

Merage Institute

US-Israel Innovative Bridge
Executive Leadership Program

2012

March 4 – March 16

Week One: March 4-10

	Morning	Afternoon	Evening
Sun 4	Arriving to Irvine checking in at the Hotel		6:30pm Welcome Dinner at the Hotel
	Breakfast: Hotel	Lunch: UCI	
Mon 5	8:00am-12:00pm Marketing Imran Currim	1.00pm-4.30pm Marketing - continued	6:30pm Dinner hosted by Welcome Dinner hosted by Paul and Lilly Merage
	Breakfast: Hotel	Lunch: UCI	
Tues 6	8:00am-12:00am Marketing	1.00pm-5.00pm Legal challenges - companies Marketing in the US. Andrew C. Peskoe, Esq	6:30pm Dinner hosted by Yael and Eyal Aronoff
	Breakfast: Hotel	Lunch: UCI	
Wed 7	8.00am-12:00pm Business Strategy Leonard Lane	1:00pm-4:30pm Business Strategy -Continued	6:30pm Dinner hosted by Ralph and Susan Stern Presentation by: Ralph Stern – leadership
	Breakfast and	Lunch: UCI	
Thurs 8	8:00am-11:45pm Business Strategy	1:00pm-5:00pm Tax Challenges for Israeli Start-ups in the US George Gans	7:00 Dinner Hosted by Liz Merage Presentation: Arik Tendler - branding and sales
	Breakfast: Hotel	Lunch: UCI	
Fri 9	8:00am-11:00pm Amir Lerman Medical Startup Companies	1:00pm-5.00pm Strategic Networking - continued	6:00pm Dinner and Services – University Synagogue
	11:00am-12:30pm Strategic Networking Bruce Money		
Sat 10	<i>Rest OR Shopping for those who wish to get gifts</i>		4.00 pm Dinner hosted by Sunset on the Ocean - Sailing trip Dennis and Cheryl Assael Dinner & Dancing

Week Two: March 11-16

	Morning	Afternoon	Evening
Sun 11	11:00am Albert El Kobi Luch BH Presentation: Zvi Chalamish: Turning a Cash Deal into a Credit Deal	2:00Pm-5:00pm Ofar Nissenboim – ceo peninsula LA – leadership Presentation: Marty Blank The role of philanthropy in American Business & the responsibility of business leaders to participate in philanthropy	6:30pm LA - ILC Gala
	Breakfast: Hotel	Lunch: UCI	
Mon 12	8:00am-12.00pm Negotiations Chris Erickson	12:00am-12.20pm <i>Gil Galanos –WE Summit</i> 1:00pm-4:30pm Negotiations – cont.	6.30pm Dinner Hosted by Katherine Merage Presentation by: Zvi Chalamish – Israel Economy Brief
	Breakfast: Hotel	Lunch: UCI	
Tues 13	8:00am-12:00pm Negotiations – cont.	1:00pm—4.30pm Negotiations – cont.	6.30pm Dinner hosted by <i>Tali and Oded Ben Ezer</i> Presentation by: <i>Oded Ben Ezer</i>
	Breakfast: Hotel	Lunch: UCI	
Wed 14	8:00am-11:45pm Critical Thinking & Decision Making Tom Eppel	11:45 – 2:00pm Innovation-Stanton Rowe 2:00pm-5:00pm Presentation Skills & Elevator Pitch Joel Calvo	6.30pm Dinner hosted by Dana and Mark Susson Presentation by: Joel Calvo - Team Development
	Breakfast: Hotel	Lunch: UCI	
Thurs 15	8:00am-11:30 Presentation Skills & Elevator Pitch Joel Calvo	11:30 – 1:30pm Henry Samuelli - Broadcom 1:30pm-5:00pm Sales & Distribution Imran Currim	6.30pm Graduation and Farewell dinner hosted by Katherine Merage, Paul and Lilly Merage at the Ritz Restaurant
	Breakfast: Hotel	Lunch UCI	
Fri 16	8:00am-12:00pm Supply Chain Management Mike Aghajanian	1:00pm-4:30pm Balanced Scorecard Bill Somers	6.30pm ICE HOCKEY GAME Ducks vs. LA Kings Go Ducks!

Module Details

MODULE: MARKETING; SALES & DISTRIBUTION

Dr. Imran Currim

Monday, March 5: 8:00am-12:00pm and 1:00pm-4:30pm

Tuesday, March 6: 8:00am-12:00pm

Thursday, March 15: 1.30pm-5:00pm

Module Description

This module will help Israeli business people understand and develop alternative marketing strategies for U.S. markets. We will focus on organic growth, when companies grow through existing or new products or services in existing or new markets. Discussions will cover securing new markets through expanding geographically and targeting new segments (or customers). Learning is facilitated through a combination of readings, case discussions, and an assignment.

Text, Articles, and Cases

1. An Export Marketing Plan for Small Companies, *International Trade FORUM*, 2, 1995.
2. *Strategic Marketing Management*, 6th Edition, 2001, John Wiley and Sons, New York.
3. "The Brand Report Card," *Harvard Business Review*, January-February 2000, p. 147-57.
- *4. MontGras: Export Strategy for a Chilean Winery, *Harvard Business School Case* 9-503-044
- *5. Biopure, *Harvard Business School Case* 9-598-150.
- *6. Invisalign, *Kellogg Business School Northwestern University Case* KEL032-PDF-ENG

*I hope you can read items 4 and 5 before my Monday-Tuesday (March 5th/6th) session and item 6 before my Thursday (March 15th) session and briefly write your thoughts on each of the questions on the case (see below). This is important for the group discussion. Items 3, 4, 5, and 6 can be ordered from www.hbsp.com (Harvard Business School Publishing).

While it is preferable that other items are read before the two-day session, it is not necessary. However I recommend these items (particularly item 2) be read after you return to Israel. You may be able to find Item 2 (a paperback) in Israel at a lower price. Alternatively it can be ordered from www.amazon.com although they may take some time to ship your order. If some of item 2 can be read before my two-day session I recommend you read Chapters 11, 12, 9, 2, 3, 4, 5, 6, 7 (ordered from most important to important), or any subset of these chapters. Our discussion will focus on how the concepts in these chapters are being used, have been used, and can be used in specific company settings.

Monday, March 5

Introduction, Alternative Growth Strategies, Honda Motor Car Company

MontGras: Export Strategy for a Chilean Winery

1. Evaluate MontGras's marketing strategy. Is it positioned in attractive markets/segment, or will it suffer as the industry enters a period of over-supply?
2. To what extent can MontGras control its own market position, as opposed to being dominated by the country-of-origin effect? What indication does this have for the marketing strategy?
3. Evaluate the U.S. and U.K. options described in the case. What would you recommend, and why?
4. What aspect of this case did you find most interesting? Why? Can you use this aspect to aid your own possible development of marketing plans? How?

