

# The IDC Herzliyan



## IDC Victorious in International Humanitarian Law Competition



- \* *Lauder School of Government - Quality makes the difference*
- \* *The Teuth Herzliya Conference - What the future could look like*
  - \* *Taking a peek at the innovative projects at the Sammy Ofer School of Communications*
  - \* *New School of Economics opens at IDC*
- \* *Listen to what they have to say - Focus on two IDC stars -*

Lauder School  
of Government,  
Diplomacy & Strategy

Raphael Recanati  
International School

## LIVE IN ISRAEL, STUDY IN ENGLISH

Government

Government,  
strategy

year  
price.

owned faculty.

ts, policymakers  
dozens of countries

ical and practical

FFERED

ctic Resolution

& Homeland Security

ministration



Tel: +972-9-952-7658, +972-9-952-7300

## TABLE OF CONTENTS

IDC President Uriel Reichman's Memorial Day Speech	4
Positively Tal Ben-Shahar	6
Psychology Students Pay it Forward	9
What's Up at Hillel	10
IDC Wins International Humanitarian Law Competition	14
Playing the Field: A Moment with Prof. Yair Tauman, New Dean of the Arison School of Business	16
Global MBA Students Claim Victory	18
Lauder School of Government, Diplomacy & Strategy: Creating a Better Tomorrow	20
The Tenth Annual Herzliya Conference: What the Future Could Look Like	26



### On the Cover:

Justice Kirsch and the Jean Pictet Concours Committee (background) congratulate IDC students Jonathan Braverman, Danielle Brown and Uri Feldman on their victory.

Editor and Producer:  
Yael Yativ  
Department of External Relations  
IDC Herzliya  
yyativ@idc.ac.il

Deputy Editor and Producer:  
Lara Greenberg  
Hila Rusin

Chief Journalist and Sub-Editor:  
Joy Pincus  
joyp@wordupmedia.net

Photograph Contributions:  
Yotam From

Hot Off the Press: Academic News	40
Students of the Sammy Ofer School of Communications Apply their Skills	52
RRIS Alumni Join the Ranks to Serve their Nation	58
IDC Students Attend Geneva Summit	62
The National Tournament for First Year Debaters	64
Young Leadership Leads the Way with the American Friends of IDC	66
The Israel Friends of IDC Glitter Up for Good Causes	68
Mayor of Vienna Hosts Gala Evening for the Trilateral Center for European Studies	70
IDC Alumni Rock the Campus	72





Cardozo-Kagan Jewish Leadership program  
Minister of Justice Prof. Yaakov Neeman, Fran  
Prof. Uriel Reichman - president of IDC, Chairman  
Academy, Prof. Yaakov Neeman - minister  
Jonathan Davis - vice president of IDC, and Yuval  
Director of IDC Hillel

“WE AT HILLEL ARE TRYING TO DO IS TO ENCOURAGE MORE PEOPLE TO  
ABOUT THEIR JEWISH IDENTITY – IN WHATEVER FORM THAT MAY TAKE.”

Ben-Hai, IDC's Hillel director

Weekly Bible Portion group continues to meet, led and  
DC student Yoni Setbon. The group convenes at the Hillel  
week and looks at the weekly portion in a contemporary and  
it. Members learn how to read the Pentateuch and study the  
of the Jewish people and how these subjects come into play  
daily life. The group provides the participants with important  
ledge and tools that enable them to continue discussion and  
d another group called Jewish Learning in Herzliya meets on  
explore a variety of topics relevant to Jewish life.

g addition this year is the Cardozo-Kagan Jewish Leadership  
ed by student Gil Stein. Every other week, 25 Israeli students  
udy the Jewish aspects of their professional studies. “Every  
n-Hai explains, “a leader from a different profession – business,  
logy, etc. – comes to speak about the relationship between profes-  
sionality and one’s professional identity in practicing that profession-  
le. Yaakov Neeman came recently to discuss what it means to  
n Israel as a Jew.”

not all. There is also a weekly Torah portion reading, organized

One of the goals is to make the Jewish holidays relevant and fun, so this  
year the team added an interesting twist to the holiday of Purim by setting  
the Megilla reading in a local Tel Aviv bar. A rabbi from Chabad came to  
do the reading and anyone who wanted to be so inebriated they could not  
tell the difference between “Mordecai” and “Haman” was absolutely in the  
right spot.

