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THE JEWISH FEDERATION OF GREATER WASHINGTON ISRAEL YOUR WAY MISSION October 23-29, 2017

Day One: Monday, October 23, 2017

ARRIVAL & WELCOME

- Arrival at Ben Gurion International Airport on individual flights.
- Group welcome by our representative and assistance with arrival formalities.
 - Group transfers to the **Hilton Tel Aviv**.
- Check into the hotel.
- **For those arriving early, there is an opportunity to explore the Tel Aviv Museum of Art:** View the vast **collection of fine art** at the **Tel Aviv Museum of Art**, one of Israel's leading cultural institutions. Its combination of international and Israeli art reflects the Tel Aviv spirit of inspiring creativity both locally and abroad.
- **Welcome event, including cocktails and dinner** at the **Tel Aviv Museum of Art**. Explore the comprehensive solo exhibition dedicated to groundbreaking French-American artist **Louise Bourgeois** (1911–2010), one of the most brilliant, prominent, and influential women in 20th-century art.
- Return to the hotel.

Overnight: Hilton Hotel, Tel Aviv

The Jewish Federation of Greater Washington
ISRAEL
YOUR WAY

October
22-29, 2017

Day Two: Tuesday, October 24, 2017

ISRAEL TRACK DAY ONE

- **Private breakfast open from 7:00 a.m.**
- **Eco Israel/Outdoor Adventure depart at 8:00 a.m. before speaker**
- **A Light Unto the Nations: Putting Action into Words:** Private breakfast at the hotel with **Navonel (Voni) Glick**, Co-Chief Executive officer of **IsraAid**. This non-profit NGO was founded in 2001 to provide life-saving disaster relief and long-term support around the world.
- Depart the hotel by track.

Food & Culture – We're on the Map!

INTERNATIONAL TRENDS GOING LOCAL, AND VICE VERSA

- **Urban Cultural Tour of Tel Aviv:** Artist and educator **Niro Taub** will guide this walking workshop on urban life and art in Tel Aviv including its graffiti, language and street culture.
- **Mi Casa es Su Casa:** Meet your host from **EatWith** for **lunch** in his Tel Aviv home. **EatWith** allows foodies arriving in a new city to meet and dine with a local chef in their home.
- **Israeli Fashion Today:** Enjoy a showcase of Israeli fashion and jewelry design, led and curated by fashion expert **Galit Reismann**. There will be an option for members of all tracks to do some purchasing.

Business – Spirit of Innovation

USING LOCAL RESOURCES FOR GLOBAL BENEFIT

- **Israel, A Start-Up:** Visit the **State of Mind Innovation Center** in the Tel Aviv Stock Exchange, a world-class exhibit on Israel's start-up ventures that are impacting the country and the world. The center was designed to introduce Taglit-Birthright Israel participants to the hi-tech industry and employs state-of-the-art technology to highlight Israel's entrepreneurship and innovation.
- Visit the **Facebook Israel** offices and meet with a representative of the Facebook team. Discuss Facebook Israel's operations and their decision to establish a branch in Tel Aviv.
- Lunch on own at the **Rothschild Allenby Market**.
- Visit **F2 Capital**, an early-stage **venture capital fund** backing frontier technology companies in Israel and learn about new companies that will have a big impact on the future. Hear about "The Junction" program, which provides assistance to young startups including an initial funding of \$100k, free workspace, access to Fortune 500 companies, and expert mentorship in the industry.
- **365Scores:** Visit the **365Scores** office on Rothschild Boulevard and gain insight into one of Israel's most successful apps. Meet with MASA participants working at 365Scores. **MASA Israel Journey** connects Jewish young adults (ages 18-30) to gap year, study abroad, post-college, and volunteer programs.