Biopure

1. How do you assess Biopure's potential in the human market? The animal market?
2. What are the biggest obstacles to Biopure's success in the human market? The animal market?
3. How might Oxyglobin be a threat to Hemopure? How might it be an asset to Hemopure?
4. What should Biopure do regarding the commercial release of Oxyglobin? If they release, what price should they set? How should it be distributed?

Tuesday, March 6

Customization of Marketing Strategies and Group Discussion

- We will make a list of Israeli products or services for export. The participants will be divided into groups. Each group will select a product or service offered by a group member firm for export.
- Dr. Currim will lead a brainstorming session on key questions and methodology for development of export plan
- Group Develops Marketing Strategy for Israeli Exports to the U.S.
- Each group will come up with:
 - (a) key questions to be answered in order to judge the export potential of the product or service, to be summarized on 1-2 transparencies, and
 - (b) an outline of a process or methodology for answering the key questions, to be summarized on 1-2 transparencies.
- Group Presentations and Discussion (15-20 minutes per group), followed by a discussion on how the questions and methodology can be enhanced.

Thursday, March 15

- **Distribution Decisions**
- **Four Steps Prior to a Distribution Decision**
- **Invisalign**
 1. Diagram Invisalign's channel structure for the (a) promotion selling cycle and (b) ordering/physical possession cycle.

2. What channel functions and flows are performed by each channel member for Invisalign and the traditional braces market?
3. Are there any gaps in the channel? Are channel members performing functions that Invisalign intends them to? If not, why not?
4. Are channel power sources affecting Invisalign's success? If so, how?
5. What would you do to ramp up conversion from generation of interest to capture?

MODULE: Legal challenges

Andrew C. Peskoe, Esq.

Tuesday, March 6: 1pm-5pm

Module Description:

Our discussion will focus on practical legal issues you are likely to encounter doing business in the U.S., with the goal of providing a business and commercial framework to analyze and understand those issues.

We will discuss the different forms of legal entities that operate under U.S. law and the advantages and challenges of each (from the perspective of liability, "tax-ability", affordability and flexibility). We will look at the key elements and structure of venture capital investments, and discuss the most-often used intellectual property arrangements, such as non-disclosure covenants and "work for hire" technology agreements. We will also review critical issues raised by joint ventures, intellectual property and technology licensing, and – time permitting -- other matters that often "trip-up" foreigners navigating the U.S. marketplace.

Selected Readings

- Letter of Intent
- NDA
- Proprietary Information and Inventions Assignment Agreements
- (Optional) Form Investment Banking Engagement Letter

MODULE: Business strategy

Leonard Lane

Wednesday, March 7: 8:00am-12pm and 1:00-5:00pm

Thursday, March 8: 8:00am-11:45am

Module Description:

The focus of this module is on competitive strategy. The objectives are to provide knowledge of successful techniques for strategy formulation and strategy implementation. To analyze competitive strategy it is essential to understand the structure of an industry, the evolution of this structure and the pattern of interaction among the competitors in the industry.

The module is designed to improve your decision-making in a competitive and dynamic environment where competition means the goal of every business is to gain and sustain an

advantage over rivals. Therefore, our approach is practical and problem-oriented. A major part of the module will involve applying concepts, frameworks, analytical techniques and managerial insights to the strategic issues which your companies are facing.

REQUIRED MATERIALS

Course Reader: The course reader contains all the cases along with required readings. You are required to complete all readings in the course.

COURSE SCHEDULE

The course schedule, required readings, and case questions are outlined below, along with the dates for each class.

March 7 The Concept of Strategy

1:00 – 4:30 Read: Grant: Chapter 1

Read: Crafting Strategy by Henry Mintzberg

Read: What is strategy by Michael Porter

Read: Can You Say What your Strategy Is? HBR, April 2008, Collis and Rukstad

The first afternoon module will address key elements of strategy along with two exercises to support our discussions. We will address the definition of strategy and its relation to competitive advantage and identification of an intensity of rivalry in the technology industry in the United States. An exercise will be conducted amongst participants to define the industry segments in which you compete and who has the power in those segments. Based on this exercise we will then have a discussion on how to identify and exploit competitive advantage.

March 8 Analyzing Resources and Capabilities

8:00 – 12:00 Read: Competing on Resources

Read: The Core competence of the corporation

Read: Creating Competitive Advantage, HBS press, Product 9-798-062

The morning of March 8 will be devoted to understanding how to compete on your resources and capabilities. The focus will be identification of your company's drivers, assumptions, capabilities and current strategy in relation to developing a future strategy to exploit your competitive advantage in the U.S. market.

Group Exercise: Identification of resources and capabilities in relation to market opportunities – your strategic fit.

March 8 Application to the Technology Industry

1:00 – 4:30 Discussion of the industry and product life cycles, as well as critical success factors, required at different stages of the industry and product life cycle. The final portion of this module will be devoted to an exercise in which participants will identify the critical success factors needed at each stage of their product life cycle and prepare a summary plan on how to focus the necessary resources and capabilities on achieving these critical success factors.

MODULE: Tax issues related to foreign investments in the US

George Gans

Thursday, March 8: 1:00pm-5:00pm

Module description:

The focus of this module is to give the participants an understanding of the U.S. tax related issues when entering the U.S. market. The module will discuss the various considerations that foreign investors / companies need to take into account as they plan on expanding their operations into the U.S. market. These considerations include choice of entity, location of business from a state and local tax perspective, and various other federal and state tax matters.

In addition, the module will discuss the Foreign Investment in Real Property Tax Act which applies to all foreign companies investing in the U.S, and the different aspects of the act and what companies should pay attention to.

Finally, the module will discuss the implications of cash distributions out of the U.S. from a income and withholding tax perspective.

GUEST LECTURE: Medical Start Up Companies

Amir Lerman

Friday, March 9: 8am-11am

MODULE: Strategic Networking

Bruce Money

Friday, March 9: 11am-12:30pm and 1:00pm-5:00pm

Module Description:

This module focuses on networking in a strategic sense; that is, how to form and utilize connections with people for successful entry and growth. As the saying goes, it's not *what* you know, it's *who* you know. When it comes to networks, it's sometimes *how* you know them as well. In the vast market of the U.S., learning the strategic aspects of forming the right kinds of

relationships is important to success of Israeli ventures in America. Through case studies, simulations, and other examples, we review and explore the frameworks that govern how action-oriented networks are formed and maintained. Participants will analyze various types of networks and their relevance to Israelis (e.g., product- or service-oriented, community, Jewish leaders, professional, etc.). You will also identify and discuss strategies relevant to Israeli business operating in U.S. regarding creating and sustaining networks. Learning how networks operate demonstrates that, as in many areas of business, advantage may not go to the one with the most resources, but rather to the one who knows what's going on.

