

מדינת ישראל

משרדיה הממשלת

מאת

• 80. נסיך קראק

PLANS FOR EXCHANGES

VIRGINIA - ISRAEL COMMISSION

22 | 4 | 1987

איה



שם תיימן: ראש-הממשלה יצחק שפיר - יחסיו ישראל-ארה"ב

אל-2/23862

מזהה פריט: R0004ab8

21/09/2022 גאריד הדפסה

2-112-4-3-6

1876-1911
Digitized by srujanika@gmail.com



PLANS FOR EXCHANGES

VIRGINIA-ISRAEL COMMISSION

NEIL NOVEMBER, CHAIRMAN

APRIL 22, 1987



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond, Virginia 23212*

April 22, 1987

Ten months ago, Governor Baliles challenged the members of the Virginia-Israel Commission to "...develop plans for a board series of exchanges -- of people, ideals and exhibits -- to be carried out during the period preceding Israel's 40th anniversary."

During the time that has passed, the members of this Commission, interested citizens from throughout Virginia, and the staff have worked diligently, and sometimes feverishly, to put into place the exhaustive plans contained in this report. Talents have been drawn upon from every corner of the Commonwealth.

Our counterparts in Israel have joined in the spirit of the Governor's initiative -- graciously hosting our delegation in January and working with us at every stage to develop this report and to prepare for the enormous task we face in carrying out our plans.

The Governor's vision and initiative are both bold and historic. We believe the plans contained in this report, and our firm resolve to carry them out over the course of the next twelve months, will ultimately fill the Governor's charge that we "...expand opportunities for cultural, educational and economic development between the Commonwealth and the State of Israel."

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Neil November".

Neil November
Chairman



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond, Virginia 23212*

TABLE OF CONTENTS

Committee on Agriculture and Natural Resources

Committee on Arts and Music

Committee on Communications

Committee on Customs and Lifestyles

Committee on Economic Development

Committee on Education and the Holocaust

Committee on Government

Committee on Human Resources

Committee on Public Safety

Committee on Research, Science and Medicine

Committee on Tourism and the Leadership Tour



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond, Virginia 23212*

FINAL REPORT

- I. Committee on Agriculture and Natural Resources, Virginia-Israel Commission
- II. Mitchell R. Geasler, Ph.D., Virginia Tech, Chairman of the Agriculture and Natural Resources Committee
- III. S. Mason Carbaugh, Commissioner, Virginia Department of Agriculture and Consumer Services, and Keith J. Buttelleman, Administrator, Council on the Environment, Staff to the Agriculture and Natural Resources Committee
- IV. Priority Projects and Exchanges
 - A. Agriculture Exchange Tour
 - B. Water Management, Irrigation and Fertigation Workshop
 - C. Extension Telecommunications Visit
 - D. 4-H Youth Exchange
 - E. Drip Irrigation Demonstration
 - F. Graduate Student Training
 - G. Sabbatical Faculty Invitation

I. TITLE

Agriculture Exchange Tour

II. DESCRIPTION

A select group of 15 leaders from the Virginia agricultural community from throughout the Commonwealth will be invited by the Governor to participate in a one week travel experience in Israel in the Fall of 1987. A like group will be hosted from Israel to visit Virginia in the Spring of 1988.

III. OBJECTIVE

The objective of this exchange is to introduce the technology and methodology the Israelis are utilizing in agriculture production and marketing and do likewise for the participants visiting from Israel.

IV. PRIMARY RESPONSIBILITY

Mitchell R. Geasler, S. Mason Carbaugh and Keith J. Buttleman

Israel counterparts in planning this effort are Mr. Meir Ben-Meir, General Director, Ministry of Agriculture, and Mr. Avraham Shinar, Director, Technical Assistance and Foreign Relations Department, Ministry of Agriculture.

V. PARTICIPANTS

Fifteen members of the agricultural community will be invited to participate in the tour to Israel. These will be selected by the committee leadership from the agricultural organizations, commodity groups, legislative leaders interested in agriculture and the natural resources especially water. The participants will come from throughout the Commonwealth and represent various types of production practices and agribusiness interests. Spouses of the invited participants will be invited to participate in the tour. Total number is potentially 30 individuals. It is hoped that a similar group will visit Virginia from Israel and represent various types of production units from the Kibbutz to the private producer and government decision makers. The number of participants from Israel has not been agreed upon with our counterparts.

