

IDC Welcomes



Six New
Fellows & Honors
their Contributions
to Israel and the
Jewish People

The air is filled with excitement, as hundreds gather to celebrate the latest esteemed IDC Honorary Fellowship recipients, as well as this year's Outstanding Researchers and Students.



Podium of honor for the 2011 Honorary fellows ceremony. Seated front, from left: Prof. Uriel Reichman, president and founder IDC Herzliya; Oudi Recanati, chairman of the IDC Herzliya Board of Directors; and IDC 2011 Honorary Fellows: Prof. Shlomo Avineri, Babs Asper (z"l), Major-General (res.) Meir Dagan, Shimon Mizrahi, David Fuhrer, Raya Strauss Bendror. Seated back, from left: Prof. Rafi Melnick, provost IDC Herzliya, Prof. Yishai Beer, dean Radzyner School of Law, Prof. Yair Tauman, dean Arison School of Business Administration, Prof. Alex Mintz, dean Lauder School of Government, Diplomacy and Strategy, Prof. Gadi Taubenfeld, dean Efi Arazi School of Computer Science, Dr. Noam Lemelshtrich Latar, dean Sammy Ofer School of Communications, Prof. Mario Mikulincer, dean School of Psychology, Dr. Yitzchak Oron, dean of students.

As guests mill about the lawn and begin to take their seats, the honorees begin to appear. **Babs Asper**, staunch supporter of the Jewish People and the State of Israel and patron of the Asper Institute for New Media Diplomacy at IDC Herzliya is here, as is **Shimon Mizrahi**, chairman of the Board of Maccabi Tel Aviv basketball club and the 2011 Israel Prize laureate for sports. The inspiring **Raya Strauss Bendror**, whose tireless efforts have gone to improving Israeli society on all levels, arrives, as does one of Israel's greatest advocates of democracy and human values – Prof. **Shlomo Avineri**. We are equally honored by the presence of Major-General (res.) **Meir Dagan**, chairman of the Israel Ports Company and former director of the Mossad Institute for Intelligence and Special Operations, and by that of **David Fuhrer**, owner of the Neopharm Group and a renowned philanthropist known for his work on behalf of the weaker sectors of Israeli society.

Soon we all take our seats and the ceremony begins with a musical interlude by the IDC Herzliya Choir, generously sponsored by the Zimmerman Family. Following greetings by Prof. Reichman, in the presence of Mr. **Oudi Recanati**, chairman of the IDC Herzliya Board of Directors, the Honorary Fellows are presented with their scrolls, with Prof. **Shlomo Avineri** acting as the keynote speaker on behalf of the Honorary Fellows.





Prof. Rafi Melnick, provost IDC Herzliya, Major-General (res.) Meir Dagan, Shimon Mizrahi, Prof. Uriel Reichman, president and founder IDC Herzliya, Raya Strauss Bendror, Babs Asper (z"l), David Fuhrer, Prof. Shlomo Avineri and Oudi Recanati, chairman of the IDC Herzliya Board of Directors.

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Prof. Avineri begins by thanking the IDC on behalf of all the Fellows, who represent all of the areas of Zionist activity and the complex goals of the IDC. He then goes on to speak of his special sentiment for IDC Herzliya:

“As one who grew up in Herzliya, I remember when here in this place, in March 1948, on what was then a landing strip, the first Czech airplanes arrived with illegal arms shipments. As children of the Gadna (The Hebrew Youth Corps), we were recruited to unload those machine guns.” He goes on to speak of the advantage the Zionist movement has, unlike other movements, in that it possesses founding documents - *The Jewish State* and *Altneuland* (The Old New Land) by Theodor Herzl. “There are few movements that have such a document,” says Avineri. “When Herzl describes what the Jewish state will look like, he describes three foundations: a) Egalitarian citizenship, b) Social solidarity, and c) Treating religion with respect to religion without religious coercion. I leave it to you to judge to what extent we stood by Herzl’s vision. First, equal citizenship to all, second social responsibility and solidarity, and third, treating religion with respect, part of our nation’s tradition and history.”

Next, Prof. Rafi Melnick, provost, IDC Herzliya, presents certificates to the outstanding researchers and lecturers. Mr. **Jonathan Davis**, Vice President for External Relations and Head of the Raphael Recanati International School, IDC Herzliya, then presents the certificates to the outstanding students, with **Maya Cohen**, graduate of the Arison School of Business and Raphael Recanati International School, acting as Keynote Speaker.

In her speech, entitled: “A Place Where Mistakes Can be Made,” Cohen begins by regaling the audience with stories from history where lack of prescience caused people to vastly misread the future – including several leading companies turning down Steve Jobs and his partner’s idea for a personal computer that ultimately became Apple. Cohen’s conclusions from these stories are that 1) it is very difficult to predict the future, 2) the more original and significant one’s ideas, the stronger the opposition they will find, and 3) finding an environment in which one is allowed to experiment and make mistakes, is very rare. “There is no doubt,” says Cohen, “that IDC is a rare place.”



Babs Asper (z"l), patron of the Asper Institute for New Media Diplomacy at IDC Herzliya's Sammy Ofer School of Communications chats with Dr. Noam Lemelshtrich Latar, dean Sammy Ofer School of Communications and head of the Asper Institute

"There is a sense of great pride," she continues, "in belonging to this academic center called IDC, which succeeded much like those ideas mentioned - against all convention - with a different vision and with not a small opposition, and was determined to change the ways of education. It is a place that repeatedly puts the student in the center... and is not ashamed to act under the banner of Zionist values, excellence and entrepreneurship. And with great courage, the IDC has translated these values into actuality..."

Cohen goes on to speak about the uniqueness of IDC based on its many values, educational approaches and perception of its students, as well as the way in which it understands intelligence as being diversified, dynamic and unique to each individual.

"IDC has succeeded, well before other institutions, to understand these ingredients of intelligence, and thus allows and encourages each student to sample and try a broad range of fields and specializations.... Most importantly, IDC enables each and every one of us to be who he or she is, and to bring our whole selves into our studies and lessons; it provides an open door for conversations with the lecturers, honorary presidents and entrepreneurs so that the template for new lecturers to be created will not be based on [the old]."

In response to the idea that IDC is like a bubble, Cohen rejoins that indeed IDC is like a bubble, but one that "concentrates within it the freedom for creativity, for doing, for experiencing. It empowers and provides a real mandate to the students to influence and change in a great range of fields and subjects that are not always directly connected to the academic syllabus. A bubble that encourages academic and social excellence, which appreciates the value of those who contributed to this State, and provides an environment that allows for making mistakes; to fail, to learn and to begin again with a fortified toolkit. I wish that the entire State of Israel was such a bubble as this one."

Following Cohen's speech, the ceremony draws to a close and guests begin to leave, with the Fellows heading over to a reception in their honor to be held at the residence of Michal and David Fuhrer, 2011 Honorary Fellow.

There is a sense of uplift in the air, as Cohen's words continue to resonate in the air. Above all, what is felt is the appreciation that in the world today, a place exists to nurture, support and grow these young people, instilling in them the values of Zionism, social conscience and belief in oneself, within an environment where one is safe to make mistakes, to learn, and to reach for the stars. ★



Jonathan Davis, vice president for External Relations and head of the Raphael Recanati International School, Babs Asper z"l, staunch friend of IDC Herzliya and 2011 Honorary Fellow, Prof. Uriel Reichman, president and founder IDC Herzliya, Gail Asper, friend of IDC and Babs' daughter and Moe Levy, head of the Asper foundation.

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HONORARY FELLOWS



BABS ASPER (Z"l), Chair of The Asper Foundation, human rights activist, and patron of the Asper Institute for New Media Diplomacy at IDC Herzliya, always placed the utmost importance on the welfare of the Jewish people and the State of Israel. Born and raised in Winnipeg, the capital of the Canadian province of Manitoba, Babs Asper served as a director on boards of various organizations in Winnipeg including the Jewish Federation of Winnipeg, the Winnipeg Board of Jewish Education, the Winnipeg Jewish Theatre, and the Canadian Friends of the Hebrew University of Jerusalem. The Asper Foundation, established by Babs and Israel Asper (z"l) in 1983, initiates and supports numerous projects in Canada and Israel including the Canadian Museum for Human Rights, Canada's fifth National Museum and the first one outside of Canada's capital region of Ottawa. This Museum, scheduled to open in 2013, will be the largest and the only one of its kind in the world today. The Asper Institute for New Media Diplomacy at IDC Herzliya, established thanks to the contribution of The Asper Foundation, operates within the Sammy Ofer School of Communications and constitutes a fascinating combination of research and activity focused on utilizing new media channels for diplomatic ends.



RAYA STRAUSS BENDROR, Co-President of Strauss Investment Company, is a leading social activist in Israel, with dozens of social organizations benefitting from her boundless energy and dedicated support. She works to promote Israeli society on all levels, from concern for the individual through to empowering the people and the country as a whole. With a goal of creating equal opportunities for all youth, Raya supports Beit HaShanti, a home for youth at risk, and Acharai - Youth Leading Change program, which prepares boys and girls from the periphery for important roles in the IDF and for academic achievement. Her contribution to the Rabin Leadership Program at IDC Herzliya trains students to be value leaders, helping to shape the greatness of Israeli society. Raya promotes the Acre Region and Mateh Asher Regional Council, supports the OR movement for the development of the Negev and Galilee, and serves as president of Friends of Nahariya Hospital for the Western Galilee. She also contributes to cultural development in the region, including her adoption of the world renowned Kibbutz Dance Company and the Keshet Eilon project which brings young violinists from around the world into contact with leading international artists via master classes. Highly committed to the future of the State of Israel, she supports the Reut Institute, which drives the Israel 15 Vision project that aims to make Israel one of the 15 leading countries in quality of life. Raya serves as chairperson of the Jewish Agency's "Partnership 2000" program, which preserves and strengthens

2011 IDC Herzliya



SHLOMO AVINERI, Professor of Political Science at The Hebrew University in Jerusalem and Israel Prize laureate, is one of Israel's greatest scholars in his field. His remarkable contributions to the political science discipline have earned him worldwide respect and recognition. Over the years, he served in a number of Hebrew University's most respected positions, as Head of the Department of Political Science, as Director of the Levi Eshkol Institute for Social, Economic and Political Research, as Dean of the Faculty of Social Sciences and as Director of the Institute for European Studies. He also served as Director-General of the Ministry of Foreign Affairs under the first Rabin government from 1975-1977. He has held professor positions and served as research fellow at universities and institutes around the world. He also played an important role in numerous international missions monitoring democratic elections and promoting democratization in Eastern Europe. Prof. Avineri has worked faithfully to promote democracy and human values, Zionism and social solidarity and is known for his expertise in the writings of Marx and Hegel, Zionist history and the political theories of Herzl and Hess. For his extensive research, Professor Avineri has been awarded the Israel Prize for Political Science (1996), the Israel Political Science Association Award (2006), the Bublik Award from Hebrew University (2009), the Italian Solidarity Order of Merit, with the rank of "Commendatore", from the President of Italy (2009) and an honorary doctorate from the Weizmann Institute (2010).

ties between Israel and the Diaspora by forming ties between 46 Israeli communities and over 550 Jewish communities throughout the world. She also supports the Midot association to promote non-profit agencies in Israel, the Light My Candle association promoting unity among the Jewish people, and many additional organizations.



MAJOR-GENERAL (RES.)

MEIR DAGAN, who served as the director of the Mossad-Institute for Intelligence and Special Operations until January 2011, and today is the chairman of the Israel Ports Company, is a highly accomplished figure who has made a distinctive contribution to the State of Israel. The 32 years he served in the Israel Defense Forces (IDF) and the decade that he led the Mossad testify to his inexhaustible investment in and dedication to the Israeli security establishment. During the Six Day War, he participated in battles in the Sinai and the Golan Heights. In 1970, he established the Rimon Unit to combat Palestinian terrorism in Gaza. During the Yom Kippur War, he fought on the southern front as part of a special patrol force in the Sharon Division. In 1980, he was the commander for the southern Lebanon region. In Operation Peace for Galilee, he served as the commander of Brigade 188, known as the Barak Brigade. He subsequently was appointed commander of the liaison unit to Lebanon, where he established a unit to collect intelligence and operate



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agents. He retired from the IDF in 1995. Meir Dagan was injured twice during his military service and awarded a medal of valor in 1973. Major-General (res.) Meir Dagan continued his inspiring career in security even after his IDF career. In 1996, then-prime minister Shimon Peres appointed him deputy director of the Counter-Terrorism Bureau of the National Security Council and he later was promoted to the head of the bureau. In the late 1990s, Meir Dagan joined the General Staff and served as the head of the operations brigade and a special advisor to the chief of general staff. From 2002 to 2011, Meir Dagan served as the director of the Mossad-Institute for Intelligence and Special Operations. He was highly esteemed by both Israeli and international figures for his extensive and distinguished activities. In April 2011, Meir Dagan was awarded the Chaim Herzog Prize for his unique contribution to the State of Israel.

Israel Friends association, he grants scholarships to students with limited financial means. David Fuhrer has earned appreciation and recognition for his involvement in innovative social and community service initiatives, including his exceptional initiative, in cooperation with AKIM Israel, to employ individuals with mental handicaps, an initiative that received the President's Award from President of Israel Shimon Peres. David Fuhrer also is involved in promoting coexistence between minorities employed at Neopharm, as well as supporting organizations that provide for the medical needs of underprivileged populations and act to advance cleantech projects.



SHIMON MIZRAHI, chairman of the board of the Maccabi Tel Aviv basketball club and 2011 Israel Prize laureate for sports, is among the most influential figures in advancing Israeli sports in general and Israeli basketball in particular. His devotion and dedication to building up sports in Israel is demonstrated by the many roles he fulfills on a voluntary basis: senior substitute chairman of the Israeli basketball association; Olympic committee member; Maccabi central committee member; member of two key committees for FIBA; member of FIBA's legal committee; and Euroleague executive board member. Shimon Mizrahi served in the Israel Defense Forces' criminal investigation division, earning the rank of colonel. He continues to serve

Honorary Fellows



DAVID FUHRER, the Israeli businessman who owns the flourishing Neopharm Group, is among the most influential leaders in Israeli trade and industry in general and in the Israeli health products market in particular. Fuhrer is renowned for his distinctive philanthropic initiatives to advance research in the disciplines of medicine and life sciences, to develop innovative cleantech technologies, and to provide solutions for weak

sectors of Israeli society. Under his management, Neopharm has become the second largest supplier of health products in Israel, with some 600 employees and annual sales exceeding \$300 million. The group even serves as a gateway for multinational corporations seeking to enter or expand their activities in the Israeli health market. Highly esteemed for his activities in Israeli industry and trade, David Fuhrer served as chairman of the pharmaceutical sector of the Ministry of Trade for over a decade. In 2009, Bar-Ilan University awarded him an honorary doctorate in recognition of his contribution to the medical and health industry in Israel. In addition, he has a law degree from Tel Aviv University and is a member of the bar association. Over the years, David Fuhrer has consistently supported research that aims to improve the quality of life and provide the optimal solution for the Israeli health consumer. A long-time, dedicated supporter of the IDC Herzliya and a member of its

in the reserves to this day. In addition, the minister of defense and the chief of general staff appointed him the special liaison with the family of missing soldier Guy Hever, a position that he fulfills voluntarily. Shimon Mizrahi studied law at the Hebrew University of Jerusalem and developed a career as a lawyer. Since 1979, he has been a principal of the S. Mizrahi-B. Arnon law firm, which specializes in civil law. In the summer of 1969, upon his appointment to the chairmanship of the Maccabi Tel Aviv basketball club, Shimon Mizrahi immediately took creative steps to enable the club, then coping with various challenges, to become financially sound. Under his management, Maccabi Tel Aviv accrued victories unprecedented in Israel and Europe, winning 38 national championships, 28 state cup titles, and five European cup championships. Due to Mizrahi's widespread connections in the European basketball world and the high esteem professionals have for him, Maccabi Tel Aviv's Euroleague games were played in Israel even during the intifada. His patriotic Zionist spirit was reflected throughout the years, especially this year when he headed the lobby, which influenced heads of the Euroleague to schedule the final game ahead of time, in order not to harm the sanctity of the Memorial Day for Israeli soldiers. In 2007, *Time* magazine named him one of the 50 best sports executives in the world.

- JOY PINCUS