A few pre-readings and a case for this course will be sent to you by the Merage Foundation. Dr. Money will give you other articles at the seminar.

Pre-Readings (*Please read before the module begins.*)

“How Leaders Create and Use Networks,” by H. Ibarra and M. Hunter, *Harvard Business Review*, January 2007.

“A Blueprint for Constructing a Personal and Professional Network,” by T. Krattenmaker, *Harvard Management Communication Newsletter*, April 2002, Harvard Business School Publishing.

“Heidi Roizen,” Harvard Business School Case 9-800-228, by Nicole Tempest, 2000, Harvard Business School Publishing. This is a case study about a successful venture capitalist in Silicon Valley who is a very active networker

Please read through the case and prepare to discuss the following questions:

1. What are the strengths of Roizen’s network as we see it at the end of the case. The weaknesses?
2. What specific steps did Roizen take to develop her network? To maintain it?
3. What strategic lessons can you apply from Roizen’s experience to your own networking efforts for marketing, financing and other help?

Seminar Outline

8:00-12:00 The Nature of Networking Concepts

- The “small world” phenomenon
- Networking vocabulary
- Strong vs. weak ties
- The power of “structural ho

Networking Tools

- Types of networks
- Building and managing your network
- Currencies of network exchange (the right kind of reciprocity)
- Avoiding the “top dog” syndrome

Networking Vehicles

- Wider-scope networks (community, government, etc.)
- Cross-cultural networking considerations
- Specific networking help for Israeli companies in the U.S.
- Strategic blogging

1:00-4:30 Putting Networks to Work for Your Business

- Industry examples of how networks have assisted businesses in U.S.
- Harvard and other case study examples from Israel companies
- Hypothetical mini-cases for networking strategies in various business stages of start-up, growth, etc.

Presenting Your Own Strategic Networking Plan

Based on course learning tools, participants will formulate and present briefly (seven minutes or so) a strategic networking plan for preferably an actual business for a specific business need or situation (marketing, capital, etc.).

Questions to be considered include:

1. Who are the types of people you eventually need to contact?
2. Through what strategic network will you contact them?
3. What will you specifically do to make contact and follow up?

As a class we will listen to the plans, provide feedback, etc.

Other Readings

Business Press/Newspaper Articles (to be distributed in class)

“The Power of Networks,” special issue of *Forbes*, May 7, 2007 (selected articles)

“How to Network—And Enjoy It,” *Fortune*, April 4, 2005

“Passengers Are Cleared to Network about the Cabin,” *New York Times*, September 14, 2004.

“The Fine Art of Following Up,” *Business Week*, October 21, 2002.

“Bridging the Gap,” *Entrepreneur*, November, 2004.

Academic Articles (for perusal only—to be distributed in class)

“Making Invisible Work Visible: Using Social Network Analysis to Support Strategic Collaboration,” by R. Cross, S. Borgatti, and A. Parker, *California Management Review*, Winter 2002.

“Explorations of National Culture and Word-of-Mouth Referral Behavior in the Purchase of Industrial Services in the United States and Japan,” by B. Money, M. Gilly and J. Graham, *Journal of Marketing*, October 1998.

Other Harvard/Stanford Readings (Recommended for further reading—can be ordered online from HBS Publishing website, www.hbsp.com)

“Discovery Skill #4: Networking-How Interacting with People Outside Your Social and Professional Spheres Can Jump-Start Innovation” by Jeffrey H. Dyer, Hal B. Gregersen, Clayton M. Christensen, 2011, in *The Innovator’s DNA*, Harvard Business School Publishing.

“A Note on Social Networks and Network Structure” by Jeffrey Pfeffer, 2008, Stanford Business School, available from Harvard Business School Publishing.

“How to Build Your Network” by Brian Uzzi and Shannon Dunlap, *Harvard Business Review*, December 2005, Harvard Business School Publishing.

“Are You Ready to Get Serious About Networking?” by S. Parker, *Harvard Management Communication Newsletter*, February 2003, Harvard Business School Publishing.

“The Science of Networking,” by L. Gary, *Harvard Management Update*, January 2004, Harvard Business School Publishing.

“Note on Industry Peer Networks,” by S. Sgourev, 2002, Stanford Business School, available from Harvard Business School Publishing.

“Can a Shy Person Learn to Network?” by H. Ibarra, *Harvard Management Update*, September 1996, Harvard Business School Publishing.

Books on Networking (Recommended for further reading—can be ordered online at www.amazon.com or from other booksellers)

The Hidden Power of Social Networks, by R. Cross and A. Parker, 2004, Harvard Business School Press, ISBN: 159139270.

Power Networking, 2nd Edition, by D. Fisher, S. Vilas, 2000, Bard Press, ISBN: 1885167474.

Hidden Assets: Harnessing the Power of Informal Networks, by C. Ehin, 2004, Springer-Verlag Telos, ISBN: 1402080816.

MODULE: Negotiations

Dr. Chris Erickson

Monday, March 12: 8:00am-12:00pm and 1:00pm-4:30pm

Tuesday, March 13: 8:00am-12:00pm and 1:00pm-4:30pm

Module Description:

The purpose of this module is to provide opportunities for participants to develop their negotiating abilities for use in organizational and other settings. The module is premised on the assumption that negotiating concepts are best learned through practice grounded in rigorous analysis and reflection. Theoretical principles and concepts from various reference disciplines (such as social psychology, sociology, and economics) will be presented through lectures and readings, with the focus primarily on improving practical skills through participation in simulations. Participants will not only learn to enhance their individual abilities in dyadic and group situations, but also to analyze contexts for the most effective application of these skills.

MODULE: CRITICAL THINKING & DECISION MAKING

Thomas Eppel

Wednesday, March 14: 8:00am-11:45am

Module Description:

Sound decision making and critical thinking have always been important skills for creating success. In a world that has become increasingly complex and that is changing at an ever increasing pace, these skills are even more important than ever before. Yet, too many individuals and organizations are ill prepared when it comes to making smart decisions and how to critically examine the abundance of data and information that is all around us.

This module gives an overview of the art and science of decision making and critical thinking. It provides the motivation to view decision situations as opportunities rather than problems and to view decision making as a skill that can be learned, practiced and improved upon like any other skill. It also discusses the many pitfalls and psychological biases that have a tremendous impact on our thinking and decision making and have led to new fields such as behavioral economics and behavioral finance.

Selected Readings:

Book: Smart Choices, A Practical Guide to Making Better Life Decisions by John S. Hammond, Ralph L. Keeney and Howard Raiffa.

