arabs, 18% national-religious Jews, and 32% secular Jews. This new Israeli order, Rivlin contended, requires moving from the conventional perception of majority and minority to a new concept of partnership among these four sectors. With half of 2018's first graders coming from communities that do not endorse the founding Zionist ethos of the State of Israel, this is no simple feat.

"In the past, the IDF served as a tool for fashioning Israeli character. However, in the emerging Israeli order, more than half the population does not serve in the military," Rivlin said. "The lack of a common language between these four populations increases the tension between them."



“We need to find a new common denominator for the Four Tribes of Israeli society.”

– Prof. Alex Mintz, director of IPS and head of the project

At the request of the President’s Office, the convenor of the Herzliya Conference, IDC’s Institute for Policy and Strategy, has established a national steering committee composed of 26 members who represent the four tribes that comprise Israeli society. Co-chaired by Prof. **Uriel Reichman**, IDC’s president and founder, and Prof. **Alex Mintz**, the IPS’s director, the steer-

“We are very proud to be leading this project with the president,” says Mintz, who is leading the project at IDC. “Imagine what Israeli society will look like in 15 to 20 years if the polarization between the four tribes continues? What we are trying to do is to help set a new domestic agenda for Israel that will reverse this trend. In addition to reducing hostility and enhancing

and facilitate equality and shared responsibility. The IPS issued a call for papers, to which about 40 researchers from universities in Israel and abroad responded.

Tommy Steiner, an IPS senior research fellow, believes that the Israeli Tikva (“Hope”) Project can be a leader in combating the de-legitimization of Israel. “The effort to address socio-demographic change through a public and inclusive process testifies to Israel’s liberal democratic values,” he says. “Recognizing its imperfect, work-in-progress democracy demonstrates a commitment shared by the top leadership of the country, along with leaders from all sectors, to create a more inclusive, equal, and democratic



Prof. Uriel Reichman, president and founder of IDC Herzliya and co-chair of the Israeli Tikva (“Hope”) Project, addresses a gathering of top decision makers and strategists.

“The effort to address socio-demographic change ... testifies to Israel’s liberal democratic values.”

– Tommy Steiner, senior research fellow at IPS

ing committee includes opinion and community leaders, academics and business executives. Together they have been working on identifying potential areas of cooperation as well as areas deemed off-limits, in an effort to enhance inclusiveness, equality and mutual respect among the sectors.

The committee will produce a report with concrete policy proposals for Rivlin ahead of the 2016 Herzliya Conference this June, and its findings will be presented and debated on the conference’s opening day, to take place at the President’s Residence in Jerusalem.

cooperation among the tribes, we need to find a new common denominator for the four tribes of Israeli society. This new shared ‘Israeliness’ will be what can bridge societal divisions.”

The growing schism between the four sectors is perhaps most evident in Israel’s public education system, where each group teaches its own curriculum, as well as in the increasingly polarized political system. However, Rivlin maintains that while the socio-demographic changes present major challenges for Israel, they also offer immense potential stemming from the multifaceted Israeli societal mosaic. One of the main long-term missions of Israeli society, he says, is to leverage this rich social diversity.

To this end, in addition to the work of the steering committee, the IPS is producing original policy research on developing the new concept of partnership, which would require practical policy measures to narrow socio-economic gaps, challenge expressions of racism and intolerance,



“In the past, the IDF served as a tool for fashioning Israeli character. In the emerging Israeli order, more than half the population does not serve in the military.”

– President Reuven Rivlin

society united around a new Israeli ethos that respects the citizens’ diversity.” ★

– Ariel Rodal-Spieler



Prof. Yoav Yair Discusses Sustainability and Future Generations with IDC's Israel Friends



From left: Prof. Yoav Yair, dean of IDC Herzliya's School of Sustainability Founded by Israel Corp., ICL & ORL, Prof. Uriel Reichman, president and founder of IDC Herzliya, Adv. Tsahi Groswasser, Noble Energy's senior counsel, and Dr. Boaz Schwartz, chairman of Israel Friends of IDC Herzliya.