Day Two: Tuesday, October 24, 2017

ISRAEL TRACK DAY ONE

Eco Israel/Outdoor Adventure – Sunrise to Sunset

EXPLORE ISRAEL'S COASTAL SHORELINE

- Depart the hotel with overnight bags (*without checking out of the hotel*).
- Participate in a **Jewish Agency pre-army academy (*mechina*)** program. Meet young Israelis training in preparation for their army service. Experience field-navigation and a mini “boot camp” before joining the *mechina* for “real life” IDF army training.
- Visit the **Marine Sciences Campus**, which is supported by **The Jewish Federation of Greater Washington**. The campus is part of the **Ruppin Academic Center** located on Michmoret beach. Navigate the waters on a research vessel and see offshore fish cages. Then meet with a leading scientist from the center to discuss important new projects and visit the **sea turtle rescue center**.
- **Lunch** at the **Marine Sciences Campus**.
- **Another Look at the Mediterranean:** Hike along the Mediterranean Coast with participants from **Honeymoon Israel**. The hike will begin at **Habonim Beach**, and take in the historical **Dor Beach** and the **Cleopatra Cave** before arriving at the **Bay of Shells** in time to catch the sunset. **Together with Honeymoon**.
- **Israeli Martial Arts:** Train in **Krav-Maga**, a self-defense system developed for the IDF.
- Check into the **Nahsholim Holiday Village kibbutz hotel**.
- **Dinner** at the **Adama Restaurant** in **Zichron Ya'acov**, one of the first communities established by Zionist pioneers.
- Enjoy s'mores and fire-roasted potatoes at a **Kumzits** (*Israeli bonfire*) on the beach.

Israel Insider – The Young and the Restless

YOUNG ADULTS IN ISRAEL

- Depart the hotel and drive to Lod.
- Meet with **Member of Knesset Itzik Shmuli**, one of the leaders of Israel's 2011 social justice protests and now a member of the Labor Party. Discuss the challenges facing young Israelis today and the efforts in place to build a better future.
- **Creating our New Community:** Visit the **Shahaff community** in Lod and meet the young people who are creating a new life together while also working to help one of Israel's poorer and most diverse cities. Shahaff is one of the 185 new communities that have been established throughout Israel which combine community building with social action. Tour the neighborhood and experience the challenges and achievements of this inspiring movement.
- **Lunch** with the Shahaff community.
- Return to Tel Aviv.
- **My Tel Aviv:** Split into small groups and tour the streets of Tel Aviv. Visit homes, workplaces and hang-out spaces and feel the spirit of this innovative and inspiring city. The tours will be led by young people who will share their personal experiences of living in Tel Aviv.

ALL TRACKS:

- Return to **Tel Aviv** and to the hotel (*excluding the Outdoor Adventure Track*).*
- **Dine Around the Town:** Explore Tel Aviv's vibrant culinary scene with reservations and recommendations made by our team. (*Dinner is on own account.*)

Overnight: Hilton Hotel, Tel Aviv

*(*The Outdoor Adventure Track will be staying at the Nahsholim Holiday Village kibbutz hotel.*)

Day Three: Wednesday, October 25, 2017

ISRAEL TRACK DAY TWO

- Breakfast at the hotel.
- Depart the hotel according to track.

Food & Culture – Shaping Society

FROM TRENDSETTING TO CHANGING SOCIETY

- **Tikva In:** Visit the **Hatikva neighbourhood**, one of the poorer parts of Tel Aviv, which provides fascinating insight into the ethnic and socio-economic diversity of the city. A local resident will discuss the large Yemenite Jewish community in the neighborhood and will accompany the group to one of their beautiful synagogues. The visit will be followed by a tasting tour at Hatikva's open-air market with food (and people) from around the world. **Tikva In** is part of the **Jewish Agency's Ketzev** program and provides support to young Israelis who are building "social businesses," businesses created and designed to address social problems.
- Eat **lunch** at **Blackout**, a restaurant completely in the dark and staffed by the blind. Your senses of taste and smell will expand as you enjoy the delicious food without using your eyes.
- **The Urban Art Scene of South Tel Aviv:** Gain backdoor access to galleries and art spaces with artist in residence **Shirel Horowitz**. Meet with artists who have put Tel Aviv at the forefront of the national and international art scene, and engage in dialogue with gallery owners.
- **Dancing Against All the Odds:** Meet local dancer and artist **Tamar Borer** and hear the remarkable story of how Tamar uses dance to overcome the great obstacles she has faced in her life.
- **It's Five O'Clock in Tel Aviv!** Happy hour at a trendy Tel Aviv eatery, with time to enjoy the ambiance, the drinks and the cuisine that will capture your imagination and your taste buds.