GUEST LECTURE: Innovation

Stanton Rowe

Wednesday, March 14: 11:45-2:00pm (working lunch)

MODULE: PRESENTATION SKILLS & ELEVATOR PITCH

Joel Calvo

Wednesday, March 14: 2:00pm-5:00pm

Thursday, March 15: 8am-11:30am

Module Description:

Creating Your Elevator Speech: An elevator speech is an indispensable tool for promoting you and your business. It is as essential as your business card. What is an elevator speech? Simply put, it is a concise, carefully planned, and well-practiced description about you and your company that your mother should be able to understand in the time it would take to ride up an elevator. In this session you will learn to write and present your personalized Elevator Speech.

GUEST LECTURE: Broadcom

Henry Samueli

Thursday, March 15: 11:30am-1:30pm (working lunch)

MODULE: SUPPLY CHAIN MANAGEMENT

Mike Aghajanian

Friday, March 16: 8:00am-12:00pm

Module Description:

The objective of this module is to introduce the basic concepts of supply chain management and explore techniques to leverage the supply chain for strategic advantage.

In this module, we will define the elements that make up a supply chain, demonstrate its central and strategic role in product based companies, explore through simulation the effects of various supply chain structures on cost and customer satisfaction, present key metrics for measuring supply chain performance, and investigate risks and risk mitigate strategies associated with a global footprint

Selected Readings:

Book: The Goal, A Process of Ongoing Improvement by Eli Goldratt

MODULE: BALANCED SCORECARD

Bill Somers

Friday, March 16: 1.00pm-4:30pm

Module Description:

The objective of this module is to introduce the concept of the Balanced Scorecard, one of the most widely used Performance Management tools in business today. The Balanced Scorecard

seeks to identify and measure a small number of financial and non-financial metrics appropriate for the business. These measures should provide an overall view of how the business is performing and where management attention should be focused.

This module will review the philosophy of Balanced Scorecards and how they have evolved since they were introduced 20 years ago. We will define the key perspectives that should be reflected when designing a Balanced Scorecard and cover how a Balanced Scorecard process is implemented.

Professors



Mike Aghajanian

Title: Executive Director

Department: Executive Education Programs

Email: michael.aghajanian@uci.edu

Mike Aghajanian is currently the Executive Director of the Office of Executive Education for the Merage School of Business at the University of California, Irvine (UCI). In this role he is responsible for the development and delivery of high quality non-degree related education to the Southern California Business Community.

In addition to his role at UCI, Mike serves as Chairman of the Board for Cimtek, Inc. a Toronto based leader in functional testing of high reliability electronics, on the Board of Directors of Nexiant, Inc. in Irvine California, a leading provider of MRO inventory solutions and on the Board of Directors for OCTANe (Orange County Technology Action Network) an organization devoted to fueling technology growth in Orange County.

Mike recently retired as the President and CEO of PRTM Management Consultants. PRTM has more than 800 consultants in 19 offices worldwide, PRTM is globally recognized as the leading management consultant in the area of operational strategy, supply chain management, product innovation, and customer experience excellence.

Aghajanian has over 25 years of consulting and industry experience. He joined PRTM in 1991 and held a variety of roles of increasing responsibility. Among his many accomplishments, Mike led the firm's expansion into and within Asia; established The Performance Measurement Group, a wholly owned subsidiary of PRTM, well known for its extensive industry benchmarks; and co-led the team that developed the Supply Chain Operations Reference (SCOR) model -- a widely used and effective tool to tune global supply chains.

Mike earned an MBA with a concentration in Technology Management from the University of California, Irvine, and a BS in Management Engineering from Worcester Polytechnic Institute in Massachusetts.



Joel Calvo

Title: Chairman and Ceo

Email: joelcalvo@gmail.com

Joel Calvo has been a business and community leader for more than 30 years. He is an accomplished senior executive whose strategies, communication skills and financial acumen have consistently delivered a successful track record of growing company profitability and meeting diverse stakeholder interests in small privately--- held to large publicly---held organizations.

Professional highlights include the following:

- Chairman/CEO of WM Financial Services, a national broker/dealer with more than 2,000 brokers;
- Chairman/CEO of WM Advisors, a \$28 billion mutual fund complex;
- Partner of ZAAZ, a full service interactive agency: strategy, design, development, user experience, web analytics, optimization, social networking & search marketing;
- President of PNC Capital Markets, a public finance investment banking firm;
- President of PNC Investments, a multi state retail broker/dealer;
- Director of Sales and Marketing for Bank of America's Global Private Bank;
- President of Main Street Trading, an institutional and retail commodities firm;
- Led and integrated numerous business turnarounds, mergers, acquisitions and divestitures;
- Established strategic partnerships and joint ventures to grow product distribution and optimize capacity; and
- Highly effective communicator, keynote speaker and frequent guest commentator on CNBC, Bloomberg, PBS, FOX and CNN.

Community highlights include the following:

- Board of Director, Vancouver Economic Commission (British Columbia, Canada);
- Board of Advisor and Executive Committee, University of California (Irvine)



Imran Currim

Title: Chancellor's Professor, Marketing, and Associate Dean, Marketing & Student Relations for Executive MBA Programs

Email: iscurrim@merage.uci.edu

Personal Website: <http://web.merage.uci.edu/~currim/>

Imran Currim is Chancellor's Professor at the University of California, Irvine, and serves the Paul Merage School of Business as Associate Dean, Marketing & Student Relations, for the Executive MBA Programs. Prior to that, he served the Merage School as Associate Dean of the Masters Programs.

Prof' Currim is the recipient of two of the highest honors in marketing:

- the American Marketing Association William O'Dell Award for "the article judged to have made the most significant five year contribution to marketing theory, methodology, and practice," and
- the American Marketing Association/Houghton Mifflin Distinguished Teaching in Marketing Award, "for contributions to teaching excellence."

Professor Currim's recent papers have been finalists for:

- the 2003 American Marketing Association Paul E. Green Award for best paper published in Journal of Marketing Research during 2002.
- the 2004 European Marketing Academy Award for best paper published in International Journal of Research in Marketing during 2003.

Professor Currim received:

- Wall Street Journal's 2008 Favorite Professor in an Executive MBA Program.
- Business Week 2006 ranked his marketing course taught in the Executive MBA Program #3 in the world.

Professor Currim was recently appointed Chancellor's Professor at UCI, a title used to "recognize full Professors who have demonstrated unusual academic merit and whose continued promise for scholarly achievement makes them of exceptional value to the university." He also received one of the highest commendations awarded by the University of California Irvine Academic Senate, the Distinguished Faculty Lectureship Award.

Research

- How customers make choices
- How competitive product and service features, marketing mix variables such as price, sales promotion, advertising, and distribution, and customer variables such as loyalty, choice set effects, and background variables, influence customer choice.
- Published articles on this topic in various journals such as the European Journal of Operations Research, International Journal of Research in Marketing, Inquiry, Journal of Consumer Research, Journal of Marketing, International Journal of Internet Marketing and Advertising, Journal of Marketing Research, Management Science, Marketing Letters, Marketing Science, and Organizational Behavior and Human Decision Processes. Publications are available at <http://web.merage.uci.edu/~currim/publications.htm>
- Served as Area and Associate Editor of Marketing Science, and Management Science for 13 years.
- Currently serves on the editorial boards of the Journal of Marketing Research, International Journal of Research in Marketing, Journal of Interactive Marketing, International Journal of Electronic Business, and International Journal of Internet Marketing and Advertising.