The dean of IDC Herzliya's School of Sustainability Founded by Israel Corp., ICL & ORL speaks about sustainability in the 21st century and leaving a better world for our children.

“Recently, for a day or so, the temperature measured at the North Pole was slightly warmer than in Tel Aviv,” Prof. **Yoav Yair**, dean of IDC Herzliya’s School of Sustainability Founded by Israel Corp., ICL & ORL, told a group of friends and supporters gathered on campus for a lecture on “Earth in the 21st Century: A Question of Sustainability.”

Yair, an atmospheric scientist, delivered an eye-opening talk. "Sustainability means thinking about the next generations," he said. "The question we have to ask ourselves is, what kind of world are we leaving for our children and grandchildren?"

The growing world population must be planned for, Yair said. "More and more people are moving into densely populated areas. Soon 85 percent of the population will be living in major metropolises. How will the people entering these 'megacities' live well in them? Think about the food

“Sustainability means thinking about the next generations.” – Prof. Yoav Yair

they will need to consume, the use of electricity, the traffic. Gas and oil will likely run out in 100 years. If you want sustainability you have to think way ahead, in terms of things like renewable energy, clean technologies and environmentally friendly policies.”

He pointed out that a vast amount of food is wasted in the developed world: “There is enough food in the world to feed seven or eight billion people, but it’s not divided properly. In the U.S., for example, 40 percent of fish and seafood is thrown away as a result of surplus and waste.”

Yair emphasized the need to protect and respect nature. “Forests are nature’s lungs, and they

are being burned down,” he said. “And there is no more clean water in any ocean on Earth. In Israel, 80 percent of the gas stations pollute land and water. We know it, we just don’t do much about it. There is no law in Israel banning land pollution, and the state is actually the biggest polluter, because of the military and weapons industry.”



“Soon 85 percent of the population will be living in major metropolises.”

– Prof. Yoav Yair

Goals. On an individual level, Yair said that people should make efforts to recycle, avoid plastic bags, reduce consumption, and apply political and social pressure for better environmental policies. Companies should be held accountable for their effects on the environment, and practice corporate social responsibility in the way they work and do business.

“Forests are nature’s lungs, and they are being burned down.” – Prof. Yoav Yair

produce-to-consumer distance. Speaking at the event, Kenton said, “When you study sustainability, you have a duty to apply what you learn in the field and be an agent of change.”

noble energy Sponsored by Noble Energy, the company developing Israel’s offshore natural gas fields, the evening was moderated by **Gili Dinstein**, IDC’s director of External Relations, Israel, and opened with greetings from Prof. **Uriel Reichman**, IDC’s president and founder.

Adv. **Tsahi Groswasser**, Noble Energy’s senior counsel and a graduate of the first class of IDC’s Radzyner Law School, touched upon some



Prof. Uriel Reichman (right) with Eyal Kenton and Raz Buttel, Sustainability, 2016.



Menachem Atzmon, Prof. Uriel Reichman and Adv. Richard Roberts.

He discussed the effects of climate change in depth, forecasting that phenomena such as hurricanes, which he remarked are a sort of “nature’s revenge,” will become more frequent and destructive.

“When you study sustainability, you have a duty to apply what you learn in the field and be an agent of change.” – Eyal Kenton,

graduate of the School of Sustainability
Founded by Israel Corp., ICL & ORL

So what can be done to reduce the damage and ensure that Earth remains habitable? On a national level, Yair said that Israel should uphold the 2015 Paris Agreement on reducing climate change, to which it is a signatory, and help meet the United Nations’ Sustainable Development

Education, of course, is key, said Yair. “Hopefully in the near future the Ministry of Education will have sustainability taught in elementary schools.”

Moreover, he said, it’s cheaper to be sustainable. Israelis, who are leaders in clean-tech, should look for business opportunities that allow them to innovate while at the same time helping to secure a better future for the planet.