VI. TIME FRAME AND DURATION

The visit to Israel will be for one week in duration during the Fall of 1987. The Israeli delegation will be similar in the Spring of 1988.

VII. BUDGET

A. Total Budget - \$35,000

Travel including airfare, food and lodging is included at the rate of \$2,200 per participant touring Israel - \$33,000. A total of \$2,000 is allocated for hosting the Israeli visitors when they come to Virginia.

B. None

C. Each invited participant will be asked to assume \$1,000 of the cost of the tour. Spouses of the invited participants will be expected to pay all of the actual costs of the tour.

D. Net cost to the Virginia - Israel Commission - \$20,000

E. \$18,000 will be needed approximately one month prior to the fall tour. The balance of \$2,000 will be needed next spring to host the visiting group from Israel.

I. TITLE

Water Management, Irrigation and Fertigation Workshop

II. DESCRIPTION

The Agriculture Research Organization at the Volcani has invited a group of Virginia scientists and producers to attend a one week workshop on water management, irrigation and fertigation in Israel. The research and adopted technology in this area is well developed and an area where we can learn much. The workshop will include a review of their research findings, extension programs in water technology and a tour of various types of irrigation applications in use in Israel.

III. OBJECTIVE

To capitalize on the invitation from the Volcani to provide some of our staff and cooperators to upgrade their knowledge regarding water management, irrigation and fertigation practices applicable to Virginia.

IV. PRIMARY RESPONSIBILITY

Mitchell R. Geasler (Note: Dr. Bresler will be coming to Virginia Tech on May 15 to continue planning for this workshop. We will be meeting with the leadership of the College of Agriculture and Life Sciences' Agronomy Department and the leadership will be assumed by them after that time.)

Israel contacts in this effort are Dr. Bruno Yaron, Director, Center for International Cooperation in Agricultural Research (CICAR), the Volcani Center and Dr. E. Bresler, Director, Institute of Soils and Water, the Volcani Center.

V. PARTICIPANTS

Up to 12 representatives from Virginia would go to Israel in response to this invitation. These 12 would represent the following areas:

State Resource Agencies	- 2 Resource Managers
VDACS	- 1 Scientist
Practicing Irrigators	- 4 Farmers
Virginia Tech	- 5 Scientists (1 researcher, 2 extension specialists, 2 extension agents)

VI. TIME FRAME AND DURATION

The exact date of this one week workshop will be agreed upon when Dr. Bresler visits Virginia Tech this spring. It is anticipated it will be the Fall of 1987.

VII. BUDGET

- A. Total Budget - \$21,000
Travel including airfare and subsistence is calculated at \$2,000 per participant.
- B. The above figure does not include the cost of the actual workshop (instructional fees, teaching materials etc.) These costs are contributed by the A. R. O. at Volcani.
- C. Each agency represented by the participants has agreed to pay half of the cost of the participants representing that agency (\$8,000). Each producer participant will be asked to pay \$750 of the cost of the travel and subsistence.
- D. Net cost to the Virginia - Israel Commission - \$13,000
Agency participants - \$8,000
Producer participants - \$5,000
- E. The total of \$13,000 will be needed approximately one month prior to the date of the workshop.

I. TITLE

Extension Telecommunications Visit

II. DESCRIPTION

Two Israelis representing the Extension Service of the Israel Ministry of Agriculture are planning to come to Virginia to review the telecommunication methods being used, piloted or planned by the Virginia Cooperative Extension Service. This includes the use of the computer network, satellite communications and computerized interactive video use.

III. OBJECTIVE

To assist the Extension Service of Israel in updating their communication technology and exchange ideas toward improving our system. To demonstrate the use of the satellite system by transmission of an educational program from Virginia to Israel.

IV. PRIMARY RESPONSIBILITY

Mitchell R. Geasler - Israel contact in this effort is Reuben Ausher, Associate Director, Extension Service Ministry of Agriculture

V. PARTICIPANTS

The Extension Service of the Ministry of Agriculture in Israel is in the process of identifying two staff members to come to Virginia to observe and discuss the components of our system.