Consulting, Executive Training, and Teaching

- Recognized as an international expert in the area of design and marketing of products and services, and market research.
- Consulted for companies such as Altiris, AT&T, Baxter, Dell, Elcam Medical (Israel), Inabata (U.S. and Japan), Johnson and Johnson, Los Angeles Times, Orange County Register, St. Joseph's Hospital, Twentieth Century Fox, Warner Brothers, and smaller profit and not-for-profit organizations.
- Conducted executive training programs at companies such as Astro Asia (Thailand), Bioscience Webster, British Petroleum, Children's Hospital of Orange County (CHOC), Conexant, First Auto Works (China), Fluor-Daniel, Ingram-Micro, Microsemi, Merage Foundation Export Program, Orange County Register, Panasonic Avionics, Shinsegae (Korea), and Triage Consulting.
- Received 17 Excellence in Teaching Awards most of which are for his teaching in the Executive and Fully Employed MBA Programs at UCI, New York University, and UCLA.

Prior Academic Appointments

Before joining UCI in 1989 he was a member of the business school faculties of UCLA Anderson School of Management, New York University Stern School of Business, and Yale School of Organization and Management.



Thomas Eppel

Title: Summer Session Instructor and Assistant Specialist

Email: teppel@uci.edu

Personal Website: <http://www.tomeppel.com>

Born and raised in Germany, Dr. Thomas Eppel came to the United States in 1984 and enrolled in the Ph.D. program of the Psychology Department at the University of Southern California. After receiving his Ph.D. in Mathematical Psychology with an emphasis on decision analysis, Dr. Eppel joined the faculty of the Krannert Graduate School of Management at Purdue University. In 1996 he returned to California to become Vice President of Decision Insights, Inc., a consulting company specializing in decision and risk analysis. In January 2000, Dr. Eppel joined the staff at the Graduate School of Management at the University of California Irvine as an Assistant Dean, responsible for curriculum development around the "Information Technology for Management" focus. He currently lectures at the Paul Merage School of Business, UC Irvine.

Dr. Eppel has published numerous articles, book chapters and reports in the areas of decision and risk analysis. He has been involved in consulting projects with clients such as the U.S. Department of Energy, the California Department of Health Services, EPRI, SANDIA, the Joint Research Centre (Commission of the European Communities), and others. In addition, Dr. Eppel

designed and taught several executive training seminars. He authored a textbook and developed instructional software in statistics and has been widely recognized for his outstanding teaching. His teaching awards include the R.B. and Mary Stewart Distinguished Teaching Award from the Krannert School of Management at Purdue University and an award for Innovation in Teaching from the University of California at Irvine, as well as several awards given by students. In 2000, Business Week's rankings and profiles of MBA programs listed him as one of the two most popular professors at the Graduate School of Management, UC Irvine.



Chris Erickson

Title: Professor and Senior Associate Dean

Email: chris.erickson@anderson.ucla.edu

Chris Erickson studies various aspects of industrial relations in the local, national and world economies. His research focuses on comparative industrial relations systems, industrial relations and labor market transformation in different regions of the world, wage determination, collective bargaining, innovations in union organizing, and skills development. He is Senior Associate Dean for Global Initiatives, as well as director of the Center for International Business Education and Research and UCLA faculty director of the dual-degree UCLA - National University of Singapore Global Executive MBA. He has been an associate editor at the *British Journal of Industrial Relations* and *Group & Organization Management*, and has also had long associations with the UCLA Institute for Research on Labor and Employment and the Labor and Employment Relations Association. He has been at UCLA Anderson since 1991, and was previously a faculty member at the Cornell Industrial and Labor Relations School. He has a Ph.D. in Economics from MIT and a B.A. from Yale, and is a graduate of John W. North High School in Riverside, California.



Bruce Money

Title: Department Chair and Fred Meyer Professor of Marketing and International Business

Email: moneyb@byu.edu

Bruce Money is Chair of the Business Management Department and the Fred Meyer Professor of Marketing and International Business at the Marriott School at Brigham Young University, where he teaches courses in international management, international marketing, and global business negotiations at the MBA and Executive MBA levels. In 2006 he was presented the Outstanding Teacher Award in his department. He also won the Outstanding Teacher Award for BYU's Marriott School of about 130 faculty in 2007. In 2004, 2006 and 2007, Dr. Money coached BYU student teams to first-place honors in international case analysis competitions held at Ohio State University.

Prior to joining BYU in 2004, he served nine years on the faculty of the University of South

Carolina, where he received the business school's highest teaching honor in 2000, the Alfred G. Smith Jr. Award. Dr. Money was also selected by students as Outstanding Professor in MBA programs by four out of five graduating classes, 2000-2002, and 2004. He was also named one of the school's five most popular professors in Business Week's "Guide to the Best Business Schools." In all, he has received seven outstanding professor awards. Dr. Money received his PhD in Marketing from the University of California Irvine in 1995. He also holds a bachelor's degree in English from Brigham Young University and an MBA from the Harvard Business School, where he graduated with Honors.

Professor Money's research interests include international business-to-business marketing, services marketing, negotiation, and the measurement/influence of national culture. His articles have been published by journals such as Journal of Marketing, Journal of International Business Studies, Journal of the Academy of Marketing Science, Journal of Advertising Research, Sloan Management Review, Journal of Business Ethics, Harvard Business Review (in abstract), and by the Marketing Science Institute (MSI), who awarded him Honorable Mention in its Alden G. Clayton doctoral dissertation competition.

Dr. Money serves on the editorial review boards of Journal of International Business Studies, Journal of International Marketing, and the Journal of International Management. He has reviewed manuscripts ad hoc for journals such as Journal of Marketing Research and Journal of Marketing. Dr. Money served as co-chair of the 2003 American Marketing Association Summer Educators 'Conference in Chicago.

Prior to his academic career, Dr. Money gained 10 years of professional and non-profit experience, mostly in the marketing of financial services. Proficient in Japanese, his most recent business position was Vice President in the Los Angeles office of The Sakura Bank, Ltd. (now Sumitomo Mitsui), one of the world's largest banks. There he directed the bank's marketing strategy to Fortune 100 prospects for the Western U.S. (11 states) and managed a corporate loan portfolio of \$200 million. Dr. Money also served as partner in a consultancy to William E. Simon, former U.S. Secretary of the Treasury, for whom he initiated a Japanese investment program. Dr. Money also directed \$1 billion in Japanese debt and equity relationships for the Koll Company (now CB Richard Ellis), the West Coast's largest real estate developer, where he created the company's first joint venture negotiation reference guide. Dr. Money has taught in more than 50 executive education programs for clients such as Bayer, CSX, Nissan (Tokyo headquarters), and Robert Bosch Corporation. Dr. Money has also been a visiting professor at business schools in Austria, Singapore, and Greece.

