



Josh Erickson,

You are cordially invited to...

The President's Tour

Israel.

with Dennis Holt & Chaim Marcus  
April 26 -May 3, 2015



**Up close and personal...**

*...with the most fascinating  
country in the world.*





*The Presidents Tour* was  
created for **dignitaries,**  
**C.E.O's and philanthropists.**

*Designed* to give you **insight, knowledge and first-hand experience of ancient and modern Israel;**  
from Abraham to Google, Herod's Temple to the Six Day War, King David's palace to one of the **world leaders in high-tech.**





*The President's Tour* WAS CURATED  
BY ARCHAEOLOGISTS, MILITARY  
AND INTELLIGENCE SPECIALISTS,  
BUSINESSMEN, SCHOLARS, CULINARY  
AND TRAVEL EXPERTS.

*Delivering* to every guest, a  
hand-crafted, educational and  
unforgettable experience.



*It's the  
all-access,  
backstage  
pass to  
experiencing  
Israel*

*Meticulously*

crafted meals, five star accommodation and transportation.

**EXCLUSIVE**

encounters and exclusive access.

*Visit*

members of the knesset in a private informal setting, meet some of the top brass of Israel's military and intelligence.

**MEET**

the business leaders that are driving Israels unparalleled success, like Waze founder Uri Levine and start-up guru, Jon Medved.

*Experience*

one of Israel's elite military units.

**PERSONAL**

visits. *The Presidents Tour* takes you into the private homes and lives of the people of Israel.

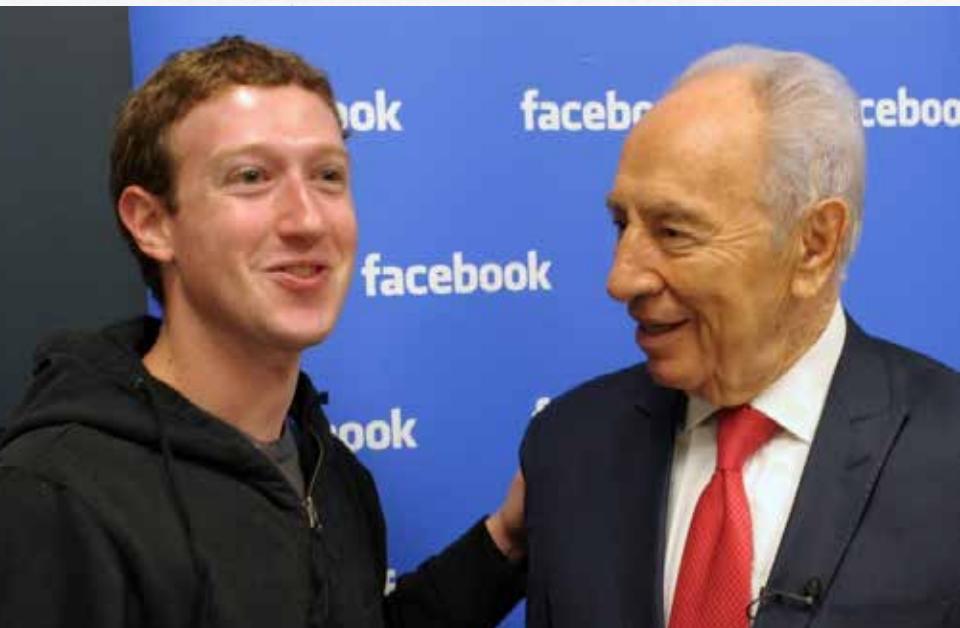




# **Experience the Ancient**

Nestled between ancient Egypt and Mesopotamia in the middle of the Fertile Crescent lies the Land of Israel, crossroads between Europe, Asia and Africa. There is no place with such diverse climates, elevations, passions, ancient ruins, religions, cultures, history, innovation, nightlife, beaches and beauty in such a small compact place.

