



20 YEARS IN BUSINESS? WHAT'S NEXT? AYELET GOES TO ISRAEL!

Ayelet Tours kicked off its 20th anniversary by taking 13 Ayelet Staff members on a special 9-day educational tour to Israel! At Ayelet Tours, we have always believed that niche expertise and personnel with on-site destination experience is crucial to success.

During the past two years, we have hired many new agents, some of whom had not been to Israel. That's why the entire Ayelet Israel Specialist Team spent September 2-11, 2005 touring in Israel together. As expected, we had great fun, bonded as a unit, and were moved by the many sites we visited and speakers we heard.

The tour was amazing, but it was not a vacation by any means – we spent 15-18 hours a day traveling the country in order to cover as much ground as possible. While a pace like this is something we would never recommend for our travelers, this allowed our staff the chance to see and experience as much as possible of the activities we coordinate for our clients in a brief time. For newer employees making their first trip to Israel, it offered an accelerated course in “All you need to know to coordinate travel in Israel, but would never even know to ask”. We inspected hotels, noted times and routes between sites, sampled popular restaurants, and toured new and unusual sites - all in the name of

creating a more positive experience down the road for our future guests, namely you!

We covered incredible ground – From the Ancient to the Modern, From the Golan Heights in the North to the Ramon Crater in the Negev, from Druze-Arab hospitality to a Bedouin Coffee ceremony, from floating in the Dead Sea to kayaking the Jordan River, from the Templar Tunnel of Akko to the Western Wall Tunnel of Jerusalem. We spent time at both Israel Movement for Progressive Judaism sites like Beit Shmuel and HUC as well as Masorti institutions such as the Fuchsberg Center and the Agron Street Synagogue.

We return with the enthusiasm for our work only seen in people who truly believe in what they do. We are a company filled with love of Israel and driven by a desire to aid others in experiencing her wonders. We strive always to do it in a way that will connect our guests

personally with Israel for years to come. We are all back in the office, ready to give you the high level of service for which we are famous in this, our 20th anniversary year! So – what are you waiting for? THIS year in Jerusalem!



Ayelet Goes to Israel!

150 Groups Book Tours to Israel for 2006!

Seffie Epstein, Executive Director of Ayelet Tours, reported that we have reached an all time high for groups with firm deposits to Israel. These include Congregational Tours led by Rabbis and Cantors, as well as Hadassah Missions, Federation Missions, and Ayelet Bar/Bat Mitzvah Tours. Call us **NOW**. Be part of the Ayelet Family!

Shalom from Diane...

For all of us at Ayelet Tours, 2006 marks an historic milestone – it is our 20th anniversary of tours to Israel and the Jewish World!

Milestones are a time for reflection and celebration and as tourism returns full force to the Israeli market, we are more than ready to do both! As we look back, we see the tens of thousands of people who have used our expertise to plan their trips to Israel. How many people have re-ignited their love of Judaism because of participation in an Ayelet Tour? How many families and even entire communities returned stronger and better connected to Israel and to one another as a result of their time together in such an amazing destination? Each of our itineraries closes with the familiar phrase “The Memories Last Forever!”. As the countless letters of praise we receive attest, that couldn't be more true.

As we begin our 20th year, we are also looking forward. We are dedicated to offering the highest level of service as we continue to innovate and lead within our niche industry. I hope you will join us in Israel - on a congregational tour, family or Bar/Bar Mitzvah tour, or on a Hadassah mission. In addition, we invite you travel on a Jewish Heritage Tour to Eastern Europe, The Baltics, The Balkans, the Former Soviet Union or even Ireland - There is Jewish history everywhere! And all these tours are all part of our 20th Anniversary celebration. With each tour comes the same Ayelet guarantee – the highest level of service from a professional organization - from the time you book your tour, until after you are home. Join us in making the kind of positive memories that stay with you for a lifetime – yes, the Memories Last Forever!

Diane Rubtchinsky
President

Ayelet Tours Invites You... on a Special Mission to Israel!

February 11 – 21, 2007

or

March 11 – 21, 2007

\$1,599*

Per person based on double occupancy

Mission Includes:

- **Personal interaction with the Progressive (Reform) Movement in Israel**
- Roundtrip airfare from New York to Tel Aviv
- 2 Nights at the Metropolitan Hotel in Tel Aviv
- 2 Nights at Kibbutz Hagoshrim in Galilee
- 4 Nights at the Novotel Hotel in Jerusalem
- Touring in a deluxe air-conditioned motorcoach,
 - All entrance fees
 - Breakfast daily
 - Welcome dinner
 - 2 Kibbutz dinners
 - Shabbat dinner
 - Farewell dinner
- Group Arrival and Departure Transfers and Portage



World Union For Progressive Judaism in Moscow

When is a conference more than a conference? When it is held in Moscow! Ayelet Tours has been coordinating conferences for over 15 years, some as large as 6,000 people. How hard could a 400 person meeting in Moscow be? We were about to find out...