Business – Beyond Camels

THE SOUTH IS FLOURISHING

- **All Aboard!** Depart for **Be'er Sheva** by train on the **Israel Railway**, the public transportation project that has improved access between Israel's periphery and center.
- Arrival at **Ben-Gurion University of the Negev**.
- **Fountains in the Desert:** Dialogue with **Rivka Carmi**, President of Ben-Gurion University and **Anat Karmona** Director of Marketing and Communications of CyberSpark Industry Initiative Ltd. Gain insights into the transformations affecting Be'er Sheva and life in the South.
- **More than Shared Office Space:** Meet founding members of **WeWork Be'er Sheva** at the **GavYam Hi-Tech Park**, and discover how this Israeli-born idea of communal workspaces has become an international phenomenon.
- **The IDF Heading South:** Hear from **Brigadier General Benzi Gruber**, Vice Commander (reserves) of Division 252, an armored division of 20,000 soldiers. Learn about the IDF's move to the Negev, and the impact it is having on the region.
- Lunch at WeWork.
- Visit **RoboTiCan** and see the cutting-edge robotic technology and autonomous systems solutions being developed and manufactured for defense and security purposes. At WeWork
- Return to **Tel Aviv** and to the hotel.

Day Three: Wednesday, October 25, 2017

ISRAEL TRACK DAY TWO

Eco Israel/Outdoor Adventure – The Carmel Ridge

HIDDEN TREASURES OF THE CARMEL MOUNTAINS

- **Bootcamp fitness session** with a trainer.
- Check out of the hotel.
- Alfresco breakfast overlooking the Carmel Mountains.
- **Rappel Israel:** Drive north to **Mount Carmel's mountain ridge** and **rappel** down the ancient quarries, followed by a **hike** along the ridge.
- **To the Top of the Carmel:** Continue your adventures with an **ATV** drive through the **Mount Carmel ridge**, climbing through natural forests, for an amazing view of mountains, plains and the sea. Explore the fauna and flora in this beautiful part of the country and witness the destruction from the forest fire of 2016.
- **Lunch** en route at a local restaurant.
- Relax and rest your feet, while you enjoy **wine tasting** at the **Vitkin Winery**.
- Return to **Tel Aviv** and to the hotel.

Israel Insider – Living on the Edge

SECURITY AND LIFE ON THE BORDER WITH GAZA

- 8:00 a.m. Depart Tel Aviv.
- **Israel in the Middle Eastern Arena:** Geopolitical briefing and tour with **Col. (Ret.) Miri Eisin**, former international advisor and spokeswoman to the Prime Minister. Learn about the security complexities of the area following Israel's withdrawal from Gaza in 2005.
- **Lunch** in **Sderot** at **Café Gutte**, a social business that employs youth-at-risk and provides a safe space for them to learn professional skills.
- **Young Communities on the Border:** Meet with members of the **Dror Israel Young Community** in Sderot. Enjoy a dialogue with these passionate “modern-day pioneers” who have moved from Israel's center to the socio-geographical periphery in their quest to improve life for themselves and for others. **Living on the Edge:** Visit **Moshav Netiv Ha'asarah**, located on Israel's border with the Gaza Strip, for a dialogue with a local resident. Then meet the artist **Tsameret Zamir**, who, with support from the **Jewish Agency**, created the **Path to Peace mosaic** on the border wall with Gaza. Hear about the challenges of trying to establish a thriving community on the border, and go to a lookout point to see into Gaza.
- 5:30 p.m. Return to Tel Aviv.

ALL TRACKS:

- **Cocktails** and **dinner** at **Avigdor 22**, a hip new urban event space in Tel Aviv.

Overnight: Hilton Hotel, Tel Aviv

Day Four: Thursday, October 26, 2017

ISRAEL TRACK DAY THREE

- Breakfast at the hotel.
- Check out of the hotel and depart according to track.

Food & Culture – Building Bridges

CULTURE AND CREATING COMMUNITY

- Visit **Ilana Goor's Art Gallery** in Jaffa to see her own work as well as her famously eclectic collection of other paintings and sculpture.
- **Dance and Movement in Israel with the Batsheva Ensemble:** Meet this ensemble of young dancers and choreographers, discuss their creative processes and training and enjoy a preview of their new dance program. Learn more about the **Kamuyot** (Rise Up) initiative, which aims to introduce dance to all groups and communities, followed by a dialogue with dancer-soldiers from the IDF Excellence Program.
- Enjoy lunch on own at the **Sarona Market**. Savor the smells, flavors and tastes of this historic Templar town and choose from cuisine ranging from local street food to fine dining with internationally renowned chefs.
- Visit the award-winning **Ella Valley Winery** on Kibbutz Netiv HaLamed Hey and taste the beautiful, expressive wines from this Israeli vineyard which benefit from the best of Napa Valley technology.