**What other place can claim the  
origins of Judaism, Christianity, Islam,  
Baha'ism & Druzism?**



### START-UP NATION

## Look around you.

Your computer. Your cell phone.  
The internet. All made with Israeli  
technology. Best stock market returns  
over the past ten years?  
TASE The Tel Aviv Stock Exchange

**MORE START-UPS**  
per capita than any other country.

**WORLD LEADER**  
in renewable energy.

**MOST COMPANIES LISTED**  
on NASDAQ. (aside from USA)

# Come find out why.

**MEET** the people that are behind some of the best innovation in the world.

**SEE WHY** Apple, Motorola and IBM's largest R&D facilities outside the United States are in Israel and why Microsoft and Cisco built their only R&D facilities outside the US in Israel.



**NASDAQ** **IBM**



# Itinerary April 26 - May 3, 2015

sunday

## VIP Welcome at Ben Gurion Airport

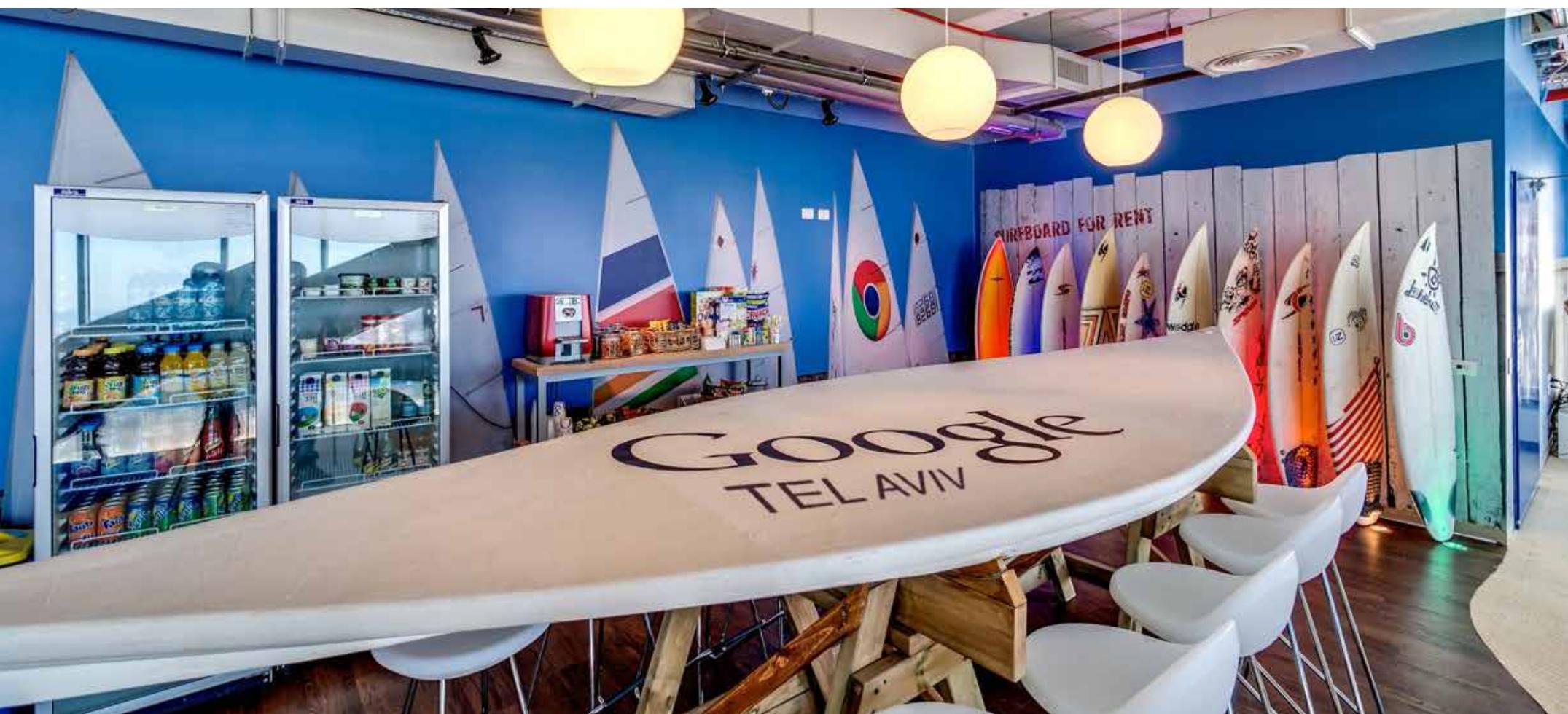
After landing, you will be greeted at the plane, transported in a private vehicle to the flight staff passport control and to our luxury chauffeured vehicle.

