



WINTER
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THE INTERDISCIPLINARY CENTER HERZLIYA

CAMPUS UPDATE

- Prime Minister Ariel Sharon Makes Major Policy Statement at Herzliya Conference
- Israel Friends of IDC Hold Gala Event to Raise Scholarship Funds
- Three Foreign Ministers Participate in Radzyner School of Law Symposium on EU-Israel Relations
- Former Wharton School of Business Dean Addresses Outstanding Students at Zoltan Wind z"l Ceremony
- New Arison-Lauder Building Opens its Doors to Students and Faculty
- IDC President Hosts 100 Raphael Recanati International School Students at Hanukkah Celebration at His Home
- Efi Arazi School of Computer Science Launches New M.Sc. Program
- IDC Students Participate in Israel@Heart Delegation of Israeli Students to the Hague
- IDC Athletes Score a Series of Victories at the International Academic Sport Association Winter Games

THE
INTERDISCIPLINARY
CENTER HERZLIYA



Prime Minister Ariel Sharon announces a new policy at IDC's Herzliya Conference.

THE HERZLIYA CONFERENCE – Hanukah 2003

Dr. Uzi Arad, Head of the Institute for Policy and Strategy, chaired the fourth annual Herzliya Conference on the Balance of Israel's National Security this past December at the Dan Accadia Hotel. This year's conference, entitled **"Setting National Priorities,"** dealt with a wide array of national and international issues on the top of the nation's agenda. The Herzliya Conference is widely recognized as the most important and prestigious gathering of its kind in Israel. The conference brings together, under academic auspices and in a nonpartisan informal setting, an exclusive group of top Israeli and international leaders from the pertinent fields – government, the private and corporate world, the defense and intelligence communities, political circles, and major Jewish world organizations. These leaders gather annually to deliberate the paramount issues impinging on Israel's prosperity and security. Within four years, the conference has become the stage for the articulation of national and regional policy, and where leaders announce major policy initiatives. In particular, **Prime Minister Ariel Sharon chose the Herzliya Conference** as the venue to unveil his major foreign policy initiative, in what is popularly known as "The Second Herzliya Address," on unilateral disengagement from the Palestinians.



From left to right: Dr. Uzi Arad, Prime Minister Ariel Sharon and Prof. Uriel Reichman at the Herzliya Conference in December 2003

Ambassador Zalman Shoval, Chairman of the IPS Board of Directors, joined Dr. Arad and IDC President Prof. Uriel Reichman to chair the closing sessions. Prof. Reichman spoke about the need for new leadership, saying, "A great leadership will transform the end of a difficult period in our history into the launching pad for a new period, a period in which we will grow stronger and in which there will be a new hope and belief."

The conference attracted leaders from around the world who are committed to Israel's future, including many IDC supporters from Israel and abroad.



FRIENDS

Israel Friends of IDC (IFIDC)

The activities of the **Israel Friends of IDC (IFIDC)** got off to a grand start with a gala evening in February. Dozens of IDC's most dedicated supporters inaugurated both a new club of IDC friends from around Israel that will meet regularly and the lobby of the **new Arison-Lauder Building**. **Itschak Shrem**, Chairman of the IFIDC Board, and his wife **Yochi** initiated the new club with the assistance of fellow IFIDC board members **Rimon Ben-Shaul, Orna Brenner, Pini Cohen, Evelyne Douek, Shmuel Frankel, Tammy Haimovsky, David Hodek, Tsvika Kaiyam, Amir Makov, Chemi Peres** and **David Tamir** and Chairman of the IDC Board of Directors **Oudi Recanati**. The **Mila Brenner-BMW Foundation** and **Polar Communications of Shrem, Fudim, Kelner and Company Ltd.** cosponsored the event.

Yochi Shrem opened the evening by outlining the new club's aims. IDC President **Prof. Uriel Reichman** then elaborated on the IDC motto of "Liberty and Responsibility," noting the many voluntary activities that the IDC community is involved in. The guest of honor, Deputy Prime Minister and Minister of Industry and Trade **Ehud Olmert**, spoke about the need for leadership at times of crisis and praised the IDC alumni. Proceeds from the event went toward scholarships.

American Friends

The American Friends of IDC (AFIDC) and the North American headquarters of the **Raphael Recanati International School** have moved into their new home in New York City. (Their new address and contact information are: 15 East 26th Street, Suite 1809, New York, NY 10010; tel. 212-213-5961; fax. 212-213-6436; and email Info@AFIDC.org.) The new office will allow the recently installed board of directors, chaired by **Sam Zell**, to expand AFIDC's efforts to build support for IDC in the US and make IDC a household name in Jewish communities around the US. The board of directors will be working with AFIDC Executive Director **Shlomit Manson**, Office Manager **Shlomit Elbaz**, and **Shira Sitton** of the Raphael Recanati International School to this end.

During IDC President **Prof. Uriel Reichman's** and IDC Vice President **Jonathan Davis'** visit to California in January, AFIDC Board members **Drs. Rebecka** and **Arie Beldegrun** hosted a cocktail reception for fellow AFIDC Board members **Sheldon** and **Miri Adelson** and **Stewart** and **Linda Resnick** and friends interested in learning about IDC in their Los Angeles home. Prof. Reichman spoke to the group about IDC's accomplishments over the past decade. Longtime IDC supporters **Sass** and **Eta Somekh** hosted a brunch in San Jose at which Jonathan Davis gave a presentation about IDC to the Somekhs' friends. Between meetings and events, Jonathan Davis, who is also the Acting Director of the Raphael Recanati International School, interviewed several candidates from the Los Angeles area who are considering studying at the school.

Jonathan Davis and Shlomit Manson traveled to Palm Beach and Miami in February to speak at **The Palm Beach Orthodox Synagogue** in Palm Beach and **Florida Atlantic University**. **Karen Marcus** and **Dr. Steven Silvers** hosted a desert gathering at their home in Aventura.



