

AYELET TOURS CELEBRATES 26 YEARS - GOING STRONG SINCE 1986!

SHALOM!

2011 WAS AN INCREDIBLE YEAR OF DIVERSE MOMENTS

From social justice protests in Tel Aviv, to the bid for Palestinian Statehood at the UN, and Gilad Shalit's return home, 2011 was a powerful and provocative year. We at Ayelet Tours were full to the brim with congregational and B'nei Mitzvah tours, Traveling University Heritage trips, Hadassah and Federation Missions, Interfaith and Holyland Tours and Conferences.

2012 IS ALREADY PROVING TO BE JUST AS EXCITING

Here at Ayelet Tours, we believe that now is the time to strengthen our collective commitment to Israel and to worldwide Heritage experiences. We look forward to fostering connections with our old friends, and to building new connections with rabbis, cantors, pastors, priests, organizations, families and individuals wishing to have meaningful travel opportunities. It is our passion to create bridges between Jewish communities worldwide, and to offer individuals the chance to learn more about history. Most of all, we hope to provide you – our friends and travelers – with the ultimate level of service from your first consultation, until your return home.

SITES, HEIGHTS AND FLIGHTS, OH MY!

- The **Cantors Assembly Mission to Germany in June 2012** gets more exciting by the moment! 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, and until its revitalization and growth today. (See page 4 for details.)

- Ayelet Tours is gearing up to coordinate **Hadassah's Centennial Convention in October 2012** which will take place in Jerusalem. Not only will we handle registration and flights, but we have also prepared 21 pre and post tours suited for every individual with every interest. For the first time adventurer, the experienced Israel tourist, the culinary enthusiast, attorneys, physicians, or those who want a spa get-a-way, this is the place to be. Hadassah's "Convention of the Century," will bring together **thousands of Hadassah members from around the world!**

- In 2012 Ayelet will cover the globe with conferences! This year we will coordinate the CCAR (**Central Conference of American Rabbis**) convention in Boston, the RRA (**Reconstructionist Rabbinical Association**) convention in San Diego, the ACC/GTM (**American Conference of Cantors/Guild of**

Temple Musicians) convention in Portland, and the CA (**Cantors Assembly**) convention in Germany and Israel!

- We are celebrating our **26th birthday – our double Bar Mitzvah** – with an Essay Competition. Two lucky B'nei Mitzvah will win free trips to Israel for themselves and one adult on an Ayelet Tours Bar/Bat Mitzvah tour (see page 3 for details).

- We have recently returned from a **staff familiarization** whirlwind tour of **Germany**. We know how important it is to have educated and professional staff members who are not only knowledgeable about travel to this region, but are also familiar with the nuances of coordinating tours to Germany (see story on page 2).

- Our **Traveling University** program is going strong. **Professor Stephen Berk** will lead tours before and after the Cantors Assembly to Eastern Europe, Russia, Budapest, Prague and Spain (see page 4 for details).

We hope you can join us during our 26th year, as we embark on creating experiences and memories that last forever!

L' Shalom,

Diane Rubtchinsky

Diane Rubtchinsky
President

INSIDE THIS ISSUE:

Shalom from the President	1
Ayelet Tours Coordinates Hadassah's Centennial Convention	2
Ayelet Says <i>Gutten Tag</i> from Germany!	2
Rededication to Education: Welcoming Our New Educational Programs Specialist	3
Celebrate Our Double Bar Mitzvah!	3
Cantors Assembly with Professor Stephen Berk	4

*Making the
Journey Yours
Since 1986*

**LIKE US ON
FACEBOOK!**

*Did you know that you can
find Ayelet Tours on
Facebook?*

*Like us and post comments to
learn about tours, win raffle
prizes, and more!*



AYELET SAYS *GUTEN TAG* FROM GERMANY

In December 2011, members of Ayelet Tour's U.S. based staff flew to Germany for an amazing and emotional week long familiarization tour. While we have coordinated numerous Jewish heritage tours to Germany in the past, the "fam tour" offered our staff a chance to see many new sites, and visit with members of the blossoming Jewish community in Germany today.

For six days, we toured important landmarks, visited potential hotels, met with community leaders, spoke with local guides and sampled restaurants. The days were long and the schedule was jam packed - all planned with the clear goals of educating our staff and providing our clients with the most insightful, unique Jewish Heritage programs available anywhere.

We visited the Munich Jewish Museum, with community center and main synagogue attached, all in the heart of the city. We ate at their excellent kosher restaurant and met with the community coordinator. We walked the hallowed grounds of Dachau through the cold winds of December - a powerful and sobering visit. In Berlin we walked through the beautiful glass dome of the Reichstag. We explored the new Topography of Terror museum, built above the ruins of Nazi headquarters in Berlin. We walked beside the remaining fragments of the Berlin Wall, and even visited the site of the 1936 Berlin Olympics, ascending the bell tower from

which Hitler spoke at so many Nazi rallies.

Germany today is an economic powerhouse, the engine of Europe and a dynamic and exciting place to visit. Germany's recognition of its checkered past has become much more openly addressed since the fall of the Berlin Wall. This recognition has opened new avenues for dialogue, and reconciliation. Ayelet Tours is proud to be part of that positive progress.

All of our knowledge and learning will be used as we coordinate the Cantors Assembly Mission to Germany starting on June 28, 2012. The Mission is open to the public and will include not just touring, but momentous concerts in some of the most spectacular places in

the world, including the massive Berliner Dom cathedral, and the space where the Oranienburger Strasse Synagogue sanctuary once stood. The group will also honor the memory of the Israelis killed at the Munich Olympics in 1972. We'll mark the 40th anniversary with special guest and legendary gold medal swimmer Mark Spitz in attendance. We invite you to join the hundreds who have already committed to travel on this amazing Mission.

Contact Ayelet Tours or visit our website for more information on the upcoming CA Mission, or to plan your own congregational Mission to Germany today!



Ayelet Staff celebrates a successful tour in Germany.

AYELET TOURS COORDINATES HADASSAH 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.

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 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 focus 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.



The Design for the Sarah Wetsman Davidson Hospital Tower at Ein Kerem



REDEDICATION TO EDUCATION

What a wonderful time to begin a new adventure!

There is no better time than NOW to recommit yourself, your family and your congregation to Israel education. This learning can occur in any setting and in a variety of ways! While many of us are used to the traditional classroom setting, alternative education — learning by doing



*Ayelet Welcomes Dori Robinson,
Our New Educational Programs Specialist*

and by engaging in direct experiences — is a powerful and successful method for students.

Ayelet Tours continues to expand and develop progressive education programs — which is why we are delighted to welcome Dori Robinson to our Ayelet family as our new Educational Program Specialist.

Dori is an experiential educator focused on Judaism and the arts. Originally from Massachusetts, she studied Near Eastern Judaic Studies at Brandeis University, and was a leader with the NFTY in Israel summer trips. After completing her studies, she worked in Chicago teaching theatre and integrated arts learning at Chicagoland Jewish High School. Her experiences with teaching both in and out of the classroom were so meaningful that she came to New York to study at New York University where she earned her Master's degree in

Educational Theatre in 2010. Her background in creative programming, alternative learning and community engagement will allow her to enhance our already exciting Bar/Bat Mitzvah, Congregational, University and Family trips.

Dori is looking forward to speaking with you —Rabbis, Cantors, teachers, lay leaders, and families—about your goals and aspirations for your travels. Dori is excited to help make your journey even more spiritual and engaging based on your interests and dreams!

If you would like more information about our new Educational Programs initiative, or would simply like to introduce yourself, please contact Dori at extension 306.

CELEBRATE OUR DOUBLE BAR MITZVAH!

All of us at Ayelet Tours are delighted to mark our 26th year - it's our double Bar Mitzvah!

To celebrate, we are sponsoring an essay contest for Bar and Bat Mitzvah students! Two lucky B'nei Mitzvah will win **free trips to Israel on an Ayelet Tours Bar/Bat Mitzvah Tour**, including all land costs, touring and airfare* for themselves and for one accompanying adult.

Your congregation will also win! If you are one of our two lucky winners, your congregation will receive a multi night Israel hotel stay certificate that can be used as a raffle or congregational fundraiser prize.

The essay question is: *"Why would you like to celebrate your Bar/Bat Mitzvah in Israel?"*

The competition details are simple:

1. The competition is open to all students whose Bar/Bat Mitzvah occurs in 2011, 2012, or 2013.
2. The competition is open to all students who are members of a Reform, Reconstructionist or Conservative congregation.
3. The student must write the essay him/herself.
4. The essays will be judged and the winners chosen based on originality and thoughtfulness. (Good grammar and punctuation help!)
5. The winner will be selected by June 1, 2012 and will be able to travel either on the August or December 2012 Bar/Bat Mitzvah tour.

Thank you to our co-sponsor, EL AL Israel Airlines. It has been our pleasure to serve the North American Jewish community for the last 26 years. We look forward to continuing to connect people to their heritage in Israel and throughout the Jewish World for many years to come!

*Airfare does not include fuel surcharge or tax.

**Ayelet Tours is celebrating our Double Bar Mitzvah.
Let us help you celebrate too!**

Bar/ Bat Mitzvah Experience in Israel ESSAY COMPETITION

PRIZE: Two lucky B'nei Mitzvah will win a free trip to Israel on an Ayelet Tours Bar/Bat Mitzvah Tour, including all land costs, touring and airfare* for themselves and for one accompanying adult.

ENTRY DEADLINE: May 18, 2012

SUBMIT ENTRIES TO: diane@ayelet.com

Thank you to our co-sponsor, EL AL Israel Airlines. We look forward to continuing to connect people to their heritage in Israel and throughout the Jewish World for many years to come!

EL AL
IT'S NOT JUST AN AIRLINE, IT'S ISRAEL.
*Airfare does not include fuel surcharge or tax.

**BAR/BAT MITZVAH EXPERIENCE
IN ISRAEL ESSAY COMPETITION**

Competition Guidelines

In 500 words or less, please tell us why you would like to celebrate your Bar/Bat Mitzvah in Israel. Here are some things to consider as you write:

- How do you hope to grow by going to Israel, and what do you think you can give as a result of the experience?
- What does Israel mean to you? How does this relate to you becoming Bar/Bat Mitzvah?
- Israel is a place where you can connect with Jewish land, history, culture, people and more! What or whom would you like to connect with most, and why?

Details

- Open to all students whose Bar/Bat Mitzvah occurs in 2011, 2012 or 2013.
- Open to all students who are members of a Reform, Reconstructionist or Conservative congregation.
- The student must write the essay by him/herself.
- The essays will be judged and the winners selected by a panel of 5 clergy and Ayelet Tours. They will be judged on originality and thoughtfulness. (Good grammar and punctuation help!)
- The winner will be selected by June 1, 2012 and will travel either on the August or December 2012 Bar/Bat Mitzvah tour.

Making the journey yours.
Ayelet Tours, Ltd.
www.ayelet.com • 800-237-1517



Ayelet Tours, Ltd.

Corporate Headquarters
19 Aviation Road
Albany, NY 12205

Phone: 800-237-1517
(518) 783-6001

Fax: (518) 783-6003
ayelet@ayelet.com
www.ayelet.com
facebook.com/
AyeletTours

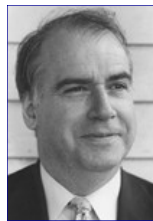
*Making the
Journey Yours*

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

Accredited by



THE TRAVELING UNIVERSITY: AN EXCITING WAY TO DISCOVER THE JEWISH WORLD



Dear Friends,
It is my pleasure and privilege to write to you about our forthcoming trips for the Traveling University.

In the summer of 2012, the Traveling University will offer back to back but independent trips from June 17 to July 12. The first goes to the Jewish heartland June 17 to June 28. Prague, Budapest, Warsaw and Krakov constitute our itinerary. Even those who have just a cursory knowledge of Jewish history know that Eastern Europe was the center of gravity of Jewish existence for almost a thousand years. These were cities of a vibrant Jewish life, culturally, religiously and politically. The Jewish people suffered terribly there, but it was a place of great Jewish contributions. We shall visit Auschwitz and the Warsaw ghetto area but we shall also see the Isserles (Remuh) synagogue in beautiful Krakov and the Altneu schul in magnificent Prague, the places where two of the greatest rabbis in Jewish history prayed and taught. We have done this trip about 60 times and I can say without

reservation that it has been a life transforming trip for many participants.

The second summer trip is with the Cantors Assembly to Germany June 28 to July 4. Some of you may have seen the film, A Hundred Voices, which recounted the Cantors Assembly tour of Poland two years ago. It was an absolutely outstanding trip. We saw and learned much about Poland and Jewish history and heard concerts from some of the best cantorial voices in America. No one will ever forget the site of a Polish children's choir singing Hatikvah in the National Opera House in Warsaw. The 2012 Germany trip promises to be as exciting. I know the reluctance to visit Germany. I should point out two things. This is a new Germany which has accepted German responsibility for the Holocaust and is now Israel's closest ally after the United States. In addition, it should be noted that Germany is the place of origin of Reform, Conservative and Modern Orthodox Judaism. The fact that many Jewish Nobel Prize winners were from Germany is no coincidence. The German-Jewish relationship was symbiotic; Germans, Jews and the world benefited from the relationship.

The third trip is to St. Petersburg and Moscow, July 4 to July 12. It is impossible to describe briefly the beauty and historical significance of the former. The Hermitage, the Summer Palace of Peter the Great, and the Yusopov Palace are treasures. As for Moscow, there are few sites that can compare with the one that appears when the traveler turns the corner and sees the Kremlin and Red Square for the first time.

We shall repeat the Prague, Budapest, Warsaw and Krakov trip November 11 to November 21. And in answer to the question so many of you asked, yes! We will be traveling to China again in November 2013.

I wish you a good year and I hope you will join me and the Traveling University.

Best wishes,

Stephen M. Berk

Stephen M. Berk

Henry and Sally Schaffer
Professor of Holocaust and Jewish Studies at Union College
Schenectady, New York



*"Truly a trip
of a lifetime!"*

**I LOVED
EVERY
MINUTE
OF IT!"**

~ M. Sidell

*"Ayelet made sure that
the trip was
educational, fun and
exciting for both first
time and return visitors
to Israel. It was such a
pleasure to travel
worry-free."*

~ B & H Rosen

*"The kids were entertained, the parents were pleased
and the grandparents were happy." ~ H. Weinstein*