Eyal Kenton, the first student to sign up for the School of Sustainability and a member of its first graduating class, is doing just that. Kenton, who studied at IDC on a scholarship, managed IDC’s pavilion at the 2015 Milan Universal Exposition on the theme “Feeding the Planet, Energy for Life.” Together with fellow alumnus **Raz Buttel**, he runs the company Agrofutur Ltd, which operates greenhouses on rooftops of buildings in urban areas, growing high quality vegetables while at the same time cutting back on greenhouse emissions due to the reduction of

“There is no more clean water in any ocean on Earth.” – Prof. Yoav Yair

issues concerning the regulatory framework of the Israeli natural gas industry. “Most of our employees at Noble are now Israelis,” he said. “We have done amazing things, including with academic institutions. We are now talking about how to invest the billions of dollars that Israel is expected to see from natural gas revenues, including on improving our environment. ... No one will invest in Israel unless there is regulatory stability.” ★

– Ariel Rodal-Spieler

Israel Friends Tour the North



Israel at Heart Ethiopian Scholarship student Genato Mengisto, a resident of Akko and a second-year Lauder School of Government, Diplomacy & Strategy student, joined the Israel Friends group and spoke of his service in the IDF, his experience of discrimination in Israel, and his decision to become a social activist for the Ethiopian community.



History, culture, a security briefing and culinary delights were all on the agenda when the Israel Friends of IDC Herzliya set off for a day tour to northern Israel. Accompanied by Prof. **Uriel Reichman**, IDC's president and founder, supporters and friends traveled by bus to Biranit military base, near the Lebanese border, where they met with Col. **Michael Milikowski**, an intelligence officer with Division 91, the Galilee division of the Israel Defense Forces, for a briefing on the challenges posed by Hezbollah.

"Hezbollah is gaining significant fighting capabilities in Syria by fighting alongside regular army forces and by learning guerrilla tactics that are influencing its operational and

"We want Akko to serve as a model for Jewish-Arab co-existence."

– *Shimon Lankri, mayor of Akko*

tactical thinking," Milikowski told the group. "It has a military system in place, with the intelligence collection capabilities of a regular army and significant firepower capabilities." Milikowski also said Hezbollah and the IDF were engaged in a "war of learning," and

that the side that learned fastest would prevail. Following the presentation, the group was taken to see the border with Lebanon, where blue signposts mark the United Nations-patrolled zone and Lebanese farms and villages can be seen in the distance.

The next stop on the tour was Akko, where the group met with Mayor **Shimon Lankri**, who spoke about Jewish-Arab relations in mixed city. Lankri highlighted the cooperation



Bilha Hochman and Ruti Scharf.



“Today things that we tend to forget were put in the spotlight: the young soldier on guard duty at the border; our mixed cities and the challenges they pose; and our long history in this country.”

– Prof. Uriel Reichman



Anat Aron and Orna Machness.



Amnon Lion, 2012 IDC Honorary Fellow.



Boaz and Kika Schwartz.



Rafi Melman and Tamar Ciechanover.



Gili Dinstein introduces Shimon Lankri, mayor of Akko.



“It [Hezbollah] has a military system in place, with the intelligence collection capabilities of a regular army and significant firepower capabilities.”

– Col. Michael Milikowski, intelligence officer in the IDF's Division 91

between Jews and Arabs in Akko as a model for the rest of the country and pointed to the city's increasing population and economic growth as indicators of success. As the second most visited city in Israel, with 1.2 million tourists a year, Lankri said Akko is setting its sights on reclaiming its ancient reputation as a bridge between East and West. “We want Akko to serve as a model for Jewish-Arab co-existence,” he said.

After the meeting, the group toured the Underground Prisoners' Museum, housed in the former prison in which hundreds of members of the Haganah, Etzel and Lehi undergrounds were jailed during the British Mandate. Today the historic building, which was constructed during the Ottoman period over the ruins of a 12th

century Crusader fortress, serves as a memorial to those prisoners. The group also descended under the museum to tour the excavated Knights Hospitaller Compound, where Crusaders arriving from Europe were accommodated.