British Friends of IDC

On his recent trip to the U.K., IDC President **Prof. Uriel Reichman** spoke before the **Israel Business Club**, which **Amnon** and **Malka Leon** established in London. Prof. Reichman met with IDC supporters and alumni during the trip aimed at establishing a board of directors for the **British Friends of IDC**.



Amnon Leon, cofounder of the Israel Business Club, London, and Prof. Uriel Reichman

RAPHAEL RECANATI INTERNATIONAL SCHOOL

IDC President **Prof. Uriel Reichman** and his wife **Nira** invited **Raphael Recanati International School** students and faculty members to their home to celebrate Hanukah. Over 80 students and faculty members attended the candle lighting ceremony, an event which is becoming an IDC tradition. The Reichmans open their home every year to Raphael Recanati International School students and other IDC students whose families are not in Israel. **Dr. Alisa Rubin Peled**, of the **Lauder School of Government, Diplomacy and Strategy**, hosted an open house at her Ra'anana home in January for government students from the Raphael Recanati International School. Faculty and staff from both the Lauder School and the Raphael Recanati International School also attended. In addition to the IDC community, the international students have also become acquainted with foreign diplomats serving in Israel and representatives of immigrant organizations and associations at recent events.

The Raphael Recanati International School continues to host groups of students and youth from around the world who are interested in learning more about Israel and educational options here. Recent visitors include delegations from **UIA Canada**, **Young Judea**, **Hillel**, **Birthright**, the **South African Encounters program**, **Turkey**, and **Germany**. The school's staff is also continuing its efforts, with the assistance of the **Jewish Agency for Israel**, to provide educators and professionals in Israel and abroad with information about the school's programs.



CONFERENCES AND SEMINARS

Israel and Wider Europe

European statesmen, including the foreign ministers of Belgium and Germany, **Louis Michel** and **Joschka Fischer**, traveled to Israel in February to participate in the conference on Israel and Wider Europe that IDC and its **Radzyner School of Law** organized in cooperation with the **Friedrich Ebert Foundation** and the **European Union-Israel Forum**. The conference was "a declaration and demonstration of a new, open dialogue between the leaders of the European continent and those of Israel and the Israeli public," IDC President **Prof. Uriel Reichman** said. He called on the Europeans to reach out to the Israeli people as this would help foster peace and understanding for all the people of the region. **Ambassador Avi Primor** coordinated the conference and is helping IDC establish a

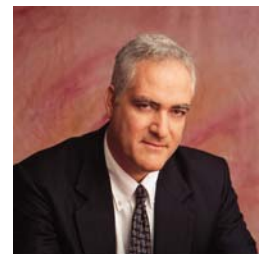


European Center. The conference provided European leaders such as **Michel Rocard**, a former Prime Minister of France and current member of the European Parliament, and **Rocco Buttiglione**, Italy's

Minister for European Union Policies, with an opportunity to discuss Israeli-EU cooperation with their Israeli counterparts, such as Ministers **Silvan Shalom**, **Binyamin Netanyahu** and **Ehud Olmert**, in an apolitical, academic setting.

The Trilateral Indo-Israeli-US Strategic Dialog

The **International Policy Institute for Counter Terrorism (ICT)**, in a joint enterprise with the Harold Hartog School of Government and Policy at Tel Aviv University, held the second annual trilateral conference on the strategic ties between India, Israel and the U.S. in February. The conference series was initiated by the Washington-based Jewish Institute for National Security Affairs (JINSA) and inaugurated last year in New Delhi. A wide range of topics relating to the potential synergetic benefits involved in the trilateral relationship were discussed and debated. This series of trilateral meetings plays an important role in promoting the relations between the three nations, not only by reinforcing matters of consensus (such as the war on terror and stability in the Indian Ocean) but also by addressing issues of contention (such as Iran and Pakistan).



**Dr. Boaz Ganor, ICT
Executive Director**

The Economic Impact of Global Terror Risks

Leading figures from the financial and security sectors convened at IDC in January to examine the "Economic Impact of Global Terror Risks." **Dr. Rafi Eldor** and **Prof. Rafi Melnick**, both of the **Arison School of Business**, presented their research showing that the rise in terrorism in recent years has not affected the value of the shekel. Though they found that terrorism has affected the Israeli stock market, they concluded, "The financial markets in Israel demonstrated significant resistance to the strengthening of terrorism over the past three years. Anyone who thought that he could use terror to devastate Israel economically is mistaken." The **Caesarea Edmond Benjamin de Rothschild Center for Capital Markets and Risk Management** and the **International Policy Institute for Counter-Terrorism (ICT)** cosponsored the conference.

Coping with Suicide Terrorism

Researchers from the **International Policy Institute for Counter-Terrorism (ICT)** exchanged ideas with their Russian counterparts in late November at a seminar on coping with suicide terrorism. ICT research fellows lectured about the theoretical and practical aspects of suicide terrorism among Palestinians and other populations. The Russian researchers spoke about suicide terrorism in Russia and Chechnya.

The Leadership Displayed by Yitzhak Rabin

Second-year students of the **Lauder School of Government, Diplomacy and Strategy** hosted some 200 guests at a seminar in January on "The Leadership Displayed by Yitzhak Rabin." **Dalia Rabin-Pelossof**, the daughter of the former prime minister, joined former tourism minister **Uzi Baram** at the event, which was organized by **Dr. Aran Schloss**, Vice Dean of the Lauder School.



Countering Cyber-Terrorism

Over 100 directors of information systems gathered at the IDC campus to learn about cyber-terrorism at the conference that the **Efi Arazi School of Computer Science** and the **People and Computers** company co-sponsored in January. The speakers included **International Policy Institute for Counter-Terrorism** Executive Director **Dr. Boaz Ganor** and **Dr. Anat Bremner-Barr**, of the Arazi School.