A MONUMENTAL TASK

In June 2004, having already designated Moscow as host city, and chosen a host hotel, the World Union of Progressive Judaism (WUPJ) contacted Ayelet Tours for logistical assistance in what would be a monumental conference – the WUPJ’s 32nd Biennial in Moscow. Monumental in that it would celebrate 15 years of Progressive Judaism in Russia with the first large-scale meeting by a Jewish movement ever to be held in Moscow.

From our perspective, it was also monumental in the logistical mountain to be scaled to run such an event. There were forms to fill out, bureaucracy to overcome, and visa applications to process – one at a time. By Russian law, anyone requesting a Visa must show proof of secured accommodations – that meant a personalized letter of invitation for the specific dates of travel from the hotel for each and every traveler. Change your dates? You’ll need a new visa and a new invite letter! This is just one of the many interesting challenges we helped the WUPJ address



Rabbi Sharon Sobel and Cantor Jeff Klepper at the opening evening of the World Union for Progressive Judaism conference in Moscow.

in planning the meeting. Other challenges included coordinating concurrent pre-tours to Prague & Budapest, Warsaw & Krakow, and Kiev & Odessa for close to 100 participants – all of whom arrived in Moscow glowing from their remarkable experiences.

OUTSTANDING TURNOUT

All told, 485 participants from 23 countries came together in Moscow to further their vision for Progressive Judaism. The group focused on the theme of Community – the need for vision within a community, the necessity to build leadership for these communities and the goal of having these communities work together to move forward. Empowerment of Youth within the movement was also emphasized.

The conference ended an unquestionable success. In the words of one participant “I don’t think Moscow will ever be the same!”

Certainly not for those that participated in the conference. Participants made friends, created bonds and learned from the experiences of other Progressive communities around the world. Our heartfelt thanks to the WUPJ for having the vision to bring us all together in such a unique place, and also for choosing to work with Ayelet Tours – it was an honor to be a key part of such an important event.

Central Conference of American Rabbis (CCAR) to Convene in San Diego in June 2006

In June 2006, the CCAR will descend upon the surf-loving town of San Diego, CA. Once again, Ayelet Tours will act as Conference Coordinator handling transportation, registration and travel arrangements in addition to being on-site to assist in whatever way possible. While not too many Rabbis will likely ride the waves, attendees are sure to enjoy Southern California’s mild climate, laid back attitude and friendly hospitality. The convention will be based at the Manchester Grand Hyatt, a great spot to enjoy the beautiful harbor, Shopping at the Seaport village and the restaurants of downtown San Diego’s Gaslamp quarter. We look forward to another successful convention with the CCAR!

United Synagogue of Conservative Judaism goes to Boston

Over 500 Conservative Jewish leaders will descend upon Boston in December 2005 for the United Synagogue of Conservative Judaism (USCJ) Biennial meeting. Rabbis, cantors and lay leaders from congregations across the country will take part in workshop tracks created around the convention theme of "lighting the way". Ayelet Tours has been working closely with the USCJ to handle their registration, housing and on-site logistics.

The Hills are Alive with the Sound of Music

The Hudson Valley Resort and Spa, in the Catskills, will host the Conservative Cantors Assembly (CA) from across the US and Canada in May of 2006 and The Zamir Choral Festival in July 2006. Both conventions are great opportunities for Jewish music lovers to gather for singing, learning, celebration, spending time with old friends and making new ones.

The Reconstructionist Rabbinical Association Goes to Florida

In March of 2006, the Reconstructionist Rabbinical Association (RRA) will meet in Deerfield Beach, FL. The RRA represents the rabbinic voice within the Reconstructionist movement, bringing the teachings, stories, and traditions of Judaism to bear on contemporary issues and challenges, and helping to define Reconstructionist positions on Jewish issues for our time. Ayelet Tours will again handle registration, housing and on-site logistics for the convention.

American Conference of Cantors and The Guild of Temple Musicians: ACC /GTM are Singing Through Israel!