VI. TIME FRAME AND DURATION

The details of this visit and possible satellite transmission have not been finalized. It is anticipated both will occur during the Winter of 1988.

VII. BUDGET

A. Total Budget - \$1,000

The only cost involved in this effort will be the cost associated with the demonstration satellite transmission. The exact amount is unknown at this time.

B. The cost of the visit from Israel will be borne by the Ministry of Agriculture in Israel.

C. Not Applicable

D. Net cost to the Virginia - Israel Commission - \$1,000

E. The funds will be needed to accomplish the demonstration satellite program.

I. TITLE

4-H Youth Exchange

II. DESCRIPTION

A group of up to 24 youth age 16 to 18 will be selected from the 135,000 4-H members in Virginia to exchange with a similar group selected by Israel from the Kibbutz system. The participants from Virginia will go to Israel and live and work on a Kibbutz for up to three months. The exchange group from Israel will live with 4-H families throughout the Commonwealth for a similar time. The details of this exchange are being developed with Israel and funding will be sought from private sources for this effort.

III. OBJECTIVE

To introduce the concept of the 4-H program into the life of the Kibbutz in Israel and expose the Virginia youth to an international experience.

IV. PRIMARY RESPONSIBILITY

Mitchell R. Geasler and Wayne Keffler, State 4-H Program Leader, Virginia Cooperative Extension Service. Israel contact in this effort is Yoseph Elkana, Extension Specialist, Ministry of Agriculture.

V. PARTICIPANTS

The youth selected to participate in this exchange will be selected from the youth involved in the Virginia 4-H program.

VI. TIME FRAME

The actual time of this exchange will be determined after the needed funds are secured.

VII. BUDGET

The staff of the 4-H program in the Virginia Cooperative Extension Service (Virginia Tech and Virginia State University) is in the process of developing a proposal and budget for submission to a suitable foundation for funding. Any funds budgeted to the Agriculture and Natural Resources Committee of the Virginia - Israel Commission not used in our first three priorities will be used in this project. It is anticipated that the proposal will be completed in the next month and submitted to appropriate funding sources soon after that time.

I. TITLE

Drip Irrigation Demonstration

II. DESCRIPTION

While in Israel, the Chairman of this committee visited the Kibbutz Hatzerim who were instrumental in developing highly effective drip irrigation equipment. We discussed the interest of the Netafim Company in sponsoring a demonstration project in drip irrigation in Virginia. Their U. S. headquarters is in New York and we will be contacting them to explore this interest. If this develops, we are proposing this demonstration be located at the Nottoway Demonstration Farm near Crewe, Virginia. This demonstration farm program is sponsored by the VDACS, Virginia Department of Corrections, Virginia State University and Virginia Tech.

III. OBJECTIVE

To introduce the latest technology in drip irrigation in the production of fruit and vegetables to Virginia producers.

IV. PRIMARY RESPONSIBILITY

Mitchell R. Geasler - Israel contact in this effort is Uri Werber, Export Marketing Director, Netafim - Kibbutz Hatzerim

V. PARTICIPANTS

Not Applicable

VI. TIME FRAME AND DURATION

Negotiations will be completed to have the installation in place for the irrigation of Fall 1987 vegetable crops.

VII. BUDGET

No expense to the Commission

I. TITLE

Graduate Student Training

II. DESCRIPTION

At the invitation of the Agriculture Research Organization at Volcani we are in the process of selecting some top quality Virginia Tech graduate students from the College of Agriculture and Life Sciences to study in Israel. The invitation is for up to five students to study in the laboratory at the Volcani for the purpose of pursuing the Ph.D. The Volcani is willing to pay the actual expenses up to \$300 per month for each student while in Israel. Funding from the student or other sources within the University are anticipated to cover any additional expenses such as travel. The students will be selected by the Graduate School at Virginia Tech following nominations by the various departments. Resumes of those selected will be submitted to the Volcani for review and approval before final decisions are made.

III. OBJECTIVE

To provide the opportunity for five graduate students to be trained in Israeli laboratories under the supervision of Israeli scientists.