Israeli Computer Vision Day

Some 150 academics and professionals participated in the Israeli Computer Vision Day conference, which the **Efi Arazi School of Computer Science** hosted in December. Leading Israeli experts gave lectures on the latest innovations in computer vision. IDC and the **Caesarea Edmond Benjamin de Rothschild Foundation of the University of Haifa** cosponsored the conference.

CEREMONIES AND EVENTS

Remembering Prof. Ehud Sprinzak z"l

The IDC community came together in November to mark the first anniversary of the death of **Prof. Ehud Sprinzak z"l**, Founding Dean of the **Lauder School of Government, Diplomacy and Strategy**. IDC President **Prof. Uriel Reichman** and Vice President **Jonathan Davis** spoke about their experiences with and warm memories of Prof. Sprinzak. Several of his former colleagues then spoke, including **Prof. Shlomo Avineri**, an Israel Prize laureate and emeritus professor at the Hebrew University who is now a visiting professor at IDC; **Prof. Amnon Rubinstein**, a former Minister of Education who is now Dean of the **Radzyner School of Law**; **Prof. Zeev Sternhell**, of Hebrew University; and **Prof. Galia Golan**, of the Lauder School. Prof. Sprinzak's widow **Ricki** and members of the family also attended the ceremony.

Former Wharton Dean and Israeli State Attorney Join IDC in Recognizing Excellence

IDC recognized students who have achieved excellence in academia at two ceremonies in January. **Russ Palmer**, Chairman and CEO of the Palmer Group and formerly the dean of the Wharton School of Business at the University of Pennsylvania, gave the annual **Zoltan Wind z"l Lecture** on "The Leadership Challenge" at the ceremony for business, government and computer science students. Prof. Palmer discussed society's need for leaders and the importance of training leaders that are capable of meeting challenges such as envisioning goals, motivating, and managing. The **Zoltan Wind z"l Scholarship** was awarded to an outstanding student at the ceremony. In a separate event the following day, **State Attorney Edna Arbel** gave the keynote address at the ceremony honoring outstanding law students.

Prof. Alan Dershowitz Lectures at Radzyner School of Law

Over 300 students from the **Radzyner School of Law** came to hear the lecture **Prof. Alan Dershowitz**, of Harvard University, gave to the Constitutional Law course in December.



Prof. Dershowitz opened the lecture by describing his great regard for **Prof. Amnon Rubinstein**, Dean of the Radzyner School of Law, saying that he is proud that people describe him as "the Amnon Rubinstein of the United States." He went on to discuss the PR challenges that Israel faces abroad because much of the world holds it to a different standard than other states. Prof. Dershowitz then addressed the issues that democratic countries must contend with in fighting terrorism, saying that existing legislation infringes upon their ability to function.

Leading Author and Supreme Court President Launch New Book

Author **Amos Oz** was the guest lecturer at an event in January to launch *Israel and the Family of Nations*, a book written by **Prof. Amnon Rubinstein**, Dean of the **Radzyner School of Law**, and **Dr. Alex Yacobson**. Several days later, the book was the subject of seminar at Yad Ben Zvi in Jerusalem. Supreme Court President, **Justice Aharon Barak**, participated in the seminar.

IDC Reaches out to Youth in Underprivileged Neighborhoods

The **Hand in Hand with Academia** project, in which IDC students provide individualized tutoring to Herzliya pupils from underprivileged neighborhoods, officially began its fourth year of operation with a ceremony in December.

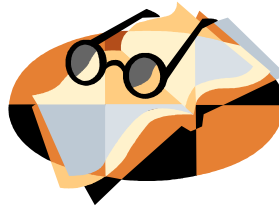
Pupils participating in the **Middle School in Academia** program, which provides eighth-grade pupils at the **Reut Middle School** with a taste of higher education, presented the final projects for the marketing segment of the program at a festive event on campus in January. The pupils spend four hours each Sunday throughout the academic year learning about marketing, law, and economics from IDC students. For the final project, the pupils developed new products or marketing plans for issues such as preventing drug abuse and preserving the environment.

ICT Trains Future Negotiators to Handle Hostage Situations

Pupils at the **IDF National Defense College for Youth** learned practical skills for dealing with hostage situations at a simulation organized by the **International Policy Institute for Counter-Terrorism (ICT)**. The pupils were divided into groups representing the Israeli government, the kidnappers, and the media. The simulation was the highlight of the course on terror that the ICT staff teaches at the defense college.

Global Research Center in International Affairs (GLORIA) Has an International Impact

The **Global Research Center in International Affairs (GLORIA)** and the **Public Affairs Office of the American Embassy in Israel** cosponsored a digital videoconference in February. Experts from Israel and Washington DC discussed "Iran: the Reform Movement and the Elections" at a closed roundtable session. GLORIA also orchestrated a videoconference with New Zealand in December. GLORIA Center Director **Prof. Barry Rubin**, author **Etgar Keret**, and **Dr. Ariel Merari** spoke to parliament members, journalists, and dignitaries who had gathered at the New Zealand Parliament's Beehive Theatre in Wellington. The event allowed Keret to exchange ideas with New Zealand's leading author, **Lloyd Jones**.



NEW PROJECTS AND PROGRAMS

New Arison-Lauder Building Opens its Doors to Students and Faculty

Construction of the new **Arison-Lauder Building** was recently completed, allowing students and faculty to enjoy this beautiful and comfortable building. **Ada Carmi**, one of Israel's most celebrated architects, designed an elegant structure that is conducive to both formal and informal learning. In addition to the **Arison School of Business** and **Lauder School of Government**, the new building provides a home for several of the IDC research institutes, facilitating interaction between research fellows, faculty members, and students. Ceremonies to officially dedicate the building will take place later this year.

Studies Commence at Efi Arazi School of Computer Science's New M.Sc. Program

The **Efi Arazi School of Computer Science** launched its M.Sc. program this semester. The 30 students in the rigorous, four-semester program all have a strong background in research and have worked in companies such as Cisco, Sun, Comverse, and Mercury, or have served in IDF intelligence and computer units. The program is designed especially for students who are interested in pursuing a career in research or academia.