Ayelet Tours is delighted that June 2006 will find over 200 Reform Cantors and Jewish music lovers from across the United States and Canada travelling to Israel for the 53rd annual ACC/ GTM Convention. (This is our very FAVORITE convention destination!) Participants will visit the Leo Baeck School in Haifa, perform in concerts at both Beit Daniel in Tel Aviv and Kehilat Mevaseret Tzion outside Jerusalem and also have time to participate in outreach at Yozma in Modiin. The mission will honor the body of work of Eliyahu Schleifer with an evening of Israeli dancing, song and celebration at Hebrew Union College. With so many amazing voices in one place, this mission is sure to be an uplifting and spiritual event. Cantors are already scheduling both pre and post convention congregational tours. To add your voice, Call Ayelet Tours for more information!



The Traveling University: Professor Stephen M. Berk

Dear Friends:

Ayelet Tours' Traveling University is embarking on five Jewish Heritage tours in 2006. The first will cover a broad overview of **Ireland** and Irish history and the rarely noted role that the local Jewish population has had in shaping this country. Former President of the State of Israel, Chaim Herzog was born in Ireland!

The second tour is a Jewish history tour of the **Balkans**. This area is coming back to life after the devastating breakup of the former Yugoslavia in 1991. In **Dubrovnik** we will visit the second oldest synagogue in the world and in **Slovenia** one of the newest, built in 2003. This will be a fascinating excursion into a relatively unknown area of Jewish history.

The third tour is a return to one of our most popular destinations, **Eastern Europe**. We will again visit **Warsaw, Krakow, Budapest and Prague**. This is a unique and outstanding experience that once again demonstrates that to understand our future, we must return to our past.

Ayelet Tours' Traveling University then takes us to the **Baltics & Bialystok**. This trip is a natural sequel to our Eastern European tour. We visit beautiful Riga in Latvia before continuing to Vilnius, Lithuania home of the famous Vilna Gaon. In Poland we tour Bialystok and see the Tykocin baroque synagogue built in 1642. Our journey ends in Warsaw where we learn about hundreds of years of Jewish history and meet members of Warsaw's vibrant new Progressive community. Our 2006 season finishes with our November tour to **Eastern Europe**.

History is what the Traveling University is all about. I will be giving lectures on almost a daily basis. But there is more to our excursions than learning. There is the camaraderie that manifests itself in all of our trips that lead to enduring friendships. There is a heightened sense of Jewish consciousness and pride that is felt by all who experience the Jewish past through travel and learning. I consider it a privilege to participate in these programs and I invite you to join me.

Cordially,

Professor Stephen Berk

Dr. Stephen M. Berk is a Professor of History at Union College in Schenectady, New York. He has been named the Henry and Sally Schaeffer Chair of Holocaust and Jewish Studies at Union College. Dr. Berk is considered a superb lecturer and teacher. He is the author of *Year of Crisis, Year of Hope: Russian Jewry and the Pogroms of 1881-1882*. Dr. Berk is also the author of many articles on Eastern Europe, Russian Jewish History, anti-Semitism and American policy in the Middle East. He has lectured in numerous cities for UJA and Israel Bonds as well as at many colleges and universities throughout the United States. Dr. Berk has led numerous trips to Russia, Spain, Europe, Israel and Eastern Europe. It is a privilege to have him with us!



Upcoming Jewish Heritage Tours with Dr. Berk

Ireland

March 19-26, 2006

Balkans, Sarajevo, Dubrovnik, Lubijana & Zagreb

June 20-30, 2006

Eastern Europe

July 2-13, 2006

The Baltics & Bialystok

August 17-30, 2006

Eastern Europe

November 6-16, 2006



Bar / Bar Mitzvah Tour Dates:

December 21, 2005 – January 1, 2006 (Extension Ends January 5, 2006)

February 15– February 26, 2006 (No extension available)

June 14 – June 25, 2006 (Extension Ends June 29, 2006)

July 5 – July 16, 2006 (Extension Ends July 20, 2006)

August 23– September 3, 2006 (Extension Ends September 7, 2006)

December 25, 2006 – January 2, 2007 (shorter tour – special itinerary and prices)

FREE TOUR (air and land) to Israel
for the Bar/Bat Mitzvah child*

**with a minimum of 2 full paying adults
(Air from NYC)*

Visit www.ayelet.com for details

Ayelet Tours and Keshet L'Yisrael II Present Project Reconnect

Ayelet Tours is pleased to once again be working with Project Reconnect – the Outreach Alumni Association of the United Synagogue of Conservative Judaism. Their 2nd Keshet L'Yisrael visit to Israel is scheduled for June 12-19, 2006. This insider's tour will include exciting and unique visits to the residence of President Moshe Katsav, a meeting with the U.S. Ambassador to Israel and learning opportunities with outstanding scholars from Israel. Travelers will also have opportunities for professional networking and dialogue with other members of the group.