Business – Investing in the Future

A TALE OF TWO CITIES – BUSINESS IN TEL AVIV AND JERUSALEM

- **Inclusiveness and the Business World:** Visit **Meitav Dash**, one of the largest investment houses in Israel, and meet with **Avner Stepak**, board member and former CEO of Meitav Investment House. Avner is now a leading Israeli philanthropist who created, in partnership with the JDC and the Jewish Federation of Greater Washington, **Incorporate Israel** which works with top Israeli corporations to increase dramatically their employment of people with disabilities.
Israel a Global Energy Player: Dialogue with **Gina Cohen**, an expert and lecturer in the Israeli energy sector and writer for Globes, the leading Israeli financial newspaper.
- Depart for Jerusalem.
- **Innovation with Special Needs:** Visit the new tech center at the **ALYN Hospital** and meet the entrepreneurs who are improving the future for kids with special needs.
- **Welcome to Jerusalem 2027:** Meet with investors and planners of **“The City Entrance Project,”** the new business district that is being planned at the entrance to Jerusalem. Explore the underground foundations of this ambitious new development and learn about what the future will look like in Jerusalem.

Day Four: Thursday, October 26, 2017

ISRAEL TRACK DAY THREE

▪ Eco Israel/Outdoor Adventure – From Waves to Caves

A JOURNEY FROM THE MEDITERRANEAN TO THE HILLS OF JERUSALEM

- **Surfing but not on the Web:** Take part in a **surfing experience** on the shores of Bat Yam with MASA participants or new immigrants. Learn how the Jewish Agency is using surfing to encourage personal empowerment for youth at risk with the **Click Program**.
- **Accessible Health Zone:** Try your skills at wheelchair basketball at the **Accessible Health Zone**. Established by the JDC, this organization provides support for people with disabilities, provides information and opportunities for healthy lifestyles, and brings together people with and without disabilities as fitness and health partners.
- Depart for **Jerusalem**. Lunch on your own, en route.
- Hike to the **Sataf spring** outside of Jerusalem, where ancient methods of terrace farming are being revived.

Israel Insider – Bruchim Haba'im?

COMING TOGETHER, ACHIEVEMENTS AND CHALLENGES FOR NEW OLIM

- Explore the diversity and dynamism of Jewish life at the renovated **Beit Hatfutsot – the Museum of the Jewish People**. The exhibition **Operation Moses: 30 Years After** traces the remarkable story of the Ethiopian Jewish migration to Israel. Two participants from this great Aliyah will be on hand to talk about their journey to Israel and their experiences in Israel.
- Visit the exhibition **Heroes: Trailblazers of the Jewish People** together with students from the Beit Shemesh center for youth at risk and take part in an interactive exploration of “Who is my hero?”
- Lunch on own and depart for **Jerusalem**.
- **In the Heart of it All:** Visit the **JAFI Situation Room** with **Arielle Di-Porto**. See how JAFI's rescue operations handle crises for Jewish communities around the world.
- Meet with former Member of Knesset **Dov Lipman**, who made Aliyah in 2004 from Silver Spring, Maryland, and was elected to the 19th Knesset in 2013 with the Yesh Atid Party. Hear about his journey, and the challenges he faced as a new immigrant and as a politician.

ALL TRACKS:

- Meet as a group to recite the traditional “**shehechyanu**” blessing at Teddy Park overlooking the walls of the Old City, joined by **Sallai Meridor**, International Chairman of the Jerusalem Foundation and former Ambassador to the United States.
- Check into the hotel.
- **Dine around the Town:** Enjoy Jerusalem's culinary scene with reservations and recommendations made by our team. (*Dinner is on own account.*)

Overnight: David Citadel, Jerusalem

Day Five: Friday, October 27, 2017

ABOVE AND BEYOND THE STONES OF JERUSALEM

- Walk to the **Mamilla Hotel** for breakfast on the rooftop, overlooking the walls of the Old City.
- **Creating a Multicultural Society in Israel:** Dialogue with **Rani Jaeger**, a research fellow and faculty member at the Shalom Hartman Institute and one of the founders of Beit Tefilah Israeli, a secular synagogue.
- **Explore Jerusalem:** Join one of the pre-selected tours listed below.

