

Ayelet's World

Shalom!

WHAT A YEAR

The old adage certainly applies – may you live in interesting times. And indeed we are all doing just that. The economy, the revolutions of the middle east, the Japan earthquake and tsunami – its like a whirlwind. At Ayelet Tours, we feel very fortunate that we have not only continued to grow with our hallmark Jewish heritage congregational and Bar/Bat Mitzvah tours to Israel and around the world, but also with our conference services. **In 2010, Ayelet Tours coordinated more Reform and Conservative Congregational Tours than ever before!**

WHAT'S NEW AT THE AYELET OFFICE?

We've upgraded our on-line registration system. Our tours offer full, integrated **on line registration, with a dedicated web page for every tour.** Not only that, but we offer on-line tools for group leaders, who can see up to the minute information - from how many people have registered on the tour, to who has paid in full (and who hasn't!). Registrants can even post payments through their secure account log in, and print confirmations themselves on-line. We continue to invest in and refine our technology to better serve our clientele.



OH THE PLACES WE GO!

- In October 2012, Ayelet will handle all the logistics when **Hadassah**, the world's largest Jewish Women's organization hosts its **Centennial Conference in Jerusalem**.
- We're already well into the planning for the **Cantors Assembly mission to Germany in June 2012**. This will be a powerful mission of healing, music and history – from Germany as a center for Progressive Jewish thought at the turn of the last century, through the horrors of the Shoah.
- Our Traveling University program continues to forge ahead. Professor Stephen Berk will lead tours to **China** in August 2011 and **Eastern Europe** in June and November 2011. Just wait to see what we have in store for 2012!
- In February we had the privilege of helping the **World Union for Progressive Judaism** coordinate their "Connections 2011" Biennial in San Francisco. Attendees from over 20 countries on 5 continents enjoyed Kabbalat Shabbat services with Reform congregations throughout San Francisco. It was a meaningful way of connecting with the local community, similar to the many home hospitality and "local encounters" we coordinate on our trips around the world.
- In 2011 we'll also coordinate the CCAR (**Central Conference of American Rabbis**) convention in New Orleans, the ACC (**American Conference of Cantors**) convention in Boston, The WRN (**Women's Rabbinic Network**) convention in New

Jersey, and The CA (**Cantors Assembly**) convention in Toronto. They say all this traveling keeps us young!

As always, we're focused on our greatest assets – our Ayelet Family! In January, we once again enjoyed a **staff familiarization mission to Israel**. This has become a regular program for us. We know how important it is to have an educated and professional staff who are not only familiar with the ins and outs of travel, but also with the intricacies of coordinating tours to Israel, a land with more history per square foot than anywhere in the world! Every time we run a staff "fam" tour, we all come back energized.



Rebecca & Jes—Your Professional Ayelet Staff hard at work!

We look forward to having you join us for another amazing year – our 26th – as we create and coordinate tours to Israel and around the Jewish World!

L' Shalom,
Diane, Seffie and Jeff

Ayelet Tours Coordinates Hadassah's Centennial Convention



Ayelet Tours is proud to act as the official coordinator for **Hadassah's Centennial Convention**, which will take place in Jerusalem in October of 2012.

Ayelet Tours will handle Registration, flight and other logistics for Hadassah's "Convention of the Century", bringing together **thousands of Hadassah members from around the world!**

The convention will offer attendees a vast array of specialized touring tracks, with focuses on everything from the fine arts to archaeology, Middle Eastern cooking to modern-day politics.

Central to the convention will be a special dedication of the new Sarah Wetsman Davidson Hospital Tower at Ein Kerem, which will offer the most advanced patient care in the Middle East.

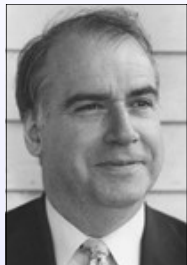
Ayelet Tours will be coordinating 21 optional pre- and post-convention tours, including visits to Petra, Jordan, a 3-day spa visit, and specialized extensions for attorneys, physicians and nurses.

To learn more about the convention, please visit the Ayelet website at www.ayelet.com and click on the Hadassah Centennial logo, or call the Ayelet Tours office at 800.237.1517.



Ayelet's World

Prof. Berk to Visit China, Eastern Europe



History is what **Ayelet's Traveling University** is all about. With the insightful guidance of Prof. Stephen Berk, these tours combine learning and camaraderie, resulting in enduring friendships and unparalleled experiences. There is a heightened sense of Jewish consciousness and pride that is felt by all who experience the Jewish past through travel and learning.

Mission highlights include:

- **Lectures by Prof. Stephen Berk throughout**
- Top level touring and accommodations
- Connecting with local Jewish communities worldwide
- SO MUCH MORE!

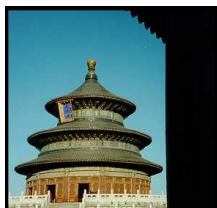
UPCOMING TRAVELING UNIVERSITY TOURS

LED BY PROFESSOR BERK:

CHINA

July 31 - August 12, 2011 \$4,199.00

LAND ONLY per person



EASTERN EUROPE

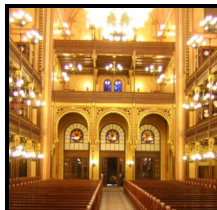
June 19 - 30, 2011 \$5,198.00

LAND & AIR per person

November 7 - 17, 2011 \$4,599.00

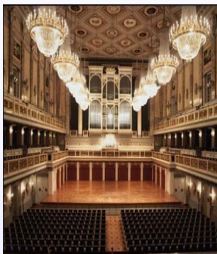
LAND & AIR per person

Pricing based on double occupancy. Find more at www.ayelet.com



Ayelet Tours Brings CA Mission to Germany and Israel

Ayelet Tours is working with the



Konzerthaus, Berlin

Cantors Assembly to plan their second historic mission.

In 2009, Ayelet Tours coordinated a successful CA Mission that took hundreds of Cantors and lay people to Poland and Israel. A documentary about the experience, titled "One Hundred Voices", was screened at movie theaters throughout the United States and Canada to exemplary reviews. The film is now available on DVD - and not to be missed!

The **2012 Mission to Germany and Israel** includes moving visits to sites and cities throughout Germany, and will bring Cantorial Concerts to the German communities.

A special concert is being planned at the opulent Berlin Konzerthaus.

The mission will conclude in Israel, with specialized touring tracks offering attendees the chance to explore the many facets of Israel, from ancient to modern.

For more information on the CA 2012 Mission, please call the Ayelet Tours office at 800.237.1517.

Planning a Congregational Tour?

Lighten your load!

Contact Ayelet Tours for our **Group Leader Planning Guide.**



NEW BAR/BAT MITZVAH AND FAMILY TOUR DATES ADDED!

VISIT WWW.AYELET.COM FOR DETAILS.



UPCOMING HADASSAH MISSIONS:

Hadassah Spring Mission - April 3 - 14, 2011

Hadassah Interfaith Mission to Poland and Israel June 19 - July 4, 2011

Hadassah Summer Family Adventure June 27 - July 8, 2011

Hadassah Autumn Mission - October 25 - November 3, 2011

Accredited by



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IT'S NOT JUST AN AIRLINE. IT'S ISRAEL.