“One of our goals is that the activities we establish will become traditions  
– whether it’s Shabbat dinner, Lag BaOmer, or the Mincha Club. We want  
people to know they are happening, and to get the students themselves  
involved in the planning, as well as to initiate and implement their own  
ideas,” says Ben-Hai.

One of the most exciting things to happen all year was the first full  
weekend, off campus Shabbaton, held this year in Mitzpe Ramon. With  
limited participation, all 100 places sold out more than a month in advance  
for this gathering in the desert. The event’s program coordinator was third  
year Communications student, Daniel Gindis, who has been on the Hillel  
Board for the past three years and served as its PR director.

“One overhead goal for any workshop activity or program we do at Hillel  
is to make sure that our activities appeal to everyone,” explains Gindis.  
“We have Israelis, foreigners, students of different ages, genders, levels of  
religiosity. So our message needs to be applicable to everyone.”

Workshops over the weekend included group exercises where participants  
were given a list of organizations – such as a soup kitchen, the IDF, a  
women’s shelter – and had to decide to which they would donate a large  
sum of money. “People get to figure out what’s important to them and  
discuss their values,” says Gindis.

“Sometimes we ask people to convey a personal story – tell about a moment  
that was embarrassing or a happy; it helps people to open up and causes  
unification. The goal with this last Shabbaton – and in general with all of  
our weekends – was to create a Hillel community feeling. In Israel, people

It’s not only the students whose lives are being changed. Ben-Hai, looking  
back over the past two years of working with Hillel at IDC, sees how much it  
has affected his life: “For the first time, as an Israeli, I have been exposed to  
and learned from Jewish textbooks in an open, pluralistic way. Now, during  
the year, I find myself buying so many Jewish books – I read Pirkai Avot  
last year and found it to be the most beautiful book I ever read, whereas  
beforehand I didn’t have access to it – it was a ‘religious’ book and therefore if  
you are secular, like I am, you wouldn’t read it. But now that I’ve been opened  
to this world, many of the decisions I make or how I am with my colleagues  
and friends is influenced by things I study or read in the Jewish texts.

“And that’s a core issue here in Israel – secular students reach a barrier when  
it comes to their Jewish identity, and they won’t cross it unless someone  
reaches out a hand and invites them into a world that also belongs to them.  
Young Israelis go to India and Thailand and are fascinated by philosophy



Students studying at the Cardozo-Kagan Jewish Leadership program.



Students of the Cardozo-Kagan Jewish Leadership program.  
From left to right: Yaakov Silver, Guy Avner, Orin Azad and Hagai Avraham.

“ONE OF OUR GOALS IS THAT THE ACTIVITIES WE ESTABLISH WILL BECOME  
TRADITIONS – WHETHER IT’S SHABBAT DINNER, HANNUKAH CANDLE  
LIGHTING, OR THE MINCHA CLUB.”

- Daniel Gindis, RRIS Student and Hillel PR Director



Commemorating the Bonfire of the Israeli People two thousand years ago.



400 students hear the Rockfour performing live at the Hillel event

mostly attend Hillel events because of the quality of the programming,  
rather than for the social element. The Shabbaton is our opportunity  
not only to give worthwhile events, but to create a social dynamic that  
promotes discussion, makes people think and helps them to go beyond

and they don’t know how much they are missing of their own philosophy.  
We at Hillel are trying to change that.” ★

- by Joy Pincus





*Prof. Alex Mintz, Dean of the Lauder School of Government, Diplomacy and Strategy*



*Amb. Ronald Lauder, founder of the Lauder School of Government, Diplomacy and Strategy*



Lauder School of Government, Diplomacy & Strategy

WHEN I ASK PROF. ALEX MINTZ, SCHOOL DEAN, WHERE IS THE BEST PLACE TO BEGIN, HE DOESN'T HESITATE TO RESPOND THAT "SO MUCH OF WHAT WE DO IS AROUND THE CORE GOAL OF IMPROVING ISRAEL'S GOVERNMENT AND PUBLIC SECTOR, SO LET'S START THERE."

