



Shalom!

Question: WHAT DO WE DO AT AYELET TOURS?

Answer: WE CONNECT!

Connection. In a word, that is what we are all about. On the most basic level we connect our travelers to their destinations, but what we do is so much more than that. Our tours help families connect with each other. Our tours help community members connect with other Jewish communities around the world. Our tours help Rabbis and Cantors connect to their congregations, help their congregations connect to Israel and Judaism, and help young travelers connect to Israel, forming a bond that often lasts a lifetime.

Watching these connections unfold and receiving the wonderful **letters of thanks**, make the hours spent and the effort invested all worthwhile.

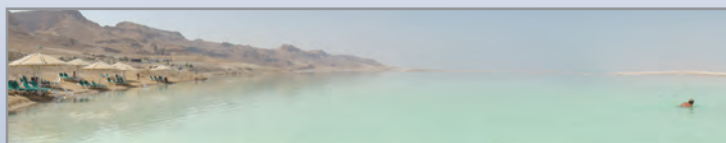
This past year, **Ayelet Tours celebrated our 26th anniversary** (our double bar mitzvah!), organized successful conferences in the United States and Israel, and worked harder than ever to create memorable tours and experiences for congregations, families, and individuals around the world.

As we reflect on a year full of extraordinary and memorable events, such as the 2,000 participant Hadassah Centennial Convention and the 300 participant Cantors Assembly mission to Germany, we also project to a future we know will be filled with even more successful and rewarding encounters.

Israel will be marking its 65th Anniversary in April, and already our calendar is filling up with groups eager to participate in the celebration. In addition, we invite you to **connect to your Jewish heritage** on tours to **Eastern Europe, the FSU, China, Australia, or even Ecuador and the Galapagos Islands**. There is Jewish history everywhere!

On a personal level, we look forward to the opportunity to strengthen our connections with old friends, and to create new ties with rabbis, cantors, organizations, families, and individuals. We look forward to creating new bridges between Jewish communities worldwide, and to providing opportunities for all of us to learn more about our own Jewish heritage. Most of all, we look forward to providing you, our friends and travelers, with the highest level of service from a professional organization - from the time you book your tour, until after you return home. **In 2013, we invite you to Connect with Ayelet Tours.** Join us as we together continue to create the lasting bonds that help frame a fulfilling lifetime of travel adventures - yes, The Memories Last Forever!

Diane Rubtchinsky
President



Ayelet Tours Coordinates Hadassah's Centennial Convention



Ayelet Tours was proud to act as the official coordinator for Hadassah's "Convention of the Century", bringing together thousands of Hadassah members from around the world! The convention, which took place in Jerusalem in October of 2012, **offered 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.

This monumental effort was spearheaded in our office by Seffie Epstein, who lived, breathed and dreamed the Centennial planning details for over two years, through its successful completion. Central to the convention was 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.



PLANNING A CONGREGATIONAL TOUR?



Lighten your load!

Contact Ayelet Tours for our Group Leader Planning Guide.

NEW BAR/BAT MITZVAH AND FAMILY TOUR DATES!

Visit **www.ayelet.com** for more details.



Eastern Europe Familiarization Tour: Another Advantage of Working with Ayelet



This November, Ayelet Tours was proud to host our latest Familiarization tour to Eastern Europe for a wonderful group of

Rabbis and Cantors and their spouses!

Accompanied by Professor Stephen Berk and Jeff Rubtchinsky of Ayelet Tours, clergy from all over the United States met with leaders and members of the local Jewish communities of Beit Simcha in Prague, Beit Orim in Budapest, Beit Krakow in Krakow, and Beit Warshawa in Warsaw. Missed this FAM tour? No worries – as long as you work with Ayelet Tours, you'll be invited to be our guest on the next one - currently in the planning stages! Our beloved clergy say it best:

"Kudos to Ayelet Tours for hosting us in comfort and style, providing the most articulate local guides, and successfully enticing us to bring groups to Eastern Europe on Jewish Heritage tours." ~ Rabbi Susan Rheins

"This trip was truly emotional, extremely powerful and highly informative. Dr. Berk was terrific - his insights helped make everything come to life. The guides were wonderful, especially Yola, and the way in which you treated us was spectacular. My deepest thanks and appreciation for an unforgettable trip that I will always remember and which has changed my understanding of Eastern Europe."

~ Cantor Michael Shochet

Summer 2012 CA Mission to Germany and Israel: A Resounding Success!

Ayelet Tours, working with the Cantors Assembly, successfully completed 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 2012 Mission to Germany and Israel included moving visits to sites and cities throughout Germany, lectures by Dr. Stephen Berk, and Cantorial Concerts in German communities, including a special concert at the opulent Berlin Konzerthaus.

The mission concluded in Israel, with specialized touring tracks offering attendees the chance to explore the many facets of Israel, from ancient to modern. Also offered, were pre and post tours to Budapest, Prague, Warsaw, Krakow, St. Petersburg and Moscow.

"The mission was an experience I will treasure for the rest of my life. Thank you and your staff for all your hard work. Yasher Koach to you." ~ Sheila Lefkowitz



UPCOMING TOURS

LED BY PROFESSOR STEPHEN BERK



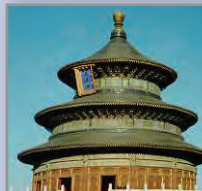
EASTERN EUROPE

Jun 16-27, 2013

Jun 15-27, 2014

Nov 4-24, 2014

Prague, Budapest, Warsaw



CHINA

Nov 3-15, 2013

Beijing, Xi'an, Shanghai



AUSTRALIA & NEW ZEALAND

Dec 3-26, 2014

Auckland, Cairns, Sydney

* Visit ayelet.com for Details & Pricing



Rabbi Jay Perlman blesses Bar and Bat Mitzvah children atop Masada - 2012

STAY WARM NEXT WINTER!

Explore the Jewish World with Ayelet Tours:

Get all the details at ayelet.com!

Dec 4-15, 2013



South Africa
Cape Town
Outdshoorn
Johannesburg
*Optional Safari

Jan 5-17, 2014



Peru & Ecuador
Machu Picchu
Galapagos Islands
Quito

Jan 11-25, 2014



Caribbean Cruise
Aruba
Curacao
Barbados

March 1-12 2014



Chile & Argentina
Santiago
Buenos Aires
Mendoza
*Iguassu Falls extension

Searching for a Tour? It's GUARANTEED!

Ayelet Tours offers guaranteed departures weekly - check out the options for Jewish Heritage In-Depth, Israel Highlights (General) and Biblical Journey (Christian) tours on www.ayelet.com and get packing!

UPCOMING HADASSAH MISSIONS



Hadassah Spring Mission • March 3-14, 2013

Hadassah Autumn Mission • Oct 16-24, 2013

Upcoming Conferences

Ayelet Tours is proud to be the most trusted name in Jewish conference coordination. Upcoming conferences include:



Central Conference of American Rabbis

March 3-7, 2013 - Long Beach, CA
March 27-April 4, 2014 - Chicago, IL



American Conference of Cantors

June 29-July 5, 2013 - Minneapolis, MN
July 1-8, 2014 - **Mission to Israel!**



Cantors Assembly

May 18-22, 2013 - Meadowlands, NJ
May 17-21, 2014 - Westin, FL



Reconstructionist Rabbinical Association

March 10-13, 2013 - New Orleans, LA

WUPJ Biennial Convention 2013

Ayelet Tours is proud to be working with the World Union for Progressive Judaism on its 36th biennial convention – **Connections 2013**, scheduled for May 1-5 in Jerusalem, Israel. The 2013 convention's theme is "Being the Difference", and focuses on Tikkun Olam. It is a theme we can relate to in our work as well. The relationships that



have been fostered on our countless congregational tours around the world have lasting effects both on the communities visited, and on our travelers, long after the flight home. Come join what will surely be a memorable and moving celebration!



How much is your time worth?

Think about your last family vacation. How much time did you spend researching online, checking out hotel reviews and flight options?

Plan your family's next trip to Israel or around the world with Ayelet Tours. Our "Israel and beyond" experts are available to assist with coordination of touring, hotel stays, meals, celebrations, and more. We often offer lower hotel rates than online sites, unparalleled destination expertise, and we are really nice people!

Ayelet Tours can save you time and money.

Before you lose countless evenings with endless clicking, give us a call - 800-237-1517.

WHY "LIKE" US ON FACEBOOK?

AYELET'S FACEBOOK FANS ARE ALWAYS IN-THE-KNOW:

- Travel Tips and Touring Trends
- Israel Insights and Info
- Particularly Pleasant Promotions
- Simply Super Specials

www.facebook.com/AyeletTours

We couldn't have said it better ourselves!

A few comments from recent tour participants:

Our trip was tremendous. In great part, it was due to our very gifted and knowledgeable guide. He could relate to all ages, keep us on track, could answer all our questions and was a pure pleasure to be with. We all truly miss him... We will long remember this adventure. Thanks!

- Rachel R., Wellesley, MA

Thank you so much for planning an absolutely amazing trip! It truly was a trip of a Lifetime, and one my kids will always remember. Our highlight of the trip was our daughters Bat Mitzvah on Masada! I didn't expect such a beautiful service and was so impressed...

- Jill & Michael B., Livingston, NJ

We would like to tell you that we had the best time. Everything was prepared very well from arrival to the trip back home. I would highly recommend Ayelet to all my friends.

- Sura W., Miami, FL

Rabbi Randi Musnitsky celebrates in Israel with Temple Har Shalom's B'nai Mitzvah children -2012



We look forward to a wonderful year traveling with you! - The Ayelet Tours Team

Accredited by



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