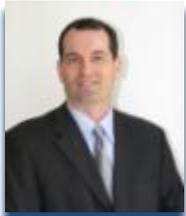


Andrew C. Peskoe, Esq

Title: Partner

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Andrew Peskoe, Partner, Golenbock Eiseman Assor Bell & Peskoe LLP, is an active private investor in early stage companies, principally in the media and technology area. In addition, he is an investor in a number of venture capital and private equity funds, and is a principal in Israel Cleantech Ventures L.P., a \$175 million venture capital fund group. As co-head of his law firm's corporate practice group, he represents private and public emerging growth companies, VC and PE funds, and strategic investors in mergers, acquisitions, equity and debt financings, technology transfer and licensing, and complex financing transactions, including leverage buyouts, venture capital and "growth equity" financings.



George Gans

Title: Partner, Tax Services group of Deloitte Tax LLP

Email: ggans@deloitte.com

George S. Gans is a Partner in the Business Tax Services group of Deloitte Tax LLP ("Deloitte"). He joined the firm's Los Angeles office in 1998 upon graduation from Michigan State University ("MSU") with a Bachelor's degree in accounting. George received his Masters of Business Taxation from the University of Southern California in 2002.

George has served a wide variety of tax clients including both public and private companies in the life sciences, hospitality, electric utility, and manufacturing industries. George has been involved in numerous tax consulting projects including research and development tax studies, accounting method reviews, and restructuring projects.

George currently serves as the Lead Tax Partner on some of the largest tax clients in Deloitte's West region. In addition to his client service responsibilities, George is a member of the national Federal Accounting Methods and Periods group for Deloitte, and currently serves as the Los Angeles office representative for the national group.

George is also actively involved in global learning for Deloitte Tax. He is co-leading programs to develop future global tax partners, and is on the faculty for the global lead tax partner development program. He is a member of MSU's external advisory board, where he serves as chair of the curriculum committee. George teaches two classes at California State University Northridge in the Masters of Tax program - Introduction to taxation of Corporations and their shareholders, and Accounting methods and periods.

Before attending MSU and starting his career with Deloitte, George served as a Captain in the Israeli Air Force. After completing his service, George worked for Hilton Hotels Corporation in

Paris, France. He completed a management trainee program in the food and beverage department at the then-newly opened hotel at the Charles De Gaulle Airport in Paris. George is a member of the AICPA and the California Society of Public Accountants. George is also a frequent instructor for local and national tax training for Deloitte and has taught classes on a variety of tax and career management topics. George, his wife Daphna, and their children Jonathan and Ella reside in Los Angeles, California.



Leonard Lane

Title: Senior Lecturer, Strategy

Email: llane@uci.edu

Professor Leonard Lane earned his BA in Political Science and his MBA from the University of Southern California.

After 38 years of global work experience, he earned his Executive Doctor of Management from Case Western Reserve University in 2003. Currently Professor Lane is also President of LL Global Consult, an international strategy development consulting firm.

During his work career he served as Vice President for Global Strategy for Divine, Inc.; President, Partner and Director of LLA Strategic Development Group and LLA Pacific (Hong Kong); Executive Vice President of Alaska International Air; Assistant to the Chairman at Alaska Airlines; and Senior Consultant at Peat, Marwick Mitchell.

In addition, Professor Lane has taught as an Adjunct Professor at Cal State University, Fullerton, San Marcos and the Fisher Graduate School of Business, Monterey Institute of International Studies. Professor Lane has also lectured on leadership and global strategy at the University of Chicago MBA Program, the Hong Kong University of Science and Technology, and was the lead instructor for “Developing Global Strategy” for Motorola University and Nortel’s Executive Development programs in the Asia Pacific region.

He also developed and was the lead instructor for the strategy portion of the Hong Kong Bank’s Senior Executive Strategy and Managing Global Risk Program. Professor Lane currently serves as a strategic advisor to the Chairman of Li & Fung (Hong Kong) and is a three-time Ironman finisher.



Stanton J. Rowe

Title: Vice President, Advanced Technology and Chief Scientific Officer

Email: stanton_rowe@Edwards.com

Corporate Vice President, Advanced Technology and Chief Scientific Officer Edwards Lifesciences Corporation. Stanton J. Rowe is Corporate Vice President, Advanced Technology & Chief Scientific Officer at Edwards Lifesciences Corporation. He previously served as president and CEO of Percutaneous Valve Technology Inc., which was acquired by Edwards in January 2004. Prior to PVT, which he helped to found in 1999, Rowe was corporate vice president of Business Development and Strategic Planning for Datascope Corp. Prior to this, he was vice president of Business Development for Johnson & Johnson's Interventional Systems Division (JJIS), responsible for the company's coronary stent development efforts. At JJIS and the related Cordis Corporation, Rowe held a variety of positions with increasing levels of responsibility, including heading the company's Business Development, Advanced Technology, Worldwide Clinical Research, and Marketing groups. Rowe joined Cordis after having held several positions in product management for various medical device companies. He holds a bachelor's degree from the University of Alabama. He also sits on the board of directors of both ePacing and Biomerix Corporation.



Bill Somers

Title: Chief Financial Officer for Design2Matter

Email: wsomers@aol.com

Bill Somers is the Chief Financial Officer for Design2Matter (www.design2matter.com), a leading design engineering consultancy in Silicon Valley. Bill also serves as Treasurer of the Jean Weingarten Oral School for the Deaf, an internationally recognized center of excellence for providing oral language education for young deaf children.

Prior to joining Design2Matter in 2009, Bill was CFO and COO of PRTM Management Consultants an international management consulting firm with 700+ consultants working out of 17 offices around the world. He started as a management consultant at PRTM in 1989, becoming a Partner and co-leader of the Semiconductor Industry Practice in 1995. In 2003, Bill became CFO and COO and helped drive the firm's revenue growth 2X and profit growth 6X over the next four years.

Prior to joining PRTM, Bill held a variety of finance, program management and operations positions at General Motors and National Semiconductor. He holds an MBA (with Distinction) from the University of Michigan's Ross School of Business and a BS in Mechanical Engineering from Kettering University.

Guest Speakers and Hosts

Eyal Aronoff

Eyal Aronoff is a serial entrepreneur and co-founder of Quest Software, one of the largest independent software vendors in the world (Nasdaq:[QSFT](#)).