## Welcome to Tel Aviv

Stretching along a beautiful beach strip of the Mediterranean Sea for 100 years, Tel Aviv is the face of modern Israel. Nicknamed “The White City” for its abundance of **Bauhaus** style architecture, Tel Aviv was declared a UNESCO World Heritage City in 2003.

Directly across from the sea and minutes from Neve Tzedek, Tel Aviv’s hot SoHo-style hood, is **Decca**, one of Tel Aviv’s finest fish restaurant. We will meet and dine together with Israeli CEO’s, hear their story, their challenges and successes.

Meet with **Joanna Landau**, Founder of Kinetis, a non-profit organization that has set its sights on sharing Israel with the world as the vibrant center of innovation that it is.



*monday*

### **Israel Intelligence Center**

Established in 2001 by a former IDF intelligence officer, the organization has been described as the “public face of Israeli intelligence” and as a “pipeline” for the release of information that Israeli military intelligence does not want to be directly associated with. Our visit here will focus on Israel’s daily intelligence reports. What is it like to be responsible for eight million people while living in a very rough neighborhood?

### **Neve Michael Children’s Home Tour & Lunch**

Neve Michael serves 250 children, aged 4-18 years old, from all over the country, who were brought to its doorsteps under traumatic circumstances. Here you’ll learn about this loving home that is devoted to underprivileged and abused children and making their lives better.

### **Tishbi Winery & Chocolate Tasting**

In the last decade, Israel has put the world of fine wine on notice with its award winning tour de force of superb wines. How did that come about? What’s different about producing wine in Israel?

### **Tiberias & The Sea of Galilee**

Learn about Tiberias old and new. The city was founded in the first century and is located on the shores of Israel’s main source of fresh water, the Sea of Galilee.

DINNER & OVERNIGHT: THE RAMOT RESORT, GOLAN HEIGHTS, SEA OF GALILEE



~~tuesday~~

### **Tzfat Old City & Artist Quarter**

Tzfat is one of the four holy cities in Israel. It has served as a spiritual center since the 1500s, when the greatest Kabbalists lived here. Tzfat is home to art lovers, soul-seekers, cobblestone alleys, medieval synagogues, galleries and an palpable mystical atmosphere.

### **Golan Heights ATving**

Jump behind the wheel of a dune buggy and take an exhilarating ride through the **Golan Heights**.

While viewing the Syrian border and abandoned village of **Kuneitra, Mount Bental & the Valley of Tears**, learn first hand from a decorated veteran what it was like in 1973, when Israel faced its greatest existential threat in what came to be known as the Yom Kippur War.

### **IDF Base Experience & BBQ**

Visit an IDF base in the Golan and meet young elite soldiers, commanders and officers. Engage in conversation and hear first-hand about their drive, dedication, fear and ability to overcome challenges. A rare opportunity to get up close and personal with the brave soldiers of the IDF.



**Tuesday continued...**

### **Ascend to Jerusalem via Helicopter**

Our uniquely designed Helicopter ride gives you a topographical perspective that is a must in order to appreciate and understand Israel's challenges. Where is Gaza? How far is the "West Bank" from Tel Aviv? How narrow is Israel at its most narrow point?

We will fly south along the Mediterranean coastline over the ancient port city of Jaffa. Then turn inland to the Judean Hills and thru Sha'ar Hagai, which is the site where many historical battles took place for the control of Jerusalem. As we approach into Jerusalem you will be able to view the new Yad Vashem Holocaust Museum as it pierces out of the Jerusalem Hills. Take a view of Israel's **Knesset** (Parliament), the **Supreme Court**, and the **Israel Museum** with the famous **Shrine of the Book**. Shortly after you will see your first site of the Old City of Jerusalem. See the **Western Wall**, **The Temple Mount**, the **Walls of the Old City**, **Mt. Scopus**, the **Garden of Gethsemane** and the **Mt. of Olives**. This is a great introductory tour that allows you to put the city in perspective from above.