The last stop of the tour was at the colorful Turkish Bazaar, where the group dined. **Genato Mengisto**, a resident of Akko and a second-year Government student at IDC, joined the group and spoke of his service in the IDF, his experience of discrimination in Israel, and his decision to become a social activist for the Ethiopian community. “My IDF unit was like a family to me. It was there that I learned the value of leadership and unity. These are the same values that I've taken with me to IDC and they are the same

values that I see reflected in IDC's mission.” He continued, “After taking part in the protests for the Ethiopian community in 2015, I decided that I wanted to commit myself to advancing social change and social justice, not just for my community, but for everyone.” As the tour ended, Reichman said: “Today things that we tend to forget were put in the spotlight: the young soldier on guard duty at the border; our mixed cities and the challenges they pose; and our long history in this country. All of this reminds us of the core values on which IDC is based.” ★

– Amit Paz



The Psychology of the Internet

International Friends of IDC Herzliya gather to hear Prof. Yair Amichai-Hamburger, director of the Sammy Ofer School's Center of Internet Psychology, describe the positive and negative aspects of life online.

"IDC Herzliya campus is a unique environment where entrepreneurship, innovation, and inspiration are palpable."

– Adv. Michal Cotler-Wunsh, IDC's director of International External Relations



New and longstanding friends and supporters of IDC Herzliya gathered at the home of **Sherilyn and Yosef Mandelbaum** for a thought-provoking presentation by Prof. **Yair Amichai-Hamburger**, director of the Center of Internet Psychology at the Sammy Ofer School of Communications, on the topic of "The Good, the Bad and the Ugly Online: The Psychology of Life on the Internet."

Amichai-Hamburger is an expert on the impact of the Internet on psychological wellbeing and an acclaimed author, lecturer and academic, with a Ph.D. from Oxford University. His fascinating and entertaining presentation described seven ways in which the Internet has both a positive and a negative impact on wellbeing.

On the positive side, he said the Internet is a modern "paradise" that enhances society by creating a unique environment for the user. "On the Internet people feel a high degree of self-confidence, and this stems from the anonymity found online that frees people from many of the issues that constrict them in their day-to-day offline life," he said.

“IDC Herzliya has a distinct international feel providing great networking opportunities for the future.” – Yonatan Mandelbaum, first-year RRIS business student and son of hosts Sherilyn and Yosef Mandelbaum



Helga Kronheim, Helena Rusk, Idit Deutsch and Baruch Deutsch.



From left: Dekel Akale, Prof. Yair Amichai-Hamburger, Yosef Mandelbaum, Jonathan Davis, Michal Cotler-Wunsh, Sherilyn Mandelbaum and Yonatan Mandelbaum.



Adi Davis, Law and Government, 2013, Monica and David Genet and Judy Kaye.



David and Karen Jackson with Prof. Yair Amichai-Hamburger.



Netalee Charnoff, Psychology, 2013, M.A. in Organizational Behavior, 2015, with Eitan Charnoff, Communications, 2013.

However, Amichai-Hamburger quickly burst this bubble, warning that real dangers exist within the Internet, such as cyber-bullying, pedophilia, incitement and radicalization by terrorist groups, and the BDS movement. “Young people live in a naive world, and it is our job as parents to teach Internet safety,” he said, noting

the importance of creating Internet safety guidelines. He also emphasized the importance of helping young people form real physical friendships and become involved in community projects. “It’s really important for our wellbeing to make time in our daily lives to disconnect from technology to reconnect with reality,” he said.

Amichai-Hamburger also told the audience about an exciting new initiative, the Social Start-Up Nation, that he has been involved in setting up as part of a student enrichment program at IDC. “The aim of this project is for students to create positive online social projects, to help the

“On the Internet people feel a high degree of self-confidence.” – Prof. Yair Amichai-Hamburger, director of the Center of Internet Psychology at the Sammy Ofer School of Communications

“Young people live in a naive world, and it is our job as parents to teach Internet safety.”

– Prof. Yair Amichai-Hamburger

global village and stop BDS, based on the theories of positive psychology and positive wellbeing,” he said.

The Mandelbaums’ son **Yonatan**, a first-year Raphael Recanati International School student, and **Dekel Akale**, a third-year business student at the Arison School of Business, spoke about their experiences at IDC and how it emphasizes fusing theoretical knowledge with practical experience. Mandelbaum said, “IDC Herzliya has a distinct international feel providing great networking opportunities for the future.” Akale expressed his gratitude for the Israel at Heart Ethiopian

“It’s really important for our wellbeing to make time in our daily lives to disconnect from technology to reconnect with reality.”