OPTION 1:

- **Jewels, Gems and Zionism:** Visit **Yvel**, an international jewellery company and workshop and hear inspiring stories of social change and awareness in business. Yvel has employed and assisted many new immigrants, including providing employment, training, stipends, and Hebrew and absorption skills to Jews originally from Ethiopia.

OPTION 2:

- **The City Underneath:** Guided tour of both the Citadel moat and the “**Kishle**” in the Tower of David museum. Discover a fascinating underground military complex and prison compound from the 19th century that also provides remarkable archaeological evidence on the history of Jerusalem since the First Temple.

OPTION 3:

- **Rolling Around Jerusalem: Segway** your way along the promenades of the Old City, stopping at different observation points to view Old and New Jerusalem.

OPTION 4:

- **A Multi-Cultural Tasting Journey:** Explore the hustle and bustle of Jerusalem’s **Machaneh Yehudah** open-air market: Enjoy the sights, smells, tastes and sounds of this vibrant area where Jerusalemites shop.

OPTION 5:

- **Jerusalem on Two Wheels:** Bike through the hills of Jerusalem with **Alyn Active**, an organization dedicated to supporting ALYN Hospital, a world leader in the rehabilitation of children who have been severely injured or born with significant physical challenges.

ALL:

- Lunch on your own, en route.
- Return to the hotel.
- **Kabbalat Shabbat** at the **Tower of David**, followed by an optional visit to the **Kotel** (Western Wall).
- **Festive Shabbat dinner** with invited guests and acapella group **Kippalive** at Beit Shmuel’s elegant **Blaustein Hall**.

Overnight: David Citadel, Jerusalem

Day Six: Saturday, October 28, 2017

SHABBAT IN JERUSALEM

- Breakfast at the hotel.
- Morning at leisure. Relax and enjoy the hotel pool and other facilities or join one of the following **optional tours**:

OPTION 1:

- 10:00 a.m. Depart the hotel.
- Guided walking tour through the **Jewish Quarter** of the Old City of Jerusalem, visiting archaeological treasures and other highlights, including:
 - A walk along the **Ramparts** of the Old City.
 - A walk along the **Rooftops** for a behind-the-scenes look at the various communities in Jerusalem, and how they live alongside each other.
 - The **Cardo**, the main street of Jerusalem in the 6th century.
 - Visit the **Kotel** (Western Wall) and experience the special atmosphere of this holy site.

OPTION 2:

- 10:00 a.m. Depart the hotel.
- Visit the **Pool of Bethesda** and **St. Anne's** Crusader church, followed by a walk along the **Via Dolorosa**, passing by the **Ecce Homo Arch** and the **Sisters of Zion Convent**, ending at the **Church of the Holy Sepulchre**.

OPTION 3:

- **Free Shabbat morning in Jerusalem** for an opportunity to explore (on own):
 - The **Old City Ramparts** for a walk along the ancient walls of the city (*a voucher will be provided*).
 - The **Tower of David Museum** where the story of Jerusalem, from the time of Abraham to the end of the British Mandate over Palestine, is told with exciting exhibitions and in an astonishing location.
 - The renewed **Israel Museum** with its fascinating collections that range from archaeology and the Dead Sea scrolls to Jewish life and art, and from an open-air model of Jerusalem during the Second Temple to contemporary Israeli and European art.

ALL:

- Lunch on own.
- **Creating a Common Memory of Israel & the Diaspora:** Dialogue with **Avraham Infeld**, former Director of the Israeli Chais Foundation, Chair of the Honeymoon Israel Advisory Board, and mentor of Reut's Nation State Project. Avraham has invested a lifetime building Jewish identity and strengthening the State of Israel.
- **Experiences, Emotions, and Thoughts for the Future:** Join members of your track for a **group conversation** and share experiences and memories from your journey in Israel.
- Return to rooms to prepare for check-out.
- *Ben Kodesh Lechol: Havdallah.*
- **Farewell Seuda shlishit** (light meal) at the hotel.
- Late check-out from the hotel.
- Transfer for the designated group flights to Ben Gurion International Airport.

Overnight: Flight

Travel Day: Sunday, October 29, 2017

RETURN

- Departure flights to the U.S.A., arriving the same day.