Sunday, April 12, 2015
3:15pm: Arrival at Ben Gurion Airport on flight US796
5:00pm: Opening at Neot Kedumim
   Neot Kedumim, a Biblical Landscape Reserve, is a living museum re-creating the physical setting of the Bible in a garden of various plants native to Israel from that time.
8:30pm: Dinner at Yassu Restaurant
10:30pm: Check-in at Hotel
Overnight: Carlton Hotel, Tel Aviv

Monday, April 13, 2015
Breakfast at the Hotel
8:30am: Snapshot: Middle East, a meeting with former International Media Advisor to the Prime Minister of Israel and former Israeli Government Spokesperson Miri Eisin at The Carlton Hotel
   Miri Eisin served in the Israeli intelligence community and retired from active duty at the rank of full colonel in 2004. Over her twenty year career in the IDF she served as deputy head of the combat intelligence corps, Assistant to the Director of Military Intelligence and Intelligence Officer in combat units and research departments. Miri is one of few women (<2%) to achieve her rank in the Israeli Military. In 2006 she was appointed Government Spokesperson during the second Lebanon war and subsequently became International Media Advisor to the Prime Minister.
10:15am – 12:00pm: Tour the Rabin Museum
   The Yitzhak Rabin Center is a not-for-profit institution serving as a living memorial to the life and values important to Yitzhak Rabin - democracy, tolerance, social responsibility and peace. This place is where the lessons of the past are applied through education towards Israel’s future generations. This museum commemorates the life and work of Prime Minister Rabin, as a reflection of the history of the State of Israel.
12:00pm: “Four Styles of Leadership” (at Rabin Museum)
   “Where it all began” – Walk through Neve Tzedek, the first neighborhood
   The neighborhood was nicknamed "Little Paris" because of its eye-opening architectural innovations. View the beautifully restored houses and streets that preserve the romance of the early days of Jewish urban settlement.
2:00pm: Lunch at Vicky & Cristina
3:00pm: Kids Creating Peace panel - Palestinians and Israelis
   Kids Creating Peace (KCP) is a unique, international non-profit organization which provides spiritual educational programs to manage internal and societal conflicts, based upon the universal principles of Kabbalah and combined with modern educational methods. KCP’s goal is bringing peace to the Middle East from the seed level: its youth.
   Today’s Palestinian and Israeli youth are terrorized by the sounds of bombs and rockets, wondering what reality they will wake up to in the morning (that’s assuming they can even sleep). Living with this constant fear, they have almost no chance to interact with one another, leading to high levels of distrust and hopelessness that inevitably produce even more violence and separation.
   KCP, strives to transform the Middle East from a war zone to a zone of peace by providing Palestinian and Israeli youth with the chance to know, understand, and trust each other. Their one-year dialogue programs are designed to teach teens the value and power of human dignity and respect, and, more importantly, to show them how to incorporate this learning into their lives.
4:30- 7:30pm: Free time or meeting time in Tel Aviv (options below)
Option 1: Tour Neve Tsedek - “Where it all began” – Tour Neve Tzedek, the first neighborhood. The neighborhood was nicknamed “Little Paris” because of its eye-opening architectural innovations. View the beautifully restored houses and streets that preserve the romance of the early days of Jewish urban settlement: The Eden Cinema, Beit Schlush, the Shai Agnon House and the Suzanne Dallal Cultural Center, a modern cultural complex created on the site of Tel Aviv’s first school.

Option 2: Tour Jaffa - Less than a mile south of Tel Aviv, Jaffa is a beautiful city rich with historical and cultural significance. Its strategic hilltop location and natural harbor rendered it a contested place since Biblical times. It was from Jaffa that Jonah set sail for Nineveh, prior to his fateful encounter with the whale. Today it is bustling with its integrated mix of Jewish and Arab citizens, who run an array of colorful markets, fine seafood restaurants and interesting shops.