Eyal's current focus is energy and philanthropy. He is a major contributor of funds and strategy to the effort to decrease the world's dependence on oil. Recently Eyal co-founded the **Fuel Freedom Foundation** which promotes a blueprint for solving the oil price crisis by removing barriers to fuel competition via a grass root effort. At the **Fuel Freedom Foundation** we are creating the gathering place for those individuals who are frustrated with the inability of Washington to deal with our oil addiction and want to do something about it.

www.FuelFreedom.Org

Eyal graduated Summa Cum Laude in Chemistry and Computer Science from Bar Ilan University in Israel and now lives in lovely Newport Beach CA.

Zvi Chalamish

Chalamish has 15 years of experience representing the Ministry of Finance in a wide range of executive positions. Most recently he served as Israel's Consul and Chief Fiscal Officer for the Western Hemisphere (2005-2010).

He was responsible for raising foreign currency for the State of Israel in international markets through bond and loan guarantee offerings. He also oversaw the State of Israel Bonds (Development Corporation of Israel) activities and fundraising initiatives worldwide and was the key liaison to the American investment banking community and financial institutions.

In addition, Chalamish was in charge of the budget for the Israel Economic Mission and its seven regional offices in North and South America.

Prior to his diplomatic appointment in the U.S., Chalamish served for five years (2000-2005) as Deputy Accountant General for the Ministry of Finance where he was responsible for overseeing a \$25 billion budget allocated to the Ministries of Education, Health, Labor, Social Affairs, Religion, and National Insurance.

Chalamish also managed infrastructure projects such as the Private Finance Initiatives (PFI) and the Built Operate Transfer (BOT).

From 1997-2000, while at the Ministry of Finance, he also served first as Comptroller

for the Ministry of Immigrant Absorption and then as Comptroller for the Lands Authority Management. From 1992-1997, he was the Supervisor and then Manager of the Audit Department for the Ministry of Finance's Accountant General.

During his tenure with the Ministry of Finance, Chalamish was the Chairman of the \$400 million Israel Engineers Fund (2004-2005). He was also a lecturer at the Hebrew University.

Zvi Chalamish holds a B.A. in Economics and Accounting (1990-1993) and an M.B.A. in Finance and Accounting (1993-1995) from the Hebrew University in Jerusalem.

In 2009, he completed a special program at New York University in International Business and Finance. He is also a C.P.A. During his tour of duty in the Israel Defense Forces, he rose to the rank of Captain and was second-in-command at his military base. Chalamish is married with three children.

Amir Lerman

Amir Lerman is Professor of Medicine, Division of Cardiovascular Diseases and Internal Medicine at the Mayo Clinic, Rochester, Minnesota. He serves as the Director of research of the Cardiac Catheterization Laboratory and is Director of the Chest Pain and Coronary Physiology Clinic, and is a Consultant for the Division of Cardiovascular Diseases, Mayo Graduate School of Medicine.

Dr. Lerman graduated with honors from the Technion, Israel Institute of Technology, School of Medicine, in Haifa, Israel. Dr. Lerman is on the editorial boards of several medical journals. Dr. Lerman's research is funded by the National Institute of Health, American Heart Association, the Department of Defense and medical industry.

He has particularly interested in the detection and treatment of early atherosclerosis, acute coronary syndrome, plaque vulnerability, cardiovascular disease in women coronary physiology and coronary imaging.

Oded and Tali Ben-Ezer

Oded and Tali Ben-Ezer founded the Maya Group, Inc. in 1992. Between 1992 and 2007, The Maya Group was the exclusive North American distributor of Tiny Love (a sister company of Shilav). In 2007, The Maya Group sold the North American distribution rights back to Tiny Love, and re-established itself as Innovative designer, developer, distributor and marketer of safe high-profile toy brands. The Maya Group sells its products to all the major retailers in the USA (Wal-Mart, Target, Toys "R" Us, Amazon, Sears/Kmart, Macy's etc.) as well to over 30 distributors around the world.

Prior to founding The Maya Group, Oded was an associate at the investment banking firm of Kidder, Peabody & Co. in New York.

Oded holds a MBA degree from the J.L. Kellogg Graduate School of Management at Northwestern University and a BA in Mathematics and Computer Science from Tel-Aviv University.

Katherine Merage

Katherine Merage is a leader in the Jewish community of Los Angeles and Orange County. Indeed, she has been a leader in every community she has ever lived in. Born in Iran, Ms Merage is a noted philanthropist and visionary with respect to the health and well being of the Jewish Community in Israel and the U.S.

Her leadership and financial support has helped sustain the quality and related reputation of Hadassah Hospital in Jerusalem Katherine's generosity contributed to the development of the University Synagogue in Orange County and the Jewish Community Center in Orange County. Both facilities are named after her and her late husband Andre . Katherine is committed to the growth and development of the Negev in Israel as a welcoming place of opportunity for the Jewish people.

Lilly Merage

Lilly Merage is an immigrant from Iran. She was, as Paul says, his "partner" in the development of Chef America. Lilly has been and continues to be involved in and a supporter of the arts. She is a leader in the development of the innovative Artists in Residence program, joining the Merage Foundations to Chapman University Film School and the Orange County High School of the Arts. During the summer, fifteen high school students, many of them from low-income and immigrant families, spend two weeks at Chapman College learning filmmaking.

Paul Merage

Paul Merage is the Founder and Chairman of the Merage Institute. Paul has over 35 years of experience in consumer products. Following 10 years of management experience with major packaged food companies, Paul founded ChefAmerica, a start up frozen food company in 1975 along with his brother David. In time ChefAmerica became one of the largest and most profitable privately held food companies in the US. It is best known for Hot Pockets and Lean Pockets. ChefAmerica operated nationally with a workforce of over 2000. ChefAmerica was sold to Nestle in 2002 for \$2.6 billion.

He is now actively engaged in providing vision and strategic direction for the MIG CAPITAL and its affiliate companies. MIG CAPITAL and its affiliates were a natural progression of the need for a platform to carefully and professionally manage, preserve and enhance the family capital.

Paul is also highly focused on a mission to "give back to America." Paul and his family created The Merage Institute. The Institute's programs are all aimed at improving quality of life through education. Each has gained positive national and indeed, International attention. He is active with the University of California Irvine's Paul Merage School of Business as the Chair of the Executive Committee of the Dean's advisory board. In addition Paul and the Merage family

support a number of other philanthropic efforts. Paul received a B.S. in Economics and a MBA from the University of California

Ralph Stern

Ralph Stern (BA University of Neuchatel, Switzerland; MBA Stanford University) held management positions with FMC and Eldon Industries prior to becoming the major stockholder and CEO of two dental manufacturing companies: Denar and Steri-Oss. These companies were market leaders in dental implants, dental tomographic machines, and TMJ products. In 1993, Steri-Oss was acquired by Bausch & Lomb; in 1994, Denar's major product lines were acquired by Teledyne and Orion-Soredex, the largest health care company in Finland. In 1987 Mr. Stern founded Care Credit, the largest consumer finance company serving the specialty health care markets of dentistry, veterinary medicine, ophthalmology, audiology and cosmetic surgery. He served as CEO of the company until it was sold in 2002 to GE; he now has a consulting position with GE. In 2006 he acquired a TV retailer, known as the king of big screen televisions. His outside activities include the graduate organizations of the Young Presidents' Organization, several local charitable organizations and golf.