– Prof. Yair Amichai-Hamburger



Ria Gilboa with Yakov and Celia Michonik.



Roger and Lisa Gladstone, benefactors of the Gladstone-Nir legal Clinic for Start-Ups.



Sherilyn Mandelbaum with Tamar Feder.



Robert and Madelaine Black (front row).



Rael and Lauren Goodman and Ben Maimon.



Larry and Sharon Finegold.

“We are proud to provide students from over 80 countries with a positive Zionist educational experience.”

– Jonathan Davis, IDC’s vice president for External Relations and head of the Raphael Recanati International School

Scholarship Program, which has given him the opportunity to study at IDC. “I am involved in a student enrichment program where I regularly volunteer to assist local businesses with their online marketing. I am extremely grateful for the scholarship that has given me these unique experiences,” he said.

Adv. **Michal Cotler-Wunsh**, IDC’s director of International External Relations, briefly described the institute’s history and noted that Prof. **Uriel Reichman**, IDC’s president and founder, challenged the existing approach to higher education by establishing Israel’s first privately funded university. Cotler-Wunsh told the audience, which included parents of prospective students, about IDC’s unique approach to education and about student-led initiatives on campus. “IDC Herzliya campus is a unique environment, where entrepreneurship, innovation, and inspiration are palpable,” she said.

Jonathan Davis, vice president for External Relations and head of the RRIS, described how IDC has repeatedly been voted Israel’s number one university for student satisfaction, noting, “In days when the BDS movement is rampant on worldwide university campuses, we are proud to provide students from over 80 countries a positive Zionist educational experience.” Davis also said IDC had been awarded the defense minister’s Magen Miluim (“Reserves Shield”), an award given in recognition to organizations for supporting staff and students while they perform reserve duty. Davis remarked, “From its establishment, IDC Herzliya placed great emphasis on the values of Zionism and leadership amongst its staff and students. IDC was the first academic institution to acknowledge active military service and reward it with academic credit, and provide reservist students with continuous assistance.” ★

– Sophie Vardi

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**ORGANIZATIONAL BEHAVIOR
& DEVELOPMENT (OBD)**

GLOBAL MBA

**INNOVATION & ENTREPRENEURSHIP
STRATEGY & BUSINESS DEVELOPMENT**

MBA

ONE-YEAR PROGRAM

MA
COUNTER-TERRORISM



Dana Rasier
Israel



Alik Hayman
Argentina
GMBA

MA
FINANCIAL ECONOMICS



Daniel Rabetti
Brazil



Kirk D'Souza
Singapore
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Kayda Producers
South Africa

MA OBD



ISRAEL

+972 9 960 2841 rris.registrar@idc.ac.il

North America

+1 866 999 RRIS rris.us@idc.ac.il





UK Friends Hear Ethiopian Students' Stories

Michael and Jackie Gee of the U.K. Friends of IDC Herzliya opened their London home for a warm gathering of old and new friends, parents, supporters and IDC alumni.

Following refreshments and mingling, host **Michael Gee** welcomed the guests and introduced **Jonathan Davis**, vice president for External Relations and head of the Raphael Recanati International School. Davis provided an update on events on campus and introduced the Israel at Heart Ethiopian scholarship program, which Michael and **Jackie Gee** have been supporting for three years through the Archie Sherman Trust.

Third-year students **Shlomit Zinba** and **Dekel Akale**, both Israel at Heart Ethiopian scholarship fellows, told their aliyah stories and discussed their subsequent integration into life in Israel. The guests listened with rapt attention and a question and answer session was held afterward.

For the two students, it was the last night of an intensive 10-day public diplomacy trip in the U.K. during which they visited schools, synagogues and communities, and engaged other university students. They received unanimous positive feedback, and one principal at a London secondary school said the two “were fantastic and our students, Jewish and especially non-Jewish, really enjoyed their sessions and were fully engaged. The students were trained for this delegation by StandWithUs and IDC staff.”