IV. PRIMARY RESPONSIBILITY

Mitchell R. Geasler in cooperation with the Graduate School at Virginia Tech. Israel contact in this effort is Dr. Bruno Yaron, CICAR, the Volcani Center.

V. PARTICIPANTS

Selected Graduate Students from Virginia Tech

VI. TIME FRAME AND DURATION

Undetermined at this time

VII. BUDGET

No expense to the Commission

I. TITLE

Sabbatical Faculty Invitation

II. DESCRIPTION

At the invitation of the Agriculture Research Organization at Volcani, up to two Virginia Tech faculty to spend a one year sabbatical leave in study and research in the laboratories of the Volcani. The participating faculty will be selected by the Dean of the College of Agriculture and Life Sciences and approved for sabbatical leave by the University Provost. Resumes of the selected will be reviewed by the Volcani before final decisions are made.

III. OBJECTIVE

Provide a study/research improvement leave by way of sabbatical to two faculty members per year to Israel in areas of study of interest to Virginia and Israel.

IV. PRIMARY RESPONSIBILITY

Mitchell R. Geasler in cooperation with the administration and faculty of Virginia Tech. The Israel contact in this effort is Dr. Bruno Yaron, CICAR, The Volcani Center.

V. PARTICIPANTS

Selected faculty

VI. TIME FRAME AND DURATION

Undetermined at this time

VII. BUDGET

No expense to the Commission



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond, Virginia 23212*

FINAL REPORT

- I. Arts and Music Committee
- II. Chairman: Saul Viener
- III. Staff: Peggy Baggett
- IV. Projects
 - 1. Visiting Artists
 - 2. Israeli Chamber Orchestra
 - 3. Guest Lecturers
 - 4. Israeli Musicians

I. Title

Visiting Artists

II. Description

The Virginia-Israel Commission will invite five artists - two writers, two visual artists, and one composer - from Israel to come to Virginia for two months each. The artists will spend six weeks at the Virginia Center for the Creative Arts in Sweet Briar with the opportunity to do their own work and to interact with the other resident artists. Each artist will then travel throughout the state for two weeks. The writers will give readings at libraries and colleges on the Writers in Virginia network. The visual artists will do one and two day residencies with arts centers, chapters of the Virginia Museum, and colleges. The composer will visit orchestras and other music ensembles that will perform his or her work. The artists will be selected for the quality of their work and for their knowledge of and ability to talk about the arts in Israel.

III. Objective

To provide Virginia artists and audiences the opportunity to meet Israeli artists and to see or hear their work.

IV. Primary Responsibility

Saul Viener and Peggy Baggett

V. Participants

Five artists will come to Virginia from Israel. The director of the Virginia Center for the Creative Arts will travel to Israel to interview Israeli artists who wish to be a part of the program.

VI. Time Frame

Each artist will be in Virginia for two months. The residencies will begin in September and continue through June of 1988, dependent on the schedules of the artists selected.

VII. Budget

A. Total Cost: \$37,100

Cost per artist:	\$1,500	airfare (including shipping of work)
	4,200	residency at the VCCA
	1,000	instate travel
	\$6,700	

Selection of artists:	\$1,000	airfare for Mr. Smart
	750	per diem for Mr. Smart
	1,500	printing and mailing of flyer
		to be distributed to Israeli
		artists
	350	telephone
	<u>\$3,600</u>	

- B. Contributed by the VCCA: \$10,500
- C. The participating artists will receive the subsidized residencies at the Virginia Center for the Creative Arts in lieu of their usual fees for public presentations.
- D. Net cost to the Virginia Israel Commission: \$26,600
- E. The \$3,600 to cover the selection of artists will be needed in early July. \$4,600 will be needed four weeks before the start of each residency.

VIII. Other Organizations Involved

The Virginia Center for the Creative Arts will host residencies by the visiting artists. The director of the Center will select the participating artists and will assist in scheduling the public presentations by these artists. Each artist will visit 8 - 10 other organizations in the state, such as the Virginia Museum chapters, colleges, music ensembles, and arts centers.