New Minor in Risk Management

Undergraduate students can now opt to minor in risk management. The new program, which is being offered through the **Caesarea Edmond Benjamin de Rothschild Center for Capital Markets and Risk Management**, is designed for outstanding third-year students and will focus on topics such as options and futures, financial risk management, and insurance.

IDC Embarks on Project to Reinvent Israeli Government

The IDC has decided to embark on a project to "Reinvent Israeli Government." The project aims to improve governance in Israel by increasing accountability, transparency, responsiveness to citizens, effectiveness and efficiency. A series of policy papers has been published which research various aspects of governance in Israel and suggest reforms. **Prof. David Nachmias**, of the **Lauder School of Government, Diplomacy and Strategy**, is coordinating a conference that will be held later this month to discuss the papers. The conference is expected to attract elected and appointed government officials, academics, and the general public. IDC is launching a worldwide campaign to encourage those concerned about Israel's future to sponsor the project.



ICT Research Group Focuses on Terrorism and the Media

Prominent radio journalist **Dalia Yairi** is heading a research group formed by the **International Policy Institute for Counter-Terrorism (ICT)** to explore terrorism and the media. ICT Chairman **Shabtai Shavit** and journalist **Danny Rubinstein** were among those at the group's recent meeting.

GLORIA Center in the United Kingdom and Australia



The **Global Research Center in International Affairs (GLORIA)** will be producing a series of policy briefs for **British Israel Communications and Research Centre (BICOM)** in England. GLORIA also regularly supplies articles to the **Australia/Israel and Jewish Affairs Council (AIJAC)** in Australia for publication in the Australian press. One of the GLORIA Center's major focuses is producing the ***Middle East Review of International Affairs (MERIA)***, an electronic journal with illuminating articles that are often utilized by international authorities and academics. The British government was strongly criticized last year for publishing an intelligence report that contained a *MERIA* article without citing the article's source, giving the impression that the government had produced the article.

IDC Launches "Leaders Needed" Publicity Campaign

IDC launched a publicity campaign titled "Leaders Needed" to mark its 10th anniversary. The campaign was designed to reinforce IDC's reputation as a leading institution of higher education for the next generation of leaders in a variety of arenas and to bring IDC to the attention of potential applicants. The campaign includes television, internet and newspaper publicity showing a series of street signs bearing the names of Israel's foremost leaders, such as David Ben-Gurion, Menachem Begin, Yitzhak Rabin, and Vladimir Jabotinsky. This is followed by a blank street sign, a screen reading "Leaders Needed" and an invitation for future leaders to enroll in "The School For Future Leaders – the Interdisciplinary Center Herzliya."



AWARDS, HONORS AND APPOINTMENTS

The **Mitsubishi Electric Research Labs** appointed **Dr. Shai Avidan**, of the **Efi Arazi School of Computer Science**, to be a guest researcher.

Dr. Leah Epstein, of the **Efi Arazi School of Computer Science**, has been appointed associate editor of the international academic journal *Operations Research Letters*.

The **Ministry of Science and Technology** appointed **Dr. Boaz Ganor**, Executive Director of the **International Policy Institute for Counter-Terrorism (ICT)**, to its new National Committee for



Technological Solutions to Defend Civilian Infrastructures from Terrorism. The committee will locate and direct the research and development of new technologies for the defense of the home front in order to facilitate coordination between various official and governmental bodies.

The **Israeli Center for Intelligence Heritage** granted **Dr. Isabelle Ginor** the Aharon Yariv Memorial Fellowship for research on intelligence, media, disinformation and psychological warfare for her article in the *MERLA* journal and the research it is based on. The paper was presented in January at the award presentation and conference convened by that the State Department History Department.

Prof. Aaron Kirschenbaum, of the **Radzyner School of Law**, has been appointed honorary president of the **Jewish Law Association**.

Two of the three Israelis selected to be **IBM 2004 Scholars** are **Efi Arazi School of Computer Science** faculty members: **Prof. Shimon Schocken**, **IDB Professor of Information Technology** and the school's dean, and **Dr. Yishai Feldman**. The IBM research fund will provide them with grants to conduct research projects in programming. Students in the school's new M.Sc. program will be involved in the research.

Caesarea Foundation Deputy Chairman **Avraham Biger** has been appointed chairman of the board of the **Caesarea Edmond Benjamin de Rothschild Center for Capital Markets and Risk Management**.

Prof. Oded Sarig, Shrem, Fudim, Kelner Professor of Finance and Dean of the Arison School of Business, has been appointed chairman of the Caesarea Center's academic committee.

Tammy Zadok has been promoted to Vice President for Media, Marketing and Communications. IDC's activities in these areas have grown significantly over the past few years thanks to Ms. Zadok's hard work as director of Media, Marketing and Communications. She has an MBA from IDC and extensive experience in the media.

Hamutal Livnat-Strum has been appointed Assistant to the IDC President, **Prof. Uriel Reichman**. She previously directed the admissions department at IDC. Ms. Strum is a graduate of the **Arison School of Business**.

Michal Inbar, an alumna of the **Arison School of Business**, has been appointed the new director of the admissions department.

GUESTS

IDC President **Prof. Uriel Reichman** hosted a number of guests from around the world recently, including **Harry Radzyner** of Germany; **Solomon Berkowitz**, founder of the Machon Simon Foundation, and **Mira Fritz**, the foundation's representative in Israel; **Mark Chais**; **Ralph Goldman** of Jerusalem; **Bob Stewart** and **Allan Gelfond** of Detroit; **Stephen** and **Marilyn Kaplan** of the United



States; **Carol** and **William Fox** of Canada; **Oren Tanhum** of Intergamma Investments; **Alex Rechter** of Rechter Investments; and **Meir Nissanson** and senior executives from IBM.