Option 3: Chill out by the beach with Hookahs and Turkish Coffee (at Café Blah Blah, Address: 1 Frishman St, at Frishman Beach)

Option 4: Option 5: Join an “Intro to Kabbalah” Session (4:45 – 5:45pm at Frishman Beach) - Kabbalah (literally receiving/tradition) is an esoteric method, discipline, and school of thought that originated in Judaism. Kabbalah's definition varies according to the tradition and aims of those following it, from its religious origin as an integral part of Judaism, to its later Christian, New Age, and Occultist syncretic adaptations. Kabbalah is a set of esoteric teachings meant to explain the relationship between an unchanging, eternal, and mysterious Ein Sof (infinity) and the mortal and finite universe (God's creation). Kabbalah seeks to define the nature of the universe and the human being, the nature and purpose of existence, and various other ontological questions. It also presents methods to aid understanding of the concepts and thereby attain spiritual realization.

Option 5: Krav Maga Session (5:45 – 6:45pm at Frishman Beach) - Krav Maga is a self-defense system developed for the military in Israel that consists of a wide combination of techniques sourced from Boxing, Judo, Aikido and Wrestling along with realistic fight training. Krav Maga is known for its focus on real-world situations and extremely efficient and brutal counter-attacks.

Option 6: Startup Happy Hour hosted by Indiegogo & Product Hunt (at Temple Bar, Rotschild Blvd #11)

8:00pm: Dinner with Lynn Schusterman, selected members from the Schusterman network and the Summit Israel community at artstation Gallery

Overnight: Carlton Hotel, Tel Aviv

Tuesday, April 14, 2015
Breakfast at the Hotel and Check-out
Daybreaker TLV launch (7-9)
10:00am: Meet with former president Shimon Peres at the Peres Peace Center
Shimon Peres served as a Member of Knesset for 48 years, the longest term of service in the history of the Israeli Knesset. He served as Minister in 12 cabinets and served twice as Prime Minister, Deputy Minister of Defense under Ben Gurion, Treasury Minister, Minister of Defense, and Foreign Minister. In 2007, Shimon Peres was elected to serve as the ninth President of the State of Israel.

11:30am: “Start Up Nation” at WIX headquarters with speakers; WIX empowers people to create their online presence for free and in a simple, user friendly way.
• **Revital Hendler:** In 2005, Revital founded AllJobs, a disruptive startup for job-searches. A year and a half later AllJobs was the leading brand in the field and in less than 3 years part of it was sold for $18 million. Revital was the CEO of AllJobs in the first 7 years; she established unique business models in the field (both B2C and B2B) and managed more than 250 employees. In 2011, she co-founded WorkWith.me, a revolutionary social recruiting network that enabled job seekers and employers to meet through friends’ recommendations based on the “wisdom of the crowds”. In 2013, she co-founded BreezoMeter, real time air pollution mapping platform, that was announced the most promising startup in 2014 in the world by GEW (The Global Entrepreneurship World).

• **Inas Said:** Inas Said is the CEO of Alfanar ('Lighthouse’ in Arabic), an Arab-led organization specializing in workforce development. Said served as the CEO of Galil Software and has previously held managerial positions at Nokia, Stratus Technologies in Boston and ECI Telecom’s Broadband Access Division in Israel. He was chosen among The Marker’s 101 most influential people in Israel in 2010 for his efforts in developing high tech in the Galilee and the Arab sector.

1:30pm: Drive North

2:15pm: Lunch and visit to Apollonia
   
   Forty years ago, while searching for his place in the world, Nissim Kahlon (67) made his home in a limestone cliff under Apollonia National Park, north of the Herzliya coast. Amidst the sound of the waves and the fragile limestone mountain, he dug a cave to live in, to shield him from the heat and cold. For years he lived without electricity or running water. Today the “home” that he built out of anything and everything – rocks, trash, sand – contains countless caves and tunnels, and Nissim insists on continuing to work on it every day. His work never ends.

4:30pm: Check-in at Hotel

5:30pm: **Snapshot: “Value Based Leadership”**

7:00pm: Dinner and Wine Tastings at Hotel

Optional: Visit to the Zichron Yaakov boardwalk for ice cream and stroll

**Overnight: Elma Hotel, Zichron Yaakov**

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**Wednesday, April 15**

Breakfast at the Hotel and Check-out

9:00am: Visit the Urban Kibbutz (“Mishol”) in Upper Nazareth

11:30am: Tour Christian Sites around the Sea of Galilee- Capernaum

   *Mentioned in the New Testament as the place where Jesus lived during his ministry in the Galilee and where he performed several miracles*