**T**he sheer magnitude of programs, researches and initiatives happening these days at the Lauder School of Government, Diplomacy & Strategy is almost beyond belief.

Established just ten years ago by Ambassador Ronald Lauder, the school is committed to change, and with programs happening on so many levels, and with graduates of the school already out in the workforce, it is already seeing results.

"As part of our vision of improving the public sector in Israel," says Mintz, "we are offering workshops in how to improve public policy and decision making in government, and we invite public dignitaries to come speak. Over the last year alone, these included Israel's prime minister, Israel's defense minister, the country's foreign minister, former IDF chief of Staff, and opposition leader, to name just a few."

Another high level program offered at the Lauder school is a Program for Diplomats, whose 32 students this year include the ambassadors to Israel from Egypt, Columbia, Ghana and Peru; the US military and air attaché and the Russian consul. Participants get a chance to learn about Israeli society, politics and economy, as well as Israel's experience in dealing with counter-terrorism, from distinguished IDC speakers. There is also the Herzliya Forum for Diplomacy, open to the public and featuring series of lectures by dignitaries, the ranks of whom have included the vice-president of Colombia, foreign ministers of El Salvador, Lithuania and Serbia, the justice minister of France and several key ambassadors.

Conferences and symposiums happen almost weekly, from the internationally renowned Herzliya Conference, organized by the school's Institute for Policy and Strategy and whose purpose is to analyze and revitalize the nation's security agenda; to the annual conference c

Conflict is everywhere  
our real challenge is  
reporting it"

# LAUDER SCHOOL OF GOVERNMENT, DIPLOMACY & STRATEGY: CREATING A BETTER TOMORROW

THE MA IN GOVERNMENT IS A LEADING PROGRAM IN ISRAEL WITH GRADUATES FROM STANFORD, COLUMBIA, NYU, CORNELL, OXFORD, CAMBRIDGE, YALE AND OTHER TOP UNIVERSITIES. TEACHING AT THE PROGRAM IS LIKE TEACHING AT AN IVY LEAGUE SCHOOL IN THE US - YOU ENTER AND THERE ARE 30 STUDENTS FROM THE WORLD'S BEST UNIVERSITIES.

ACCORDING TO MINTZ, "STUDENT INITIATIVES ON SUCH SCALE ARE A TESTAMENT TO THE SPIRIT OF IDC, WHICH ALLOWS THEM TO TAKE AN IDEA FROM SCRATCH AND TAKE IT ALL THE WAY TO GREAT SUCCESS."

*A group photo of all the participants from the strategic tour in Jerusalem - 27 young journalists from 11 countries around the world. In the picture there is also the staff and Mr. Uri Galdiam, who guided the tour.*