Several IDC supporters recently visited IDC to see the latest developments on campus. **Ruth O. Freedlander**, of the **Dr. Bernard Heller Foundation**, and **Yitzchak Shavit**, of the United Jewish Communities, examined the progress on the expansion of the **Dr. Bernard Heller Foundation Library** and made plans to return later this year for the dedication ceremony. **Efrat Peled** and **Shlomit Defries** of the **Arison Foundation** toured the new **Arison School of Business Building** in December.

Enthusiastic IDC supporter **Steven Stern** has made three special visits to Israel in the past year, participating in the International Policy Institute for Counter-Terrorism's third international conference on Post-Modern Terrorism: Trends, Scenarios and Future Threats in September, the Herzliya Conference in December, and the Trilateral Indo-Israeli-US Strategic Dialog in February.

Zohar Zisappel and **Daniela Ilan** of the **Rad Binat Company** presented scholarships and stipends to three students in the **Keren Or Program** at the **Efi Arazi School of Computer Science** in January.

Pe'er Sneh, advisor to the UNESCO director-general and head of the Israel delegation to UNESCO, met with **Prof. Abraham (Rami) Friedman**, Dean of the **Lauder School of Government**, to discuss cosponsoring an international conference of research institute directors on the relationship between research institutes and decision-makers.

Dr. Boaz Ganor, Executive Director of the **International Policy Institute for Counter-Terrorism (ICT)**, hosted several foreign politicians recently. He gave security briefings to Australian parliament member **Wayne Swan**, **Gary Stritel**, the deputy foreign minister in the British shadow government, and the Finnish Ambassador to Israel, **Kan Eijalainen**.

Leaders From Around the World Give Guest Lectures in IDC Classrooms

A number of leading figures from the high-tech industry spoke to students as part of the **Efi Arazi School of Computer Science's Window on the Industry lecture series**. Speakers included: **Dr. Amir Kishon**, CEO of DietWatch; **Tamar Naor**, former CEO of Sphera; **Dr. Ran Gazit**, chief scientist of Persay; **Dr. Yaron Valpshtall**, of the IBM Research Lab; communications consultant **Hank Nussbecker**; and **Dr. Yossi Tulpan**, former CEO of a company that conducts research on algorithms.

The Efi Arazi School of Computer Science hosted a series of distinguished guest lecturers at research seminars. The lecturers included: **Dr. Nathan Peterfreund** of the Oak Ridge National Lab; **Dr. Amir Shpilka** of the Weizmann Institute; **Prof. Martin Golombeck** of Haifa University; **Dr. Aran Halperin** of Princeton University; **Dr. Ehud Ben-Shahar** of Yale University; **Dr. Ziv Bar-Yosef** of the IBM Almaden Research Center; **Dr. Tammy Tamir** of Washington University; **Dr. Ram Pinhasi** of MIT; **Danny Hendler** of Tel Aviv University; and **Dr. Ehud Charlain** of Osk University.

A series of distinguished scholars and public figures have been guest lecturers in some of the courses **Prof. Amnon Rubinstein**, Dean of the **Radzyner School of Law**, taught last semester. In January, Interior Minister **Avraham Poraz** spoke. **Abu Hajla Tarik**, Supervisor of the Arab Sector in the Central District, Education Ministry Director-General **Ronit Tirosh**, and former Education Ministry

Director-General **Dr. Shimshon Shoshani**, who now is the director of Taglit-Birthright Israel, addressed the Law and Education class.



Some of the leading figures from the world of Jewish non-profit organizations are spending several weeks at IDC to teach students in the new MBA Program in Jewish Leadership, which **Prof. Armand Lauffer** directs. The speakers include **Prof. Gerald Bubis**, **Dr. Leonard Fein**, **Rabbi Levi Lauer**, **Prof. Arthur Naparstek**, **Stephen Solender**, **Prof. Jacob B. Ukeles**, and **Prof. Yael Yishai**.

Nir Stern, the deputy director general for marketing at Pelephone, lectured at the **Arison School of Business** on developing a successful brand name. **Danny Perklasky**, CEO of A.C. Nielsen Israel, gave a guest lecture in **Dr. Sharon Horsky's** course on market research. **Eitan Casif**, CEO of Telgal, which measures television viewing preferences in Israel, spoke to MBA students in **Dr. Yaron Timmor's** course on marketing communications. **Meirav Shapira**, CEO and partner at Marketing Information, a leading Israeli consumer research and services firm, spoke to undergraduate students in the market research course. **Dr. Alon Peled** gave a lecture on "The Impact of Indian Programmers on the American High Tech Industry" to government students in the Firm in the Global Market course in January.

The Arison School of Business has hosted a distinguished series of speakers in its weekly seminar program. Recent lecturers included **Prof. Dina Maislin** of Yale University, **Oded Netzer** of Stanford University, **Prof. Dan Horsky** of the University of Rochester, and **Prof. Eyal Biyalogorsky** of the University of California at Davis.

ALUMNI ACTIVITIES

The **IDC Alumni Association Business Club** held a special meeting in February to celebrate IDC's tenth anniversary. Some 250 enthusiastic alumni came to the meeting. Following a lecture by **Yossi Vardi**, former chairman of Mirabilis Ltd., on "The Thin Line Between Success and Failure," alumni who have been successful in various arenas participated in a panel discussion on initiative, management and ambition. The panelists included: **MK Meli Polishook-Bloch**, chairperson of the Knesset Science and Technology Committee; **Uri Nadler**, CEO of Walla Shops; attorney **Rami Attias**; attorney **Guy Noff** of the Casutto Noff law firm; **Amir Rachmut**, an analyst at Singer-Barnea Ltd.; **Ido Mor**, CEO of a successful local radio station; **Sigal Kalmanson**, director of products and strategy at Converse; and journalist **Niv Raskin** of IDF Radio and the Sports Channel. The Alumni Association also launched the Alumni for Alumni Project, which is designed to encourage IDC alumni to assist one another in developing their careers by exchanging advice and information, at the meeting.



**Alumni Business Club panelists
discuss initiative, management and
ambition – February 2004**

IDC alumni and third- and fourth-year students learned about the option of continuing their studies in the US at an event in early December that the **Alumni Association** and **Student Union** co-sponsored with the **United States-Israel Educational Foundation**. Speakers from the Fulbright program

provided helpful, practical information about types of educational institutions, standardized tests, the admissions process, tuition expenses and scholarships, and student visas.



Arie Ben-Josef, who graduated from IDC in 1999, returned to campus in December to speak to his fellow alumni about his experiences in the MBA program at **Queen's University** in Canada. Several alumni who are planning to study abroad in the near future found it extremely helpful to hear firsthand information about what awaits them.

Shira Garber, an alumna of the **Efi Arazi School of Computer Science**, gave a presentation about IDC to **University of Pennsylvania** students. She told them about the programs at the **Raphael Recanati International School** and the exchange program between the Arazi School and Penn, in which she participated.

IDC continued to maintain its bond with alumni who now live abroad by holding a reunion in February for alumni who are working and studying in London. IDC President **Prof. Uriel Reichman**, Vice President **Jonathan Davis**, and Campaign Director **Yael Yativ** updated the alumni in London about recent developments at IDC and the activities to celebrate IDC's 10th anniversary.

The Alumni Association is currently planning a series of class reunions in June as part of IDC's Decade of Leadership celebrations.

SPORTS



IDC Athletes Score a Series of Victories

After a rocky start on the first day of the International Academic Sports Association (ASA) Winter Games in Eilat in March, **IDC Athletic Director Ilan Kowalsky** brought all the IDC athletes together for a pep talk. He encouraged them to attend each other's competitions and cheer on their fellow students. The next day, to the rousing cheers of their classmates, IDC athletes won three gold medals. The women's performance was especially impressive; IDC's female athletes took first place in beach volleyball, windsurfing and tennis. Tennis player **Hila Rosen** maintained first place rank despite facing especially fierce competition from the Wingate Institute. The men's squash team took third place. The IDC men also competed successfully in **windsurfing, chess, tennis, and karate**.

In addition to their studies and training for the 2004 Olympic Games in Athens, IDC students **Arik Zeevi, Omer Izhaki, Udi Vaks** and **Yoni Arami** are preparing to compete in the ASA Judo Championship in March. Zeevi recently won the European Championship in Paris, which guaranteed him a spot in the Israeli delegation to the Olympics.

IDC Vice President Jonathan Davis placed first in the Masters 55-59 age group category in the five-kilometer race in Kochav Yair with a time of 19 minutes, 41 seconds. He completed the 12-kilometer Tiberias Run Masters in 50 minutes and 28 seconds, first in his age group. He also placed first in the Ein Gedi Masters in the 10-kilometer race, out of a total of 70 runners competing in that age category, with a time of 43 minutes in very windy conditions. He says that he finds running relaxing and a great way to see the beautiful Israeli countryside.

Prof. Shimon Schocken, Dean of the **Efi Arazi School of Computer Science**, participated in a 90-kilometers bicycle ride from Sde Boker to Ein Yahav, going mostly through the Tzin Desert. He lost five pounds and regained them immediately afterward, since the group with which he rides has a



tradition of following each ride with a party in which each member is supposed to consume enough pastries to replace every calorie burned in the ride.

STUDENT ACTIVITIES

IDC Students Participate in Israel@Heart Delegation of Israeli Students to the Hague

Israel@Heart, which sends delegations of Israeli students to speak about life in Israel to groups around the world, sent a large delegation of students to the Hague to participate in the demonstrations against the hearings on the security fence in Israel. The delegation was lead by **Joey Low**, the founder and indefatigable leader of Israel@Heart. The delegation included a number of IDC students who are committed to showing the international community Israel's side of the story. The students participated in the marches, demonstrations and other activities. The Israeli students were very visible and received extensive media coverage, making a strong case for Israel.



IDC Students at the Hague; from right to left: Rona Davis, Adir Gal, Meirav Mor, Limor Zukerman, Shahar Amit, Dan Einav.

Government Studies Go Beyond the Classroom

Students at the **Lauder School of Government**, received a firsthand view of Israeli politics and First-year students visited the Knesset and second-Israeli-Arab sector at meetings in Yafia, Sachnin, and the municipal authorities and other leaders. Third-year students learned about the three branches of government through visits to Supreme Court Justice **Jacob Turkel**, **Yuval Rachlevsky**, the Ministry of Finance Supervisor of Wages, and the Knesset. Students of all three years had a chance to meet foreign diplomats serving in Israel at an event on campus.



Diplomacy and Strategy society in a series of fieldtrips. year students learned about the Baka al-Gharbiya with members of

IDC Berman-Lippa Family Foundation Debating Club is the Largest in Israel

The **IDC Berman-Lippa Family Foundation Debating Club** has developed into the largest debating club in Israel, with some 70 members. The debating club recently hosted the English-language Israeli debating championship at the IDC campus. Debating club chairman **Yaron Chayat** and deputy chairman **Jacob Shwergold** made it to the finals. The debating club sent a delegation to Singapore in December to compete against representatives from some 30 countries in the World Debate Championships. **The IDC delegation ranked first** among the European teams from countries in which English is not the primary language. The debating club was equally successful at a new independent competition that Tel Aviv University held in February. The club is now preparing for the Israeli competition for first-year students and the European championship.



IDC Student Union Conducts Warm Winter Campaign

This past semester, the **IDC Student Union** organized a number of community service projects, many of which focus on the growing income gap in Israeli society. One of the most successful projects was the **Warm Winter campaign**. Students collected clothing, food, toys, blankets, heaters, and other

contributions from the IDC community and the general public to pass on to those in need and charitable organizations.

After learning that an IDC employee was having financial difficulties because his three-month-old child had to travel to Boston for an operation, the Student Union launched a campaign to assist him. Students, faculty, and staff made an effort to help a member of our community through a difficult period.