12:30pm: Lunch in Ginosar at Kze Hanachal

2:00pm: Drive north towards the Syrian border

3:00, 4:30pm: ATV's in Merom Golan

**Snapshot: Borders, outlook over Mt. Bental & Golan Heights**

*Mt. Bental is 1,170 meters above sea level and offers a spectacular panoramic view of Syria, Lebanon and Northeastern Israel. You will be briefed on this key strategic point, the implications of proximity for the region, and the history of “the Valley of Tears” as it became known during the Yom Kippur War of 1973.*

7:30pm: Check-in at Ramot Resort Hotel

*Ramat is a moshav on the banks of The Sea of Galilee, also known as Kinneret or Lake Tiberias, which is the largest freshwater lake in Israel. It is approximately 33 miles in circumference, the
lowest freshwater lake on earth and the second-lowest lake overall, after the Dead Sea. Most of the Ministry of Jesus, including the Sermon on the Mount, is said to have taken place here.

8:30pm: Dinner at Ramot Bistro Chalet and “Kumzits” (Bonfire)

**Overnight: Ramot Resort Hotel**

**Thursday, April 16 - Yom Hashoa**

Breakfast at the Hotel and Check-out

9:00am: Tour **Kibbutz Degania**

Kibbutz Degania was the result of a few hard-working men and women who settled the area known as Um Juni with a vision in mind. What they achieved set a standard for the countless other kibbutzim which opened up in their wake. It was October the 29th, 1910, and the small group broke ground to establish a commune, the first in the land. The collective life that followed was applauded by many and Kibbutz Degania became the leader of the nation’s communes. Some of the early participants include politician David Ben Gurion, military legend Moshe Dayan and the hero of so many wars, Joseph Trumpeldor.

10:00am: Stand for **Yom Hashoa Siren** at Kibbutz Degania

Yom HaShoah is a day of remembrance for the six million Jewish people who died in the Holocaust, and a range of events take place. In Israel, it is a national memorial day. On the evening beforehand, there is a state ceremony at the Holocaust Martyrs’ and Heroes Authority, Yad Vashem. At 10am on the day of Yom HaShoah, air-raid sirens are sounded and people stop what they are doing to think of and pay respect to those who died. Places of public entertainment are closed and flags on public buildings are flown at half mast.

10:15am: Drive to Jerusalem – notice how the landscape and emotions shift as we climb towards this majestic city on a hill

1:15pm: Welcome and Overview of Jerusalem with **Mayor Nir Barkat**

In November 2008, Nir Barkat was elected the 9th mayor of Jerusalem, the eternal capital of the Jewish people. Mayor Barkat has inspired thousands of Jerusalemites with his vision to turn Israel’s poorest city into one rich in culture, youth, education, lasting economic development, and tourism, as well as his message of respect and pluralism for all residents of Jerusalem.

Late Lunch

3:30pm- 6:00pm: Tour **Old City of Jerusalem**

There is a magical quality about the Old City of Jerusalem that does not exist anywhere else in the world. Perhaps it is due to the glorious history of the towering stone walls and ancient buildings, or the sacred atmosphere that surrounds the holy sites of Jewish, Christian, and Muslim religions.

–An enchanting history, woven with war and peace, love and hate, destruction and resurrection, is inescapable. The Old City rests on the original hills of the City of David and is surrounded by a wall over four kilometers long with seven gates, 34 towers, and a citadel (the Tower of David).

Check-in at hotel

9:00pm: Culinary Tour and Dinner in **Machane Yehuda Market**

The market is the beating heart of Jerusalem, selling local wine, cheese, produce and handmade food and crafts of every variety. We will eat a progressive dinner sampling highlights and ending the secular bar scene especially vibrant on Thursday evenings before the Shabbat.

**Overnight: Mamilla Hotel, Jerusalem**

**Friday, April 17**

Breakfast at the Hotel

9:00am: Tour **Yad Vashem**

Visit the Yad Vashem Museum and Memorial to the Holocaust, the underground Children’s Memorial, and the Avenue of the Righteous among the Nations.
12:30pm: Lunch at Wine & Cheese Rooftop Restaurant, Notre Dame
Free time and preparation for Shabbat

5:00pm: Meeting with Dr. Micha Goodman at the hotel
An American-Israeli philosopher, Dr. Micah Goodman is a leading young voice in Israel and North America on Zionism, Judaism, the Bible and a wide variety of issues facing contemporary world Jewry. Micah founded and directs the nonprofit Ein Prat – The Academy for Leadership, which works to fulfill Israel’s promise by inspiring hundreds of Israeli young adults each year through intensive programs of Jewish-Zionist education and leadership training.