Sue Stern

Sue Stern moved to Los Angeles, California after graduating from the University of Wisconsin. She became involved in an orphanage, an experience that was the catalyst for wanting to work and support youth-in-need programs. After moving to Orange County, she became involved with Children's Home Society and served as President of the Santa Ana Auxiliary. After raising her children she took a keen interest in theater, serving on committees of South Coast Repertory. She also is on the Board of Girls Inc.

Mark and Dana Susson

Mark was born in Philadelphia, Pennsylvania. He moved to southern California with his parents in 1968. He received his Bachelor's Degree from the University of California at Irvine (UCI) in Economics in 1976. Thereafter, he attended law school at Loyola Law School in Los Angeles, CA, receiving his Juris Doctorate in 1979. The Sussons have lived in Irvine or Newport Beach since that time, and Mark has maintained a law practice in the field of personal injury. His law firm, Smith & Susson, LLP, is located in Newport Beach.

Dana was born in Orange County, California. She also obtained her Bachelor's Degree at UCI in English Literature in 1976. Mark and Dana met their senior year of college at UCI. Dana also received her Juris Doctorate from Loyola Law School in 1979. Mark and Dana married in May 1979, a few days after completing their last law school finals. Dana practiced for twenty (20) years in the field of medical malpractice defense, and presently sits as a defense arbitrator in binding medical malpractice Arbitrations.

Mark and Dana have two adult children: Matthew, age 26, a graduate of UCLA; and Sarah, age 24, a graduate of University of California, Santa Barbara.

Mark and Dana are active in Jewish community activities and philanthropy. They both serve on the Board of Directors of the JCC; Dana serves on the Board of Directors of Women's Philanthropy, Jewish Federation of Orange County, and was in charge of Food for the Maccabi Games held in August 2007. Both Mark and Dana serve on numerous committees which serve the Jewish community in Orange County.

Dennis Assael

was President and owner of Assael Automotive, Inc. He has been a Mazda dealer since 1971, and owned automobile dealerships for Hyundai, Subaru, BMW, Buick, Mitsubishi and MINI, and Kia as well, until the sale of his business to a national public corporation in June 2007. He has served on various boards and committees throughout his career, notably Chapman University the Orange County Sheriff's Advisory Council Board Of Directors and Leadership Council. In addition to his work on these councils, he is also currently a reserve Captain in the Orange County Sheriff's Department. Mr. Assael also serves as chairman of the Goldstar Awards Committee and is an advisor for the National Latino Peace Officers Association. Mr. Assael has been married to his wife Charyl for forty seven years, they have three daughters and eight wonderful grandchildren. Mr. Assael and his wife Charyl reside in Newport Beach, Ca.

Offer Nissenbaum

Mr. Offer Nissenbaum has been Managing Director of The Peninsula Beverly Hills since December, 2007. Prior to joining The Peninsula, he was Regional Vice President of Operations for Omni Hotels, based in New York City, overseeing eight properties on the East Coast. He concurrently served as the company's corporate liaison to the Global Hotel Alliance, which includes international luxury brands like Kempinski, Pan Pacific, Dusit and Leela.

Rabbi Arnold Rachlis

Rabbi Rachlis is the spiritual leader of University Synagogue in Irvine, California. Born in Philadelphia, Rabbi Rachlis received a B.A. from the University of Pennsylvania, and M.A. from Temple University and ordination and a Doctor of Divinity degree (honoris causa) from the Reconstructionist Rabbinical College.

Rabbi Rachlis has taught at Temple University and Spertus College, and has published scholarly articles, opinion pieces and poetry in a variety of publications, including *Judaism, Reconstructionist, National Jewish Monthly, Chicago Tribune, Chicago Sun-Times, Los Angeles Times, Orange County Register, Jewish Journal, Maj'shavot Pensamientos and A Psychology – Judaism Reader.*

Rabbi Rachlis has served in Washington, D.C. as a White House Fellow and as a Senior Foreign Affairs advisor in the State Department. He was appointed a regional panelist for the President's Commission on White House Fellowships in both Democratic and Republican administrations, and was also selected as a Fellow in Leadership Greater Chicago.

The former rabbi of the Jewish Reconstructionist Congregation in Evanston, Illinois, Rabbi Rachlis was the youngest rabbi ever elected president of the Chicago Board of Rabbis. His service to the community includes the boards or advisory boards of Jewish Fund for Justice, U.S. Inter-religious Committee for Peace in the Middle East, Americans for Peace Now, China Judaic Studies Association of Nanjing University, University of Illinois Fund for Gerontology Research, National B'nai Brith Hillel Commission, the American Jewish Committee, New Israel Fund, Orange Coast Interfaith Shelter and the Reconstructionist Rabbinical Association, of which he is a past president.

He has also served on the executive committee of the Southern California Board of Rabbis and as a member of the Orange County Board of Rabbis. Rabbi Rachlis has served on the board of Mazon, A Jewish Response to Hunger, for over 16 years and is now its Chair.

For nine years, Rabbi Rachlis hosted *Of Cabbages and Kings* on ABC-TV, as well as a syndicated cable television show on contemporary Jewish issues, *Hayom*. He has appeared as a guest on *National Public Radio*, *CBS*, *CNN* and *PBS*, and has been interviewed frequently by such publications as the *New York Times*, *Newsweek* and *Time*. He was profiled in the award-winning documentary film, *The Legacy*, and has served as a Judaica consultant for *Compton's Encyclopedia*.

Gil Galanos

Gil Galanos is the founder and president of U.S. Israel Business Council a non-profit organization dedicated to bringing together investors, senior executives and entrepreneurs who are engaged in business and commercial activities for the purposes of designing and implementing investments in, and trade programs between, the United States and Israel.

Between the years 2006 and 2010, Gil served as the Deputy Economic Minister to North America for the Government of Israel Economic Mission. In this position, he formed and organized business delegations to and from Israel, provided advisory services to Israeli companies in the U.S., served as a key liaison between Israeli companies and American investors, and developed strategic partnerships between Israeli and U.S. companies and organizations.

Mr. Galanos came to the Economic Mission with broad experience in the Israeli high-tech arena, working for companies such as Comverse Technologies (CMVT) and Intel Corporation (INTC).

From 1992-1999, he served in a number of positions for the Israel Ministry of Defense including two years at several locations in Europe.