Project Reconnect seeks to reconnect alumni of USY, Atid, Koach, Nativ and the Conservative Yeshiva in Israel, in North America or wherever they may be today. We expect other alumni e.g., Solomon Schechter, Ramah, LTF, to be included as well. Each alumnus is a

precious human resource who in his or her formative years was a part of, influenced by, and contributed to the Conservative Movement. To that end every alumnus is welcome regardless of his or her current affiliation.

The mission of Project Reconnect is to Re-involve, Re-invigorate and Reconnect the many Jewish adults whose beginnings in Conservative Judaism stemmed from their active involvement in the youth, college age and young adult programs of the Conservative movement. The Israel component provides a rich resource for strengthening Israel - Diaspora relationships as well as for potential olim.

Are you interested in joining Project Reconnect? Go to www.ayelet.com for details.



WORLD
UNION FOR
PROGRESSIVE
JUDAISM



האיגוד
העולמי
ליהדות
מתקדמת

WUPJ and Professor Paul Liptz Invite You on a Tour to:

Lvov, Kiev, and Odessa

June 26 – July 6, 2006

\$3,999.00

OR

Budapest and Prague

October 11 – 18, 2006

\$2,699.00

Tour Highlights:

- * Lectures by Professor Paul Liptz
- * Round Trip Airfare from New York City
- * Breakfast Daily
- * 6 Dinners in the Former Soviet Union or 4 dinners in Eastern Europe
- * Four Star Hotels Throughout Tour
- * All Touring and Entrance Fees

Visit www.ayelet.com for details

Professor Paul Liptz is a social historian who lectures in the Department of Middle Eastern and African History at Tel Aviv University and in European and Israel Studies at the Hebrew Union College in Jerusalem. He has published many articles and conducted many workshops. As an outstanding Scholar in Residence, he translates complex issues and realities into language we can all understand.



Come to Israel.
You choose the transportation!

Did you know that many of the world's hotel safes are made in Israel? It's very likely that when you open your hotel room or ship cabin closet, whether you're in Tel Aviv, Tallahassee or Tokyo, that the safe may have been made at Kibbutz Hatzor southeast of Tel Aviv. Indeed Israel's SAFE PLACE safes are in more cruiseship cabins than any other safes in the world!



"Can we go back
to Business Casual now?"

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ELTVALTNE
It's not just an airline. It's Israel.



Hadassah National Missions to Israel

Ayelet Tours is proud to be the official tour operator for all Hadassah National Missions to Israel. The new Hadassah brochure is out, announcing Hadassah's National Missions to Israel for 2006.



Hadassah Missions have been designed to provide you with an impressive overview of Israel. Their combination of love of Israel and love of Hadassah mixed with exciting adventures and celebration to produce a stimulating and exhilarating visit.

Some of the special highlights of these missions include:

- * Visit and see what is new with Hadassah Projects throughout Israel
- * Hear about the most current events in the country with an "Israel Update" briefing
- * Ceremony at the new Yad Vashem memorial
- * Revel in the accomplishments of the modern State of Israel while you explore the country
- * Celebrate Shabbat in the most special place on earth... Jerusalem
- * And much, much, more!



We invite you to join Hadassah on their journeys through the land of Israel on one of these memorable Missions:

Renaissance XX Mission to Israel: Second Time Around
October 30 – November 7, 2005

Renaissance XXI Mission to Israel
November 13 – 21, 2005

Renaissance XXII Family Mission to Israel
December 21 – 30, 2005

Hadassah's Winter in Netanya – W.I.N.
January 18 – March 15, 2006

Renaissance XXIII Purim Celebration Mission to Israel
March 12 – 20, 2006

**Renaissance XXIV Yom Ha'Atzmaut (Independence Day)
Mission to Israel**
April 30 – May 8, 2006

Renaissance XXV Mission (Poland & Israel)
May 14-25, 2006 (Israel only – May 17 – 25, 2006)

Renaissance XXVI Wine & Dine Mission
June 8 – 16, 2006

Renaissance XXVII Family Mission to Israel
June 20 – 30, 2006

Join us and create memories to last a lifetime!