I. Title

Israeli Chamber Orchestra

II. Description

The internationally renowned Israeli Chamber Orchestra will perform at Virginia Commonwealth University on Wednesday, March 16, 1988, as part of the Terrace Concert Series.

III. Objective

To give Richmond audiences the opportunity to hear one of the premiere performing ensembles of Israel.

IV. Primary Responsibility

Saul Viener and Peggy Baggett

V. Participants

The 40 musicians of the orchestra will visit Richmond for one day following a concert at the Kennedy Center in Washington.

VI. Time Frame

March 16, 1988

VII. Budget

A. Total cost: \$18,000

B. Virginia Commonwealth University: \$18,000

C. None

D. None

VIII. Other Organizations Involved

The Department of Music, Virginia Commonwealth University, is handling all of the arrangements for this concert.

I. Title

Guest Lecturers

II. Description

Two directors or curators of museums in Israel will visit Virginia to speak at the Chrysler, Virginia, and Roanoke Museums of Fine Arts. The topics have not yet been determined, but the Arts and Music Committee has been in correspondence with Yael Israeli, Curator, Israel Museum; Dr. Magen Broshi, Keeper, Shrine of the Book; and Dan Barag of Hebrew University.

III. Objective

To provide the opportunity for Virginia audiences to hear preeminent Israeli scholars discuss the art of their country.

IV. Primary Responsibility

Saul Viener and Paul Perrot

V. Participants

Two guest lecturers will come to Virginia from Israel.

VI. Time Frame

Two one week visits, dependent on the schedules of the lecturers.

VII. Budget

A. Total Cost: \$5,200

Cost per lecturer:	\$1,000	airfare
	900	lecture fees (\$300 per)
	450	per diem (\$75/day)
	250	instate travel
	\$2,600	

B. Contributed by Museums: \$2,700 (lectures and per diem)

C. None

D. Net cost to Virginia Israel Commission: \$2,500

E. \$1,250 will be needed four weeks before each visit

VIII. Other Organizations Involved

The Virginia, Chrysler, and Roanoke Museum will host and provide publicity for the guest lecturers.

I. Title

Israeli Musicians

II. Description

Every year a number of outstanding Israeli musicians tour to the United States. The Arts and Music Committee will schedule 4 young musicians to play 5 performances each with music ensembles or in colleges around the state. The location and schedule of these performances is dependent on the schedule of both the musicians and the ensembles, but the Arts and Music Committee hopes to have at least one performance in every area of the state.

III. Objective

To present performances by outstanding young Israeli musicians.

IV. Primary Responsibility

Saul Viener and Peggy Baggett

V. Participants

Four or five Israeli musicians will come to Virginia as part of their American tours.

VI. Time Frame

Each musician will spend approximately 10 days in the state.

VII. Budget

A. Total Cost: \$17,400

Cost per musician:	\$2,500	performance fees
	1,000	transportation
	750	per diem
	100	telephone
	<hr/>	
	\$4,350	

B. Contributed by Virginia music ensembles: \$2,500

C. None

D. Net cost to Virginia-Israel Commission: \$14,900

E. \$3,725 needed two weeks before each musician's tour to Virginia



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond Virginia 23212*

FINAL REPORT

I. Committee on Communications

II. Anna V.B. McNider

III. Constance Ober

IV. Priority Projects and Exchanges

1. Exchange of Journalists
2. Commission Public Relations and Information
3. Exchange of Documentaries
4. Cable Television Technology

FINAL REPORT

I. Committee on Communications

II. Anna V.B. McNider

III. Constance Ober

IV. A) Exchange of Journalists
B) Commission Public Relations and Information
C) Exchange of Documentaries
D) Cable Television Technology

I. TITLE

Exchange of Journalists

II. DESCRIPTION

We will conduct an exchange of journalists representing the print, cable, and broadcast media who will accompany Virginians and Israelis taking part in other exchanges under the aegis of the Virginia-Israel Commission. The committee will identify the trips to Israel most suitable for participation by Virginia journalists and the Israelis will select the appropriate opportunity for visits to the Commonwealth.

In addition, a separate group of Israeli journalists will be invited to visit Virginia and participate in a seminar on issues such as libel, freedom of the press, censorship, etc. This discussion may be held in conjunction with a Virginia press association conference, and would be videotaped and made available to cable companies and television stations for distribution. Copies of the tape would be sent to journalism schools in the Commonwealth as well.