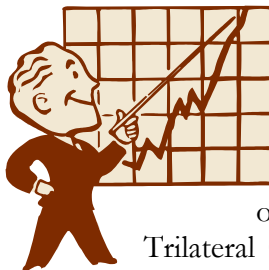
During the Hanukkah vacation, many students stocked up on doughnuts, sweets, toys, balloons, and flowers and headed to hospitals in the central region to cheer up patients of all ages.

IDC Entrepreneurship Club

With the assistance of **Ben Harel** of Delta Venture, the **IDC Entrepreneurship Club** expanded its activities and launched a series of small forums, limited to 15 participants, which allow students to have an in-depth discussion with entrepreneurs. **Abraham Bar-El**, CEO of the Golan Industrial Park, and **Israel Eshed**, CEO of the Golan Tourist Association, spoke with students about developing northern Israel at the first forum. Entrepreneur **Ofer Konfeld**, who sold the company he established to Comverse, spoke at the second forum. The club also is continuing to organize lectures that attract larger groups of students. Advertising executive **Rafi Tsarfati**, **Itai Shaked** of Derech Haya'in, and **Gil Peretz**, who heads an Israeli organization dedicated to the art of doing business, also spoke on campus recently.

FACULTY ACTIVITIES

Dr. Uzi Arad, head of the Hudson Institute, addressed the Hudson Institute he participated in Israeli-London and attended the Club with key members of the Europeans at the Real Instituto sponsored by the German Marshal Fund in Brussels along with key American, European and Middle Eastern officials.



Institute for Policy and Strategy (IPS), in New York in December. Later that month Palestinian meetings at Chatham House in of Three Conference in Berlin. In January, he met Trilateral Commission in Paris and with Palestinians and Elcan in Madrid; he also participated in a conference

Dr. Israel (Elad) Altman, of IPS, participated in a multilateral "Track Two" Israeli-Arab meeting in Europe in December. The following month he briefed the Israeli National Security Council.

Bank Hapoalim Prof. Elazar Berkovitch recently met with the senior management of Bank Hapoalim to update them on the research he is conducting as a result of the bank's endowment.



Dr. Shmuel Bar, a senior research fellow at IPS, gave a lecture to students from the Air Force course and Ground Forces at the IDF Staff College at Glilot in January.

Cameron Brown, of the Global Research Center in International Affairs (GLORIA), delivered a lecture to the NATO Security Cooperation Course at the NATO School in Germany in February.

Dr. Rafi Eldor, of the Arison School of Business, gave a presentation in January at the Israeli Securities Authority seminar in January on “Structured Products in the Israeli Capital Market.”

Dr. Leah Epstein, of the Efi Arazi School of Computer Science, presented a paper at the ACM-SIAM Symposium on Discrete Algorithms in New Orleans.

Dr. Reuven Erlich, of the Lauder School of Government, Diplomacy, and Strategy, lectured to groups from abroad at the Intelligence and Terrorism Information Center at the Center for Special Studies. He also published several articles about the Israeli-Palestinian conflict and incitement on the center's website.

Prof. Abraham (Rami) Friedman, Dean of the Lauder School of Government, Diplomacy and Strategy, participated in December, in a discussion that the Floersheimer Center held with Stanford University faculty members on the obstacles to reaching a peace agreement. Prof. Friedman participated in sessions of a number of committees that he serves on or heads including the Israeli delegation to UNESCO; the subcommittee on teachers' salaries and working conditions of the Dovrat Commission on the Israeli education system; and the jury that awards the prize for excellence in management to senior Civil Service employees. He also spoke at the annual conference of the Third Sector in December about the leadership and management challenges the third sector faces in times of crisis. He also met with **Yossi Feldman**, director-general of the Council for the Preservation of Buildings and Historic Sites, to discuss cooperation.

Prof. Galia Golan, of the Lauder School of Government, Diplomacy and Strategy, has spoken recently in Israel and abroad at many conferences and events ranging from a briefing on “The Six-Day War – New Documentation” for the History Division of the US Department of State to lectures at Tifferet Israel Synagogue in Washington, DC, and Sharei Israel Synagogue in St. Paul, Minnesota, to a lecture to American Rhodes Scholars visiting Israel. The media interviews Prof. Golan frequently on Middle East politics and on Russia. She recently appeared on the BBC, Singapore Radio, France International, Israel Radio, Army Radio, as well as in American and Israeli newspapers.

Dr. Yacov Hel-Or, of the Efi Arazi School of Computer Science, presented three papers on picture processing and computer vision at international conferences in Nice and Barcelona. He also gave presentations at the Technion and to Comverse's DSP group.

Dr. Sharon Horsky, of the Arison School of Business, participated in December in a conference on “Marketing in Israel II.”



Prof. Rafi Melnick, of the Arison School of Business, spoke at the annual conference of Kupot Gemel on “The Fiscal and Monetary Trap: The Israeli Economy on its Way to the Second Lost Decade.”



Dr. Alisa Rubin Peled, of the Lauder School of Government, Diplomacy and Strategy, is working on a major project with an international research team on "Training for Success: Evaluating Undergraduate and Graduate Business Administration Programs in Kuwait and the United Arab Emirates." She recently received the second portion of a \$30,000 research grant from the Kuwait Program Research Fund at the John F. Kennedy School of Government at Harvard University for this project.

GLORIA Center Director **Prof. Barry Rubin** gave a series of lectures in the US in November at research institutes, such as the Foreign Policy Research Institute in Philadelphia and the Washington Institute of Near East Policy, and Jewish organizations, such as AJC, B'nai B'rith and Jewish community centers. He also gave a briefing at the Jerusalem Center for Public Affairs, Institute for Contemporary Affairs, to the diplomatic corps and foreign correspondents on "Is There an Alternative to Arafat's Leadership?" Articles by Prof. Rubin recently appeared in *La Vanguardia*, the *Australian Financial Review*, and the *Jewish Times* of Baltimore, among other publications. He also is interviewed frequently by the media.