6:29pm: “Kabbalat Shabbat” at the Western Wall
Ha Kotel Ha’Ma’aravi or simply HaKotel. For generations, Jews have come to pray here, as it represents the sole remnant of the Holy Temple. It is the closest permitted accessible site to the holiest of holies, which lies on the Temple Mount.

8:00pm: Shabbat Dinner at Harp of David with Lynn Schusterman
Overnight: Mamilla Hotel, Jerusalem

Saturday, April 18
Breakfast at the Hotel and Check-Out
8:00am: Drive South
10:00am: Hike Masada
Ascend Masada and tour King Herod’s historic hilltop fortress, where a small group of Jewish zealots took refuge after the Roman destruction of the Second Temple in 70 BCE, resisting a prolonged siege by the Roman army. Today, Masada is a source of self-reflection for Israelis and Jews around the world. How far are we willing to go for our ideals?

12:30-3:00pm: Float and Lunch at the Herods Hotel Dead Sea
At 1,300 feet below sea level, the Dead Sea is the lowest point on earth. Nearly walk on water as you swim suspended by the high concentrations of salts and minerals, believed to be healing for the skin and soul.

Drive South to Ramon Crater
The Ramon Crater is the largest erosion crater in the world; it spans 40 km, its width is 9 km and its depth approximately 300 meters. An otherworldly landscape in the center of Israel’s southern Negev desert.

5:00pm: Check-in at Beresheet Hotel
Beresheet, meaning “Genesis”, is a new hotel on the edge of the towering cliffs that slope down into the Ramon Crater, which maintains a unique relationship with the surrounding desert.

6:30-7:30pm: Sunset, “Havdalah” and reflection time
Havdallah (Hebrew for ‘separation’) is a Jewish religious ceremony that marks the symbolic end of Shabbat and Jewish holidays, and ushers in the new week. The ritual involves lighting a special havdallah candle with several wicks, blessing a cup of wine and smelling sweet spices. Shabbat ends on Saturday night after the appearance of three stars in the sky.

8:30pm: Dinner in the Ramon Crater
Snapshot: Universe, a star-gaze and evening session in the desert
Overnight: Beresheet Hotel, Mizpe Ramon

Sunday, April 19
Breakfast and relaxing morning at the Hotel (optional activities)
11:00am: Check-out of hotel
12:00pm: Lunch in the area of Sde Boker
2:00pm: Visit to **Ben Gurion’s Grave** - “The Decisions We Make as Leaders”

David Ben-Gurion was the primary founder and the first Prime Minister of Israel. Ben-Gurion’s passion for Zionism, which began early in life, led him to become a major Zionist leader and Executive Head of the World Zionist Organization in 1946. As head of the Jewish Agency, and later president of the Jewish Agency Executive, he became the de facto leader of the Jewish community in Palestine, and largely led its struggle for an independent Jewish state in The British mandate of Palestine. On 14 May 1948, he formally proclaimed the establishment of the State of Israel, and was the first to sign the Israeli Declaration of Independence, which he had helped to write. Ben-Gurion led Israel during the 1948 Arab–Israeli War, and united the various Jewish militias into the Israel Defense Forces (IDF). Subsequently, he became known as “Israel’s founding father”. Following the war, Ben-Gurion served as Israel’s first Prime Minister.

4:00pm: Closing discussions and wrap up

**6:00pm:** Dinner at **Hedai Offaim**’s home in Moshav Tzafririm

Hedai Offaim is the Co-owner of the Ofaimme farm for sustainable agriculture and the food columnist of the “Haaretz” magazine. Along with his brother Yinon, they have created a model farm that has become a super high tech demonstration of how to be small scale, organic, sustainable, and profitable. They are committed to producing strictly organic food in a sustainable way.

Busses depart for Ben Gurion Airport

**11:30pm:** Depart on flight US797

*Shalom U’Lehitraot!*