Before their trip, both Akale and Zinba underwent intensive training to learn how best to tell their personal stories and make the case for Israel. “It was intensely satisfying. Speaking to groups of 40 to 400 and seeing the way our personal stories touched the youth in this community was hugely rewarding, and fun,” Zinba said. ★

Third-year students Shlomit Zinba and Dekel Akale, both Israel at Heart Ethiopian scholarship fellows, told their families' aliyah stories and discussed their integration into life in Israel.



From left: Annette Bamberger, director of the U.K. Friends of IDC Herzliya, Shlomit Zinba and Dekel Akale, the keynote speakers and Israel at Heart Ethiopian Scholarship Fellows, hosts Jackie and Michael Gee, and Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School.



David Shmul, MBA, 2012; Haziël Bamberger; Tal Schmidt, Computer Science, 2004, Business, 2011; and Shahar Gordon, Business, 2006.



Jonathan Davis, Emma Shulman, Neville Shulman, Anila Mazin, Shlomit Zinba, Dekel Akale and Ori Mazin.



Angela Suissa, Eli Suissa and Vivien Baroukh.



Paula Lent and Jackie Gee.



Amir Levy, Law and Business, 1998; Rael Goodman, MBA, 2010; Eginu Meyer; Lee Goldberg, Law and Business, 2009; Shani Levy, Law and Business, 1998.

American Friends of IDC Herzliya

Argov Fellowship 10th Anniversary Dinner in Boston

Argov Fellowship Program founder **Gideon Argov** hosted a dinner in Boston for supporters and Argov students in honor of the 10th anniversary of the program. Dr. **Alisa Rubin Peled**, the program's director, addressed those gathered and showcased current Argov students as well as the alumni currently making their mark on the world. It was an intimate and informative evening, and guests were able to interact and discuss the capstone projects with all the students.



Gideon Argov and Bob Grinberg.



Marilyn Okonow and Candice Wolk.

Argov Fellows Dinner in Westchester

Two outstanding Argov alumni, **Yoav Cohen** and **Yael Lewis**, are serving the Jewish community in Westchester, New York, as Jewish Agency shlichim. Cohen and Lewis assisted in the concluding event of the Argov

Fellows' three-week U.S. study tour by organizing an evening at the home of **Fred and Joyce Claar** in Harrison, New York, where the Fellows presented their capstone projects to leading figures in the Jewish community.



Fred and Joyce Claar (center) with the Argov Fellows.

A Briefing on the Situation in the Middle East with Prof. Boaz Ganor

The American Friends of IDC hosted an event featuring Prof. **Boaz Ganor**, dean of the Lauder School of Government, Diplomacy & Strategy and founder and executive director of the International Institute for Counter-Terrorism. AFIDC supporters, IDC Herzliya alumni and prospective IDC students came together to hear Ganor speak on the situation in the Middle East and start-up counter-terrorism. **Gil Tenzer**, AFIDC Board chairman and IDC Honorary Fellow introduced Ganor to the audience. The talk was followed by an enthusiastic question and answer session.



Melodie Mane Axelrod, Business, 2007, GMBA Innovation & Entrepreneurship, 2010, and Ohad Axelrod, GMBA Global Management, 2010.



Prof. Boaz Ganor and Mark Adelson, chairman of the Anna Sobol Levy Foundation.

IDC in LA Alumni Happy Hour

Prof. **Uriel Reichman**, IDC Herzliya's president and founder, **Jonathan Davis**, vice president for External Relations and head of the Raphael Recanati International School, and **Lenore Taplitzky**, AFIDC executive director, spent an evening catching up with IDC alumni who live in the Los Angeles area.



Jen Kleinman, RRIS Government, 2008, with Gilat Vogel, incoming IDC student.



Tal Dahan, RRIS Communications, 2013; Nadav Ichaki, Law and Business, 2014; and Daniella Namvar Ichaki, RRIS Government, 2010, M.A. Government, 2015, with baby Abigail and Prof. Uriel Reichman.

AFIDC Annual Board Meeting

The AFIDC annual Board meeting in New York City was an opportunity to gather together and hear updates on the activities of the school. After the meeting, AFIDC hosted IDC's Public Diplomacy Unit, headed by IDC Herzliya alumnus **Yarden Ben Yosef**. Prof. **Uriel Reichman**, president and

founder of IDC Herzliya, welcomed the crowd of alumni and supporters and spoke of why the unit is emblematic of the IDC spirit and ethos. Ben Yosef and his team answered questions from the audience on how to combat BDS effectively using social media.



The AFIDC Board.

IDC's Public Diplomacy Team Address Friends and Supporters of IDC in Manhattan



From left: Jonathan Davis; Lenore Taplitzky; Gur Yaalon, Public Diplomacy Program project manager; Prof. Uriel Reichman; Yarden Ben Yosef, Public Diplomacy Program director, and Danielle Israel, Public Diplomacy Program project manager.

A photograph of five students sitting on wide stone steps in front of a building with large windows and flags. They are all using laptops. A large tree is on the left.

IDC Herzliya to Launch Year-Long MBA Program

One of the main goals of the new program, which will be taught in English, is to help students find work in growing companies.

This fall, the Arison School of Business, in partnership with the Adelson School of Entrepreneurship, will launch a unique accelerated program: a one-year MBA focusing on the management of fast-growing, innovative companies. The program will run under the umbrella of the Raphael Recanati International School.

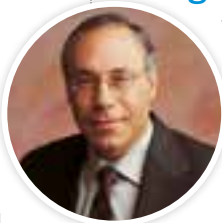
“Our goal is for this new, intensive MBA program to provide students with managerial tools that will enable their integration into the business world in growing companies, help them develop opportunities, and promote their professional careers,” says program head Prof. **Elazar Berkovitch**, former dean of the Arison School and founder of its MBA program.

The curriculum, taught in English, will include core MBA courses such as finance, accounting, marketing strategy and management, with an emphasis on innovation, entrepreneurship, and the unique challenges of fast-growing companies.

Among the courses being offered are Entrepreneurial Finance, Value-Driven Marketing, International Language of Negotiations, Systematic Creativity, Business Communications, Design Thinking, Digital Marketing, and Managing Innovative Ventures. The courses will be taught by IDC Herzliya’s

“This program is intended for young, talented people from Israel and around the world who want to learn how to manage small and growing companies.”

– Prof. Elazar Berkovitch, head of the program



“Our goal is for this new, intensive MBA program to provide students with managerial tools that will enable their integration into the business world.” – Prof. Elazar Berkovitch

expert faculty and by other leading academics and practitioners in the field.

In true IDC style, a large component of the program involves practical, hands-on experience. In the final months of the program, students will choose for their practicum, or “real-world experience,” either an internship in an existing business or a mentorship in which they take on the management of a new venture under the guidance and supervision of an experienced mentor.

Throughout the year, students will also engage in practical projects with and hear guest lectures from business managers.

“This program is intended for young, talented people from Israel and around the world who want to learn how to manage small and growing companies,” says Berkovitch. “What is unique about it is its focus on job placement upon graduation. We actively help them find work, or if they want to establish their own company, we help them with that as well.”

Something that Berkovitch hopes to establish as the program develops is cooperation with similar MBA programs around the world. “We foresee student exchanges through which we bring international students to IDC to experience our unique courses, as well as send our students to study in universities in North America, Europe, China, and elsewhere.”

– Ariel Rodal-Spieler

Contact IDC Herzliya:

Israel Friends of IDC

Gili Dinstein

Tel: +972-9-952-7212 • gdinstein@idc.ac.il

International Friends of IDC

Michal Cotler-Wunsh

Tel: +972-9-952-7321 • mcotler@idc.ac.il

American Friends of IDC

Lenore Taplitzky

Tel: +1-212-213-5962 • lenore@afidc.org

UK & Francophone Europe Friends of IDC

Annette Bamberger

Tel: +44 (0)778 384 6852 • bannette@idc.ac.il

IDC Alumni Association

Dr. Adi Koll

Tel: +972-9-960-2756 • adi.koll@idc.ac.il

Raphael Recanati International School

Eyal Dagan

Tel: +972-9-960-2806 • eyal.dagan@idc.ac.il

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