Prof. Amnon Rubinstein, Dean of the Radzyner School of Law, gave a lecture to doctors and judges from the Jerusalem district and magistrates courts at a conference on the medical profession and the law at Meir Hospital in Kfar Sava in February. He also spoke about fighting the delegitimation of Israel at the annual Board of Governors meeting of the American Jewish Council.

Prof. Oded Sarig, the Shrem, Fudim, Kelner Professor of Finance and Dean of the Arison School of Business, met with **Itshak Shrem** and **Avigdor Kelner** recently to update them on developments at the school and the research that their endowment is making it possible for him to conduct.

Prof. Shimon Schocken, IDB Professor of Information Technology and Dean of the Efi Arazi School of Computer Science, lectured at the conference on computers and education at Tel Aviv University.



Dr. Aran Schloss, Vice Dean of the Lauder School of Government, Diplomacy and Strategy, was interviewed by many members of the Israeli media after the Or Commission released its report on the October 2000 riots in the Israeli-Arab sector. Dr. Schloss is a member of the committee formed to advise the police commissioner on implementing the Or Commission's recommendations.

Dr. Hillel Sommer, of The Radzyner School of Law, presented papers at the conferences on "Class Actions: The Future" and "A New Telecommunications Authority: Law, Market and Public Discourse" at Haifa University in December and January. In February, he presented a paper at the Intellectual Property and Communications Law and Policy Scholars Roundtable at Michigan State University. He also gave two lectures on class actions at the Israel Bar Continuing Legal Education Institute. Dr. Sommer was a panelist at the Second Television and Radio Authority's Symposium on the Design of the Tender Process for Television Franchises. He joined Justice **Dalia Dorner** of the Israeli Supreme Court and **Dr. Suzi Navot** to adjudicate a moot court at the College of Management's School of Law.

Jonathan Spyer, of the Global Research Center in International Affairs (GLORIA), spoke at Brown University Hillel and at Brandeis University in February about the Palestinian-Israeli conflict and anti-Semitism in Europe.



Dr. Yaron Timmor, of the Arison School of Business, spoke at the Technion about his research on marketing strategies in exporting. He and **Dr. Talia Rymon**, also of the Arison School, spoke about their research on improving service at the school's faculty seminar.

Dr. Idith Zertal, of the Lauder School of Government, participated in a number of international conferences recently and presented academic papers on "Ideology and Text" at Ben-Gurion University; on the Arendt-Scholem controversy at the conference on "Gender and Memory" held at the

Van Leer Institute; and on "Legislation and Courts as Tools of Social Therapy: The Early Holocaust Trials in Israel" at the international conference "Trauma and Memory: Subjective and Collective Experiences" held at Bar Ilan University. In January, Zertal spoke about her book, *Death and the Nation*, in Haifa.

Researchers from the **International Policy Institute for Counter-Terrorism (ICT)** met with British police and security officials recently. They also appear frequently on media outlets such as CNN, the BBC, and AP.

Barry Rubin, Cameron Brown, Jonathan Spyer and **Joy Pincus** of the GLORIA Center wrote a series of Op Ed pieces in support of Israeli's security fence for the CanWest newspaper chain in Canada.



SELECTED PUBLICATIONS

IDC Policy Paper Series on Reinventing Israeli Government:

Ben-Eliahu, Shlomo and Gideon Vitkon. "Israeli Lands: Recommendations for Reforms."

Maor, Moshe. "The Government Sector: Recommendations for Reform."

Melnick, Rafi. "Plans for Fiscal Consolidation in Israel."

Nachmias, David. "Reorganizing Local Governance."

Shapira, Motti. "Reforms in the Budgeting Process: Recommendations."

Shushani, Shimon. "Education in Israel for 2004: Suggestions for Improving the System."

Sprinzak, Ehud. "The Arab Minority in Israel."

Epstein, L. (with van Stee, R.) "Optimal online bounded space multidimensional packing." ACM-SIAM Symposium on Discrete Algorithms, 2004.

Feldman, Y. (with Cohen, Y.) "Automatic High-Quality Reengineering of Database Programs by Abstraction, Transformation, and Re-implementation." *ACM Trans. Software Engineering and Methodology* 12:3 (July 2003): 285-316.

Golan, Galia. "Plans for Israeli-Palestinian Peace: From Beirut to Geneva," *Middle East Policy*, XI:1 (Spring 2004).

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- Hel-Or, Y. "Real Time Pattern Matching using Projection Kernels." IEEE International Conference on Computer Vision, Nice, 2003.
- Hel-Or, Y. "Generalized Pattern Matching using Orbit Decomposition." IEEE International Conference on Image Processing, Barcelona, 2003.
- Kirschenbaum, Aaron. "Aspects of Criminal Defense in Jewish Law." *Dine*, 22 (5763), 9-48. (In Hebrew.)
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- Rubin, Barry. "Wem Nützt der Arabische Antiamerikanismus?" [To whom is Arab Anti-Americanism Useful?] In *Amerika – Der "War on Terror" und der Aufstand der Alten Welt* [America – the War on Terror and the Uprise of the Old World,] eds. Thomas Uwer and Thomas von der Osten-Sacken, ça ira-Verlag, 2003.
- Rubin, Barry. "Perché il Muro serve." *Limes*. [Italian Geopolitical Review.] 5 (La vittoria insabbiata: 2003): 211-3.
- Rubin, Barry. "Life After Arafat." *Middle East Quarterly*.
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- Rubin, Barry. "Special Policy Forum Report: Anti-Americanism: Due to What the U.S. is or What the U.S. Does?" *Policywatch*. 811 (Washington Institute of Near East Policy: December 2, 2003).
- Rubinstein, Amnon. "Israeli Arabs and Jews: Dispelling the Myths, Narrowing the Gaps." The American Jewish Committee.



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