**"We believe that  
 the 9/11 attacks  
 revealed ... a failure in  
 imagination."**

*The 9/11 Commission Report  
 July 2004*

**"Who is wise?  
 Whosoever can see  
 beyond the horizon."**

*- Ethics of the Elders (circa 200 CE)*

**"איזהו חכם,  
 הרואה את הנולד"**

פרקי אבות

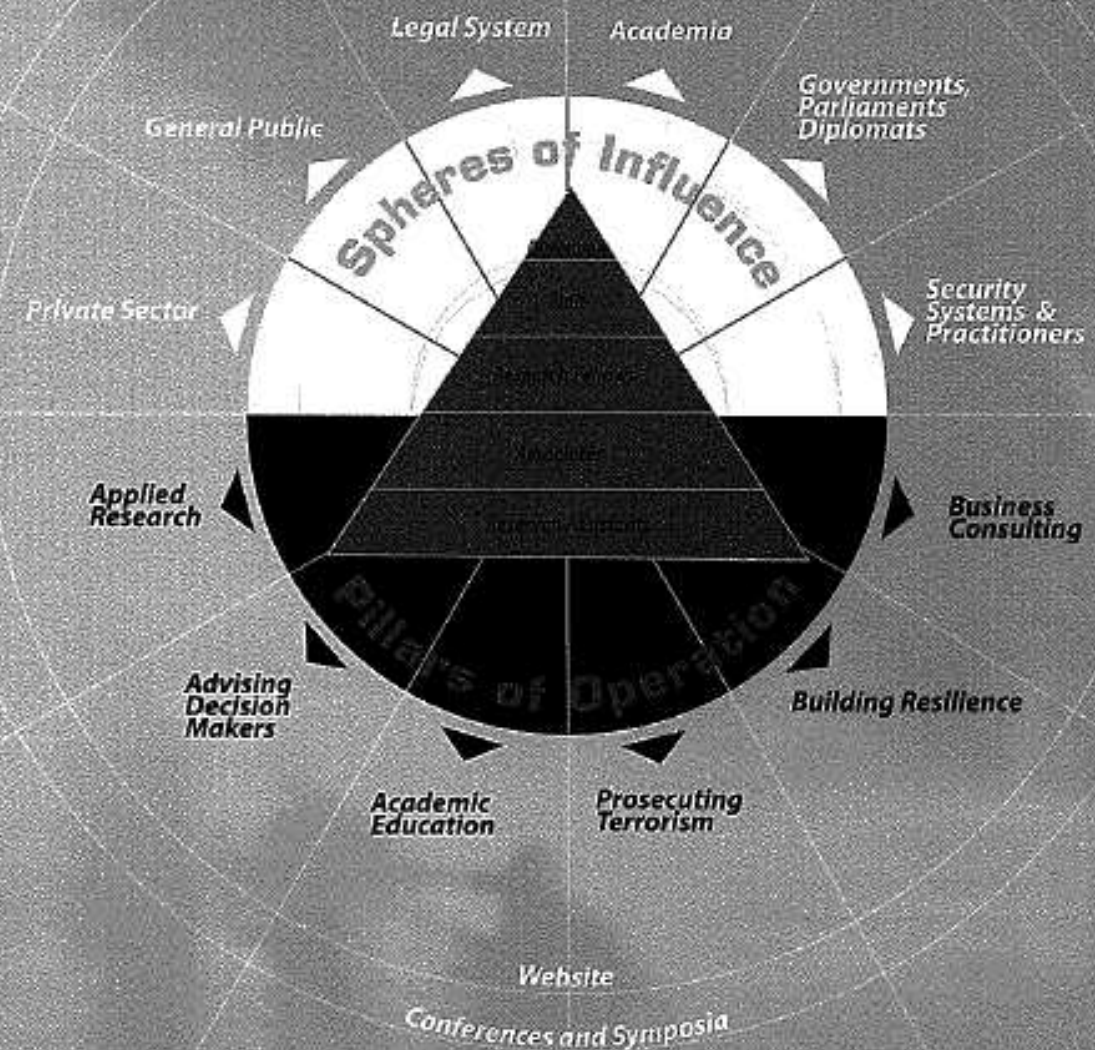
*The year: 1996. Few people within the Western world of 1996 could fathom the direction toward which terror groups were reconfiguring in preparation for an assault on centers of population and enterprise or that these assaults would be unprecedented in their scope, coordination and devastating effect. Even fewer were prepared to mobilize the intellectual and practical capital needed to stem terrorist plots in their tracks.*

*Yet five full years before mega terror burst into the public consciousness on September 11, 2001, a group of individuals at the nascent Interdisciplinary Center (IDC) Herzliya – Israel's first private institution of higher education – formed an institute whose exclusive aim would be the examination of terror and how to fight it using an interdisciplinary approach. Founded by former senior members of Israel's security forces and leading academic scholars whose familiarity with terror tactics was hard-won, the International Institute for Counter Terrorism (ICT) drew experts from both the practical and the academic worlds in a mix that was unprecedented at the time, but which has been replicated subsequently in groups far and wide who share the same concerns.*

*A decade later, ICT is sought after by governments, security establishments, scholars and business leaders for the body of knowledge at its disposal, for the clarity of its cutting edge assessments and analyses, and for the network of counter-terror experts who frequent and contribute to its think tanks, workshops and seminars.*

*This brochure provides a snapshot of ICT programs and activities in a format that reflects its versatile framework and its areas of impact within pertinent spheres of influence.*

## The International Institute for Counter Terrorism



Pillars of Operation  
 Spheres of Influence