III. OBJECTIVE

The objective of the first exchange is to provide information to the public about the people, lifestyles, accomplishments, etc. of both Israel and the Commonwealth, including press coverage of the other exchanges carried out by the Commission.

The panel discussion or seminar on press issues will highlight the differences and similarities of the media, including the collection and dissemination of information, in the two countries and should be informative for both professionals and students alike.

IV. PRIMARY RESPONSIBILITY

Anna McNider and Constance Ober

V. PARTICIPANTS

Five Israeli and five Virginia journalists will take part in the initial exchange between May 1, 1987 and May 1, 1988. The Virginia journalists will be chosen by their colleagues in the various press associations and will represent the print, cable, television, and radio media. The Israelis will choose their representatives for the exchanges of interest and will also choose the participants in the seminar on press issues.

VI. TIME FRAME AND DURATION

The duration of these exchanges will vary since the journalists will be accompanying participants in other Commission exchanges.

The visit by the Israeli journalists for the seminar will be scheduled for five days in January 1988.

VII. BUDGET

A) Total budget: \$25,000

The committee proposes offering to pay the airfare for those Virginians participating in the exchange, with lodging to be provided by the Israelis. However, news organizations may wish to provide funding for their own reporters.

We propose that the Israelis pay their own airfare and the committee will arrange for lodging in private homes, where possible, to further reduce costs.

B) Sources of funding other than the Commission: Virginia newspapers, cable companies, and broadcast stations.

C) Contributions by the participants: \$8,000

D) Net cost to the Commission: \$17,000

E) When funding will be required: May, 1987 - April, 1988

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

The Virginia Press Association, the Virginia Association of Broadcasters, and Virginia chapters of the Society of Professional Journalists will be asked to select journalists to participate in the exchanges.

The Virginia public television stations and the Virginia Cable Association will be asked to aid in the production and distribution of the taped seminar on media issues.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The Committee on Tourism and the Leadership Tour will make all international travel arrangements for this project.

I. TITLE

Commission Public Relations and Information

II. DESCRIPTION

A part-time public relations representative will be recruited to handle public and press information for all Commission activities. This person would be responsible for: developing a public relations plan to insure that the media is informed of and has ample opportunity to cover Commission activities; to be the "clearinghouse" for information regarding Commission projects; and will assist this committee in creating videotaped reports in 1988 on the results of this historic project.

III. OBJECTIVE

Given the numerous events and exchanges planned by the Commission, it is critical that there be a central information source for the media and the public. The PR person will work closely with the Governor's office, the committee chairmen, and the media to insure that a maximum number of Virginians know of and benefit from the activities of the Commission.

IV. PRIMARY RESPONSIBILITY

Anna V.B. McNider and Richard Arenstein

V. PARTICIPANTS

Not applicable

VI. TIME FRAME AND DURATION

The position will be filled from April 1987 - May 1988

VII. BUDGET

Funding for this position will come from private donations and will be provided from the budgets of the Communications Committee and other committees of the Commission.

- A) Total dollars required: \$14,500
- B) Contributions of participants: Not applicable
- C) Net cost to the Commission: \$14,500
- D) Time frame for funding: April 1987 - May 1988

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Not applicable

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

All Commission committees will work with the PR representative on all press relations.

I. TITLE

Exchange of Documentaries

II. DESCRIPTION

The committee will arrange for an exchange of television documentaries about Virginia and Israel for public television broadcast and cable TV distribution in the Commonwealth, and for broadcast in Israel.

III. OBJECTIVE

The purpose of this exchange is to provide the public an insight into the people, culture, natural resources, economic development opportunities, etc. of both Virginia and the State of Israel.

IV. PRIMARY RESPONSIBILITY

Bruce Miller and Constance Ober

V. PARTICIPANTS

The programs to be offered will be chosen by the Israeli Government Press Office and by the Committee on Communications.

VI. TIME FRAME AND DURATION

The programs are to be aired between May 1, 1987 and May 1, 1988

VII. BUDGET

- A) Total dollars required: \$2,500
- B) Funding sources: Commission funds and donations from cable companies and Virginia public television stations
- C) Contributions from participants: \$2,000 in broadcast and cable time
- D) Net cost to the Commission: \$500 (maximum) for copying tapes
- E) Time frame for funding: May 1987 - May 1988

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

The Virginia Cable Association and the Virginia Association of Public Television Stations will probably be involved in this project. In addition, the Virginia Association of Broadcasters will be informed of the availability of these materials for commercial broadcast.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None

I. TITLE

Cable Television Technology

II. DESCRIPTION

Two Israelis will visit Virginia and Washington, D.C. (the Federal Communications Commission) to learn about the technical and governmental requirements for cable television in Virginia specifically, and in the United States, generally. This technology is seen as a viable alternative to the current limited television broadcast capability in Israel.

III. OBJECTIVE

To aid Israel as it explores the development of a cable television system.

IV. PRIMARY RESPONSIBILITY

Megan Carroll and Constance Ober

V. PARTICIPANTS

Two Israelis identified by the Government Press Office.

VI. TIME FRAME AND DURATION

The Israelis will visit Virginia for five days at a time to be determined.

VII. BUDGET

- A) Total dollars required: \$4,500
- B) Funding sources: Interested Israeli parties
- C) Contributions from participants: \$4,500
- D) Net cost to the Commission: 0
- E) Time frame for funding: To be determined

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

The Virginia Cable Association and Media General will be among the organizations involved in this project.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The Committee on Tourism and the Leadership Tour will make all international travel arrangements for this project.



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond, Virginia 23212*

FINAL REPORT

- I. Committee on Customs and Lifestyles
- II. Laurie Naismith
- III. Laurie Naismith
- IV. Projects Listing:
 - 1. Women's Leadership Tour
 - 2. Youth Exchange
 - 3. Conference on Religious Activism in Contemporary Politics in U.S./Israel
 - 4. Professional Archeologist Exchange
 - 5. American Legion Boys State-Israeli Youth
 - 6. Public Library Reading Series on Israeli Customs and Lifestyles
 - 7. Scholar in Residence - Women in Israel
 - 8. Institute for Teachers

I. TITLE

Women's Leadership Tour

II. DESCRIPTION

Twenty women with constituencies from Virginia will visit Israel to meet with their counterparts. They will attend meetings to learn about the politics, economics, customs and lifestyles of this region of the world.

III. OBJECTIVE

The primary objective of this exchange is to provide an arena in which these women can engage in constructive dialogue. The program aims to open doors to greater political, social, and cultural understanding.

IV. PRIMARY RESPONSIBILITY

Rosel Schewel

Elaine Dubow-Harris - America-Israel Friendship League

Laurie Naismith

V. PARTICIPANTS

To be determined.

VI. TIME FRAME AND DURATION

April, 1988

VII. BUDGET

- (A) Total Budget
Unknown
- (B) Outside sources of funding
Unknown
- (C) Contributions by Participants:
Unknown
- (D) Net cost to Virginia-Israel Commission:
\$10,000
- (E) Date when money is needed:
April, 1988

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

America-Israel Friendship League

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None

I. TITLE

Youth Exchange

II. DESCRIPTION

Twenty young people from Virginia will travel to Israel and twenty Israeli young people will come to Virginia to learn about our respective states' customs and lifestyles.

III. OBJECTIVE

To foster understanding of and appreciation for how people live in Virginia and Israel, to learn our histories, cultural norms, etc.

IV. PRIMARY RESPONSIBILITY

Lorna Wyckoff
Laurie Naismith

V. PARTICIPANTS

Unknown

VI. TIME FRAME AND DURATION

April/May, 1988

VII. BUDGET

- (A) Total Budget
Unknown
- (B) Outside sources of funding:
Unknown
- (C) Contributions by participants:
Unknown
- (D) Net cost to Virginia-Israel Commission
\$10,000
- (E) Date when money is needed:
Unknown

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

None as of yet.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

Education and Holocaust Committee.

I. TITLE

Conference on Religious Activism in Contemporary Politics in the U. S. and Israel.