Welcome to the holiest city in the world. Here you will touch the Western Wall, walk through the diverse and beautiful streets of "new" Jerusalem, and enjoy the city's sounds, smells, and tastes; experience the people of Jerusalem, their diversity and vibrant culture.

OVERNIGHT: THE KING DAVID HOTEL, JERUSALEM



# wednesday

## Masada Mountain & Cable Car

Ride via cable car to the top of **Masada** and explore what remains of *King Herod's* palace. See what it was like to live there as you view the preserved baths, cisterns and barracks. It was here that leader *Eleazer Ben Yair* kept the Roman Legion's siege at bay for three years.

## Dead Sea Float Experience

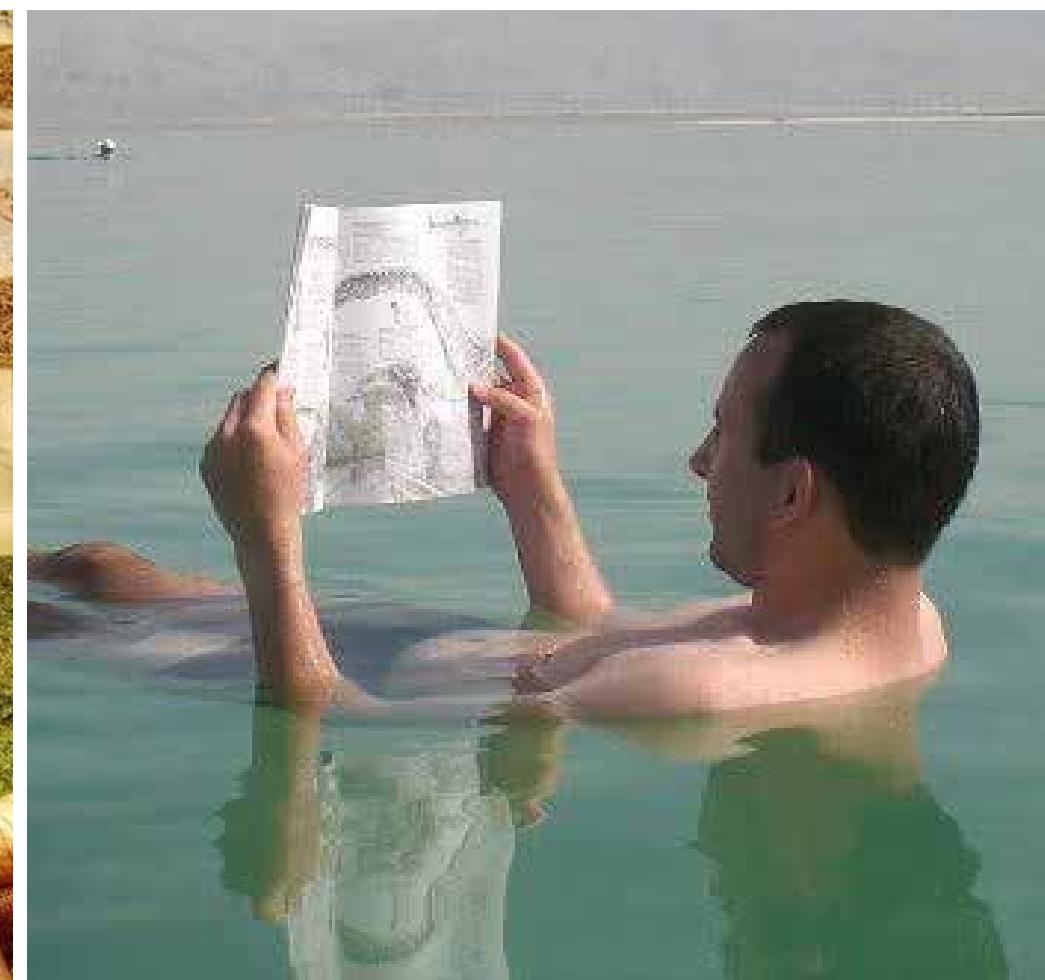
**Yam Hamelach**, literally meaning "Sea of Salt," is 417 meters below sea level, making it the lowest place on earth. Its salty water contains unique healing properties, which, combined with the nutrient-filled mud found on its shores, creates an unmatched luxurious and healthy experience.

## Jerusalem "Shuk" (Market)

With more than 250 vendors, this bustling outdoor marketplace is considered the heartbeat of central Jerusalem. Whatever you are looking for, the shuk has it: clothing, Judaica, fresh produce, meats, diamonds, restaurants – and an array of colorful characters throughout.

We will experience the tastes, smells and personalities of an authentic **Middle Eastern shuk**. We'll have a drink with a Yemenite healer, sample Middle Eastern spices, and indulge in a surprisingly wide variety of Halva.

OVERNIGHT: THE KING DAVID HOTEL, JERUSALEM



~~Thursday~~

## Western Wall Tunnels Tour

From the year 832 BCE until the year 68, the Jewish people worshiped here in what was called the "Beit Ha'mikdash" or the "*Holy Temple*". First destroyed by conquering Babylonians and later by the Romans, this remains the holiest site in the history of the Jewish people.

These famous underground tunnels contain remnants of entire rooms from the Second Temple period. At **Warren's Gate**, you'll stand just a few feet away from where the *Holy Ark* stood, and feel the yearning of the Jewish people for the Temple for thousands of years.

## United Hatzalah Headquarters

Learn about **United Hatzalah of Israel**, a fully volunteer Emergency Medical Services (EMS) Organization with more than 2,300 volunteers around the country, available around the clock – 24 hours a day, 7 days a week, 365 days a year. With the help of GPS technology and ambucycles -medically equipped motorcycles- they have been able to miraculously achieve a average response time of 3.5 minutes.

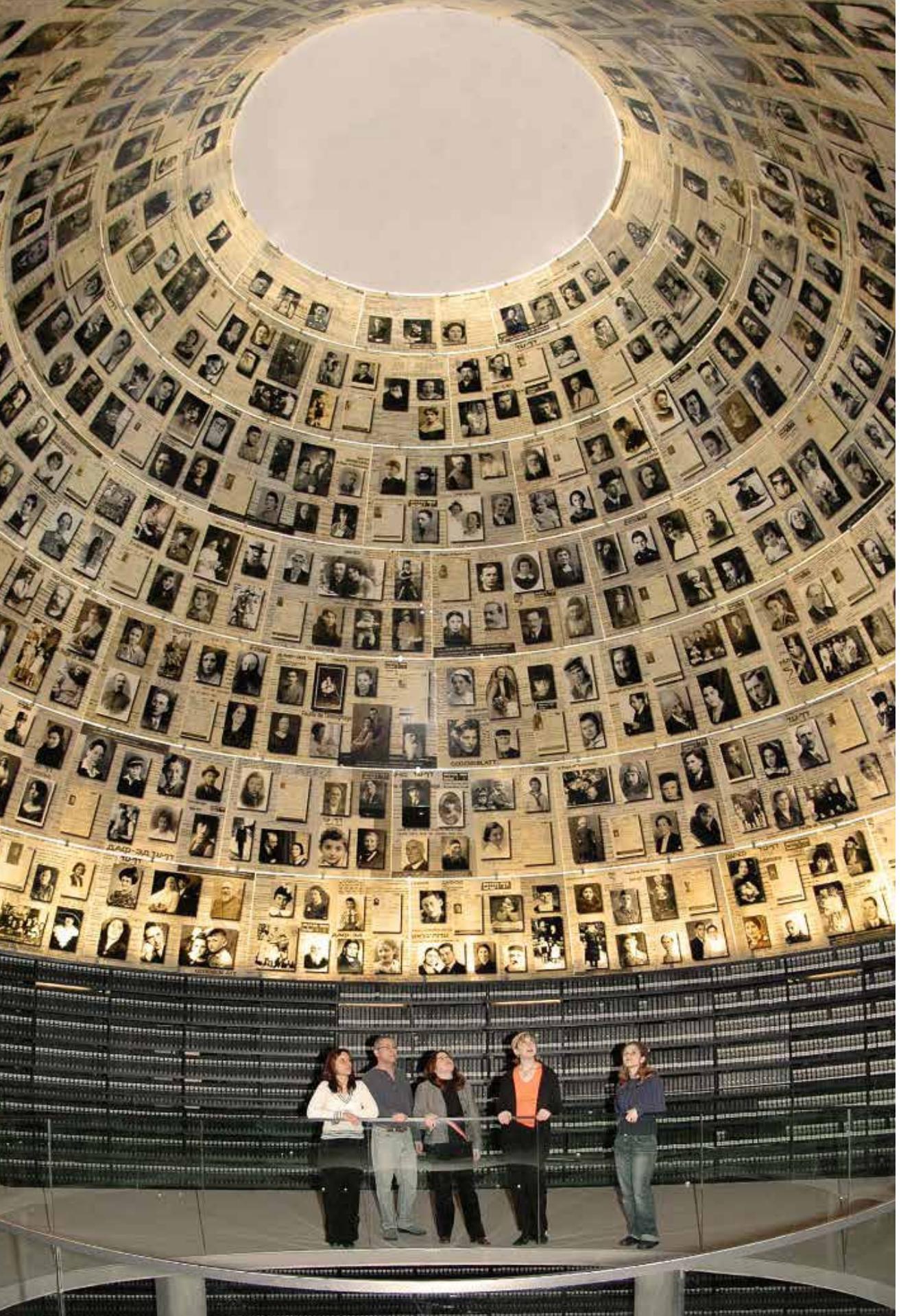
## Yad Vashem Holocaust Museum

In 1953, the **Yad Vashem Museum** was established as the world center for Holocaust research, education and commemoration. With survivor testimonies, powerful displays, artifacts and memorial gardens, this museum vividly illustrates the greatest annihilation ever perpetrated by man. For many it embodies one crucial message: Never again.

## Israel Start Up Nation

Is the Party Over, or is it Just the Beginning? Dialogue with **Jonathan Medved**, one of Israel's leading hi-tech venture capitalists. Hear from one of the top 10 most influential Americans who have impacted Israel, on his thoughts for Israel's creative ingenuity, business capability and astronomical success in the field of high tech- and where he thinks it is going.

OVERNIGHT: THE KING DAVID HOTEL, JERUSALEM



# friday

## **Jerusalem**

See Jerusalem as you have never seen it before: Travel through the promenades of Jerusalem on Segways to see the sites from a new kind of environmentally clean, two wheel perspective.

## **Elite Recon Unit Training**

This exhilarating activity is geared towards those who would like to learn about anti-terrorism tactics. Experts in anti-terrorism combat share real-life experiences, explain the tactics used to fight terrorism and offer hands-on experience for all participants in shooting weapons.

## **Meet Members of Knesset**

This exclusive and unique opportunity allows for some quality time to meet key decision makers currently serving in the Israeli Goverment.

## **Friday Night Tour to the Western Wall & Shabbat Dinner**

On the eve of Shabbat, Jerusalem transforms; stores shut down, and streets and alleyways fall silent, as all begin to anticipate the weekly Shabbat. Our 2000-year-old tour will pass through Jaffa gate and the Golden Menorah, and end at the Wall right as Shabbat begins.

We will join private families in Jerusalem for shabbat dinner, an intimate, personal and soulful experience.

OVERNIGHT: THE KING DAVID HOTEL, JERUSALEM



~~saturday~~

### **Shabbat Morning at Leisure & Lunch**

Enjoy breakfast and your morning at leisure. Explore two of Jerusalem's most ancient synagogues. Hear the unique singing and liturgy, and see the unique customs and clothing of three communities that make this city so special.

### **Jerusalem Old City Shabbat Tour**

Explore the Old City's ancient quarters. Visit the historical sites of the Old City, including synagogues, churches, markets and squares. Learn about the 3000 year-old history of the city of Jerusalem, from *King David's* conquest until the present day.

### **Up Close & Personal Home Visits**

What kind of people live in Jerusalem? What are their homes like? Their day to day lives? This is one of those rare treats that makes *The Presidents Tour* so unique. We will visit three homes in Jerusalem and schmooze with the owners over some fresh middle eastern coffee and home-made delicacies.

OVERNIGHT: THE KING DAVID HOTEL, JERUSALEM



sunday

## Tel Aviv - Silicon Valley Part II

Integration of Arabs into the Israeli Hi-Tech World:  
Dialogue with **Smadar Nehab**, Executive Director of Tsofen High Technology centers, a non-profit organization whose mission is to promote the integration of Israel's Arab Citizens into the hi-tech industry as a means of promoting economic development.

Visit **Trendlines**, a venture investment firm that invests in, incubates, and develops early-stage, high-promise, medical and agricultural technology companies in Israel, a global leader in start-up ingenuity.

Visit **Argo Medical Technologies** for a close look at ReWalk and a deeper understanding of the incredible innovation and vision needed to develop this external skeleton.

Dialogue with alumni of the elite intelligence unit 8200, and members of their **Entrepreneurship and Innovation Support Program** (EISP), including a representative of the Alumni Association and current CEO of **Zap**, for an in depth look into how EISP is taking innovations from the military and developing these skills for the commercial sector.

BEN GURION AIRPORT - RETURN TO USA





# experiences

- Israel Intelligence Heritage Center
- Neve Michael Children's Home Tour
- Tishbi Winery & Chocolate Tasting
- Meet Waze founder and Start-Up guru Jon Medved
- Tiberias & The Sea of Galilee
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- Golan Heights ATV Adventure
- Exclusive IDF Base Experience & BBQ
- Sensational Helicopter Ride to Jerusalem
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- Jerusalem "Shuk" (Market)
- Western Wall Tunnels Tour
- Meet Knesset Member
- City of King David Excavations
- United Hatzalah Headquarters
- Yad Vashem Holocaust Museum
- Training session with Elite Reconnaissance Unit
- Visit to Hebron – 4,000 year old city
- Private personal home visits with Israeli families

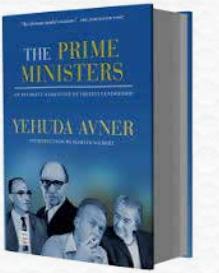


# Movies to watch before we go.

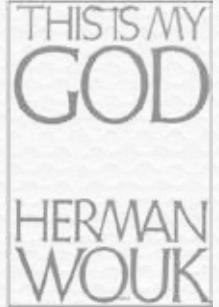


## **Strangers No More**

The Story of Israel's Economic Miracle, by Dan Senor and Saul Singer: Start-up Nation addresses the trillion dollar question: How is it that Israel-- a country of 8.1 million, only 66 years old, surrounded by enemies, in a constant state of war since its founding, with no natural resources-- produces more start-up companies than large, peaceful, and stable nations like Japan, China, India, Korea, Canada and the UK?



**Prime Ministers: An Intimate Narrative of Israeli Leadership, by Yehuda Avner:** This book by a former senior government official details at great length and with fascinating insider's experiences working side-by-side with five Israeli prime ministers and countless senior players in government.



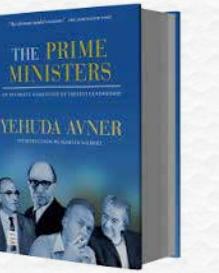
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This Is My God is Herman Wouk's famous introduction to Judaism completely updated and revised with a new chapter, Israel at Forty. A miracle of brevity, it guides readers through the world's oldest practicing religion with all the power, clarity and wit of Wouk's celebrated novels.

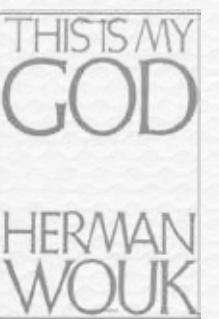


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# Books to read before we go.

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with Dennis Holt & Chaim Marcus

