



AMERICAN FRIENDS OF THE HEBREW UNIVERSITY
invites you to

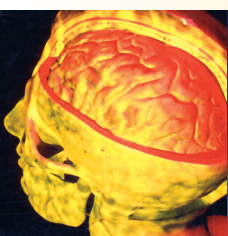
ALEF 2010
KNOWLEDGE
IMAGINATION
INNOVATION

ANNUAL LEADERSHIP EDUCATION FORUM

THE HEBREW UNIVERSITY OF JERUSALEM:
*Building a Brighter Future Through Knowledge,
Imagination & Innovation*

Sunday, January 17, 2010

BEVERLY HILLS HOTEL
9641 Sunset Blvd., Beverly Hills, California



ALEF 2010: KNOWLEDGE, IMAGINATION & INNOVATION



American Friends of The Hebrew University invites you to participate in AFHU's Annual Leadership Educational Forum. This year's theme celebrates The Hebrew University: *Building a Brighter Future Through Knowledge, Imagination & Innovation*. We are proud to

offer an exciting program for the weekend of January 16, 2010. On Saturday, January 16th, please join us as AFHU honors Frank Gehry with our prestigious Scopus Award. On Sunday, January 17th, our full-day ALEF program includes presentations by, and conversations with, leading faculty and alumni of The Hebrew University. Together with leaders from the realms of higher education, government and public affairs, these outstanding individuals will explore and discuss contemporary issues of global impact.

An educational experience with scope, breadth and timeliness concerning the challenges of our modern era, ALEF 2010 will leave you informed, aware and intellectually engaged. This year's ALEF is also a unique opportunity to meet and socialize with American Friends from throughout the US as well as Hebrew University scholars and scientists and special keynote speakers who are making an international impact.

For close to 90 years, AFHU has worked in support of The Hebrew University of Jerusalem, Israel's finest and most comprehensive institution of higher learning and research. Educating Israel's leaders and home to Nobel Prize, Wolf Prize and Israel Prize recipients, The Hebrew University is in the forefront of global progress.

Your presence at ALEF 2010 is a vital way to express your commitment to nurturing Israel's greatest natural asset: the nation's brainpower. Please share in the mission of American Friends of The Hebrew University by attending and supporting our exciting ALEF 2010 weekend.

Sincerely,

DAVID A. LEHRER, Co-Chair | **MARK VIDERGAUZ, Co-Chair**

FOR MORE INFORMATION:

American Friends of The Hebrew University | Western Region

Phone: 310-843-3100 Email: westcoast@afhu.org

TO REGISTER ONLINE: www.afhu.org/alef2010

PROGRAM

8:00 AM - 9:00 AM

ALEF 2010 – REGISTRATION | CONTINENTAL BREAKFAST BUFFET

9:00 AM – 9:15 AM

WELCOME & GREETINGS

Hebrew University President Menahem Ben-Sasson

Israel Consul General to Los Angeles, Hon. Jacob Dayan

9:15 AM – 10:45 AM

A DISSONANT TRIO: ISLAM, ISRAEL AND THE UNITED STATES

Panelists: Dr. Omar M. Kader, Professor Moshe Ma'oz

Moderator: Ambassador Efraim Halevy

10:55 AM – 12:00 PM

A GLIMPSE INTO THE FUTURE:

BRAIN RESEARCH'S PROMISE, DANGERS AND YOU

Panelist: Professor Eilon Vaadia, Professor Hermona Soreq

Moderator: Professor Antonio Damasio

12:10 PM – 1:15 PM

ANTISEMITISM: A CURABLE OR LETHAL OBSESSION?

Prof. Robert Wistrich in conversation with

Professor Michael Berenbaum and David A. Lehrer

Introduction: Vidal Sassoon

1:30 PM

LUNCHEON & KEYNOTE ADDRESS

Ambassador Daniel Ayalon, Deputy Foreign Minister of Israel

SPECIAL LIFETIME ACHIEVEMENT RECOGNITION PRESENTATION

In Memory of Jerry Sudarsky

\$125.00 REGISTRATION FEE

ALEF 2010 KEYNOTE SPEAKER

AMBASSADOR DANNY AYALON

Deputy Foreign Minister Of Israel

Ambassador Danny Ayalon is Deputy Foreign Minister of Israel and a member of the nation's 18th Knesset. He serves as chairman of Yisrael Beytenu International.

Previously, he served as Israel's ambassador to the United States (2002-2006). His distinguished diplomatic career includes service as Foreign Policy Advisor to Prime Ministers' Ariel Sharon, Benjamin Netanyahu and Ehud Barak (1997-2002). He was a member of the Israeli delegations to the Sharm El-Sheikh, Wye Plantation and Camp David summits.

A member of the Israeli Diplomatic Corps from 1989 to 1997, Ambassador Ayalon represented the State of Israel in Panama and at the United Nations. He is a former board member of the Bank of Agriculture, the America Israel Friendship League (AIFL), and OR, an organization devoted to development of the Negev and Galilee.

A native of Israel, and a retired captain in the Armored Corps of the Israel Defense Forces, Ambassador Ayalon earned his undergraduate degree in economics and labor relations at Tel Aviv University. He received his MBA from Bowling Green State University in Ohio. Working as a senior financial executive prior to entering public service, he has been vice chairman for the Israel-America Chamber of Commerce, a partner in Gravitas Ltd., an international consulting group; past president of Hod Ayalon Ltd, a private investment firm; and a finance manager for Koor Industries. Throughout his extensive career, Ambassador Ayalon has promoted a better understanding of Israel and has worked to deepen cooperation between Israel and countries throughout the world.



ALEF 2010 SPEAKERS

MENAHEM BEN-SASSON

President, Hebrew University of Jerusalem

Professor Menahem Ben-Sasson, president of The Hebrew University of Jerusalem, is an immediate past member of Israel's Knesset, where he chaired the Constitutional Law Committee and chaired the Lobby for Higher Education. Prior to his public service, Menahem Ben-Sasson was a Professor of the History of the Jewish People at The Hebrew University and is an expert on many aspects of Jewish History. He also served as Rector of the university and Deputy Dean of its Faculty of Humanities.

MICHAEL BERENBAUM

Author; Professor of Jewish Studies, Director of the Sigi Ziering Institute, American Jewish University

Michael Berenbaum, Ph.D. is a writer, lecturer, and teacher consulting in the conceptual development of museums and the development of historical films. He is Director of the Sigi Ziering Institute: Exploring the Ethical and Religious Implications of the Holocaust at the American Jewish University where he is also a Professor of Jewish Studies. Past positions include President and Chief Executive Officer of the Survivors of the Shoah Visual History Foundation and Director of the United States Holocaust Research Institute at the U.S. Holocaust Memorial Museum.

ANTONIO DAMASIO

Professor of Neuroscience; Director, Brain & Creativity Institute, University of Southern California

Antonio Damasio, M.D., Ph.D. is David Dornsife Professor of Neuroscience and Director of the Brain and Creativity Institute at the University of Southern California. He is also an adjunct professor at the Salk Institute in La Jolla, California. Damasio has made seminal contributions to the understanding of how the brain processes memory, language, emotions, and decisions and has described his discoveries in best selling books translated into over 30 languages and taught in universities worldwide.

EFRAIM HALEVY

Ambassador & former Director of the Mossad; Director, Center for Strategic & Policy Studies, School of Public Policy, Hebrew University

Ambassador Efraim Halevy, former head of the Israeli Mossad, heads the Center for Strategic & Policy Studies at The Hebrew University of Jerusalem's School of Public Policy. Ambassador Halevy earned a master's degree in law from The Hebrew University and began his professional career with the Mossad, where he worked for 28 years, becoming director of Israel's intelligence organization. He later served as Israeli Ambassador to the European Union in Brussels and as National Security Advisor to Prime Minister Sharon. He was a secret envoy of five Israeli prime ministers and was publicly cited by Prime Minister Yitzhak Rabin for his role in forging the Jordan-Israel Peace Treaty.

OMAR M. KADER

President and CEO, Planning and Learning Technologies (PAL-Tech)

Dr. Kader, chairman of Pal-Tech, Inc., a management consulting firm focusing on training, technical assistance and management, holds a Ph.D. in International Relations from the University of Southern California. He served as the Executive Director of the United Palestinian Appeal and Executive Director of the Arab-American Anti-Discrimination Committee (ADC). He currently teaches seminars at several universities and is a board member of the Institute for the Study of Diplomacy at Georgetown University and the Middle East Policy Council. Dr. Kader is an expert in counter-terrorism policy and the promotion of democracy and has served as an official international election monitor and observer in Palestine, Yemen, Indonesia and Pakistan.

DAVID A. LEHRER

President, Community Advocates, Inc

David A. Lehrer is the president of Community Advocates, Inc., a Los Angeles based human relations organization chaired by former mayor Richard J. Riordan. For 27 years he served locally with the Anti-Defamation League, as both its counsel and its regional director. He has been interviewed on his activities by publications ranging from the Los Angeles Times, the New York Times, and the London Times, to the Wall Street Journal, Business Week and Newsweek. He has appeared on numerous national news broadcasts including the ABC Network programs Nightline and Good Morning America. Mr. Lehrer is also a member of AFHU's Western Region Board of Directors.

MOSHE MA'OZ

Professor Emeritus, History of the Middle East, Hebrew University

Moshe Ma'oz, professor emeritus of the Institute of African and Asian Studies at Hebrew University's Faculty of Humanities, is renowned for his expertise in Arab and Middle East affairs. A senior researcher at the Harry S. Truman Research Institute for the Advancement of Peace, Professor Ma'oz previously directed the Harry S. Truman Research Institute. Currently, as a faculty member in the Truman Institute's Middle East Unit, Professor Ma'oz works with Arab and Israeli researchers, examining the region's political, economic and ideological trends. He has served Israel's Knesset as an advisor on Arab Affairs, and was a member of official advisory committees that counseled Prime Ministers' Shimon Peres and Yitzhak Rabin.

HERMONA SOREQ

Professor, Department of Biological Chemistry: Silberman Institute of Life Sciences & Interdisciplinary Center For Neural Computation, Hebrew University

Professor Hermona Soreq's laboratory at The Hebrew University of Jerusalem investigates how the human brain responds to the effects of stress and aging — pioneering work that is leading to a new generation of drugs to treat neurological diseases, including Alzheimer's and Parkinson's. Dean of Hebrew University's Faculty of Science from 2005 to 2008, Professor Soreq participates in many collaborative research projects at the Alexander Silberman Institute of Life Sciences, working with top scientists in Israel and around the world. The author of textbooks on molecular biology and numerous peer-reviewed research publications, she frequently lectures at universities around the world, including at UC Berkeley and the College de France.

EILON VAADIA

Acting Director, Edmond & Lily Safra Center for Brain Sciences, Hebrew University

Professor Eilon Vaadia is the incumbent of the Jack H. Skirball Chair in Brain Research at The Hebrew University of Jerusalem and currently serves as Acting Director of the new Edmond and Lily Safra Center for Brain Sciences. Previously, Professor Vaadia headed Hebrew University's elite Ph.D. interdisciplinary program in neural computation under the auspices of the Interdisciplinary Center for Neural Computation. As a leading authority on the brain, central nervous system and motor function, he has served as a visiting scientist at the National Institute of Mental Health and the Neurosciences Institute, and as director of the International Brain Research Organization's Advanced Course in Computational Neuroscience.

ROBERT WISTRICH

Director, Vidal Sassoon International Center for the Study of Antisemitism, Hebrew University

Professor Robert Wistrich, author of the new book *Antisemitism: A Lethal Obsession*, holds the Neuberger Chair for Modern European History at The Hebrew University of Jerusalem and is head of its International Center for the Study of Antisemitism. He is the author and editor of 24 books, several of which have won international awards. Professor Wistrich initiated and acted as Chief Historical Advisor for a BBC film documentary on contemporary Muslim antisemitism, entitled "Blaming the Jews". Since 2003, he has edited the research journal *Antisemitism International* and the *Posen Papers in Contemporary Antisemitism*.

A Legacy Forever Cherished

SPECIAL LIFETIME ACHIEVEMENT RECOGNITION

In Memory of

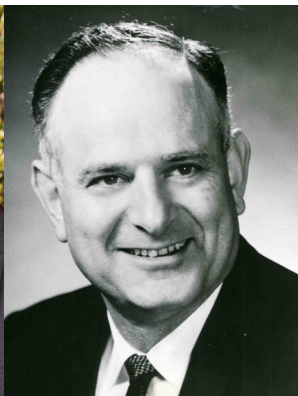
DR. JERRY SUDARSKY

(1918 – 2009)

Dr. Jerry M. Sudarsky, a supporter of AFHU and The Hebrew University of Jerusalem for most of his adult life, was passionate about Israel, Jewish continuity and the cause of higher education. A proud Benefactor of Hebrew University along with his beloved wife Milly, Jerry was a Founder of the Harry S. Truman Research Institute for the Advancement of Peace. An innovative industrialist and chemical engineer, he helped to reorganize Israel's entire chemical industry and generously established the Sudarsky Center for Computational Biology and the Selig Sudarsky Biochemistry Building at The Hebrew University.

Always a friend to Israel's people, in the United States, Jerry was respected and admired for his unwavering leadership and dedication to AFHU's mission. He served for decades on the Western Region Board of Directors of AFHU and was also a past president. Age did not limit Jerry's creativity, intellect or energy, all of which he brought to bear on his illustrious career and deeply-felt philanthropic pursuits.

In 2002, the University recognized his great contributions by conferring upon Dr. Jerry Sudarsky an Honorary Doctorate of Philosophy. He had previously received an Honorary Fellowship and was made an Honorary Alumnus of The Hebrew University of Jerusalem. We salute his pioneering spirit and cherish the memory of a life so well lived.



AMERICAN FRIENDS OF THE HEBREW UNIVERSITY

American Friends of The Hebrew University, a national non-profit organization, exists to raise awareness of, and support for, The Hebrew University of Jerusalem, Israel's foremost institution of higher learning and research. With 23,000 students and 1,100 faculty, The Hebrew University is a powerhouse for Israel and a beacon unto nations throughout the world.

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