II. DESCRIPTION

Major conference for professional scholars and the public to take place at the College of William and Mary in the fall of 1988. Two and one-half days.

III. OBJECTIVE

To examine the impact of religious activism on the political scene today.

IV. PRIMARY RESPONSIBILITY

 Mel Urofsky
 Laurie Naismith

V. PARTICIPANTS

 Unknown

VI. TIME FRAME AND DURATION

Fall, 1988 - 2-1/2 days.

VII. BUDGET

- (A) Total Budget:
 Unknown
- (B) Outside Sources of Funding:
 Unknown
- (C) Contributions by Participants:
 Unknown
- (D) Net Cost to Va. Israel Commission
 \$2,000
- (E) When the money is needed:
 Unknown

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

 Tim Sullivan, Dean, Marshall-Wythe School of Law

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

 None

I. TITLE

Professional Archeologist Exchange.

II. DESCRIPTION

Professional archeologists will be exchanged to learn about techniques, materials, and preservation in addition to participating in "digs" and classroom instruction.

III. OBJECTIVE

The Commonwealth of Virginia has much to learn from the Israelis in the area of historic preservation. This exchange would provide Virginia archeologist the opportunity to visit Israel to meet with international experts in the field of archeology. Additionally, one of the Israeli professionals will come to Virginia to observe our archeological activities and to teach archeology students.

IV. PRIMARY RESPONSIBILITY

Mel Urofsky
Laurie Naismith

V. PARTICIPANTS

Unknown

VI. TIME FRAME AND DURATION

March/April/May, 1988

VII. BUDGET

- (A) Total Budget
Unknown
- (B) Outside sources of funding
Unknown
- (C) Contributions by participants
Unknown
- (D) Net cost to Virginia-Israel Commission
\$10,000
- (E) Date when money is needed:
March, 1988

VII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

None

IX. OTHER COMMITTEES OF THE VIRGINIA ISRAEL COMMISSION INVOLVED

None

I. TITLE

American Legion Boys State

II. DESCRIPTION

6-12 Israeli young men (15/16 years old) will come to Virginia to participate in the Boys State Program in the summer of 1987.

III. OBJECTIVE

The objective of this exchange is to teach the Israeli youth about Virginia State Government.

IV. PRIMARY RESPONSIBILITY

Dave Katz
Laurie Naismith

V. PARTICIPANTS

6 to 12 Israeli young men.

VI. TIME FRAME AND DURATION

June, 1987

VII. BUDGET

- (A) Total Budget
Unknown
- (B) Outside sources of funding
Unknown
- (C) Contributions by participants
None
- (D) Net cost to Virginia-Israel Commission
\$5,000
- (E) Date when money is needed
June, 1987

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

American Legion

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None

I. TITLE

Public Library Reading Series on Israeli Customs and Lifestyles.

II. DESCRIPTION

Certain selected books would be made available in public libraries throughout the state dealing with Israel. Library personnel will find local "experts" to lead discussions on the selected readings.

III. OBJECTIVE

To encourage every Virginia community to offer a reading program to learn about Israel through a coordinated reading and lecture series.

IV. PRIMARY RESPONSIBILITY

Lorna Wyckoff
Laurie Naismith

V. PARTICIPANTS

Unknown

VI. TIME FRAME AND DURATION

September, 1987 to June, 1988.

VII. BUDGET

- (A) Total budget
Unknown
- (B) Outside sources of funding
Unknown
- (C) Contributions by participants
Unknown
- (D) Net cost to Virginia-Israel Commission
Unknown
- (E) When the money is needed
Unknown

We are requesting funding for this program from the Virginia Foundation for the Humanities and Public Policy. If we get the funding, each public library can for approximately \$1,200 participate in this program. It is our understanding that this is one of the Foundation's most popular programs and they do support this activity.

VIII. OTHER ORGANIZATION OR ASSOCIATIONS INVOLVED

Virginia Foundation for the Humanities and Public Policy

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None

I. TITLE

Scholar in Residence - Women in Israel.

II. DESCRIPTION

A leading scholar from Israel will be invited to spend a semester at the Center for Humanities and Public Policy. The scholar would teach a seminar on Women in Israel and be asked to lecture at college and university campuses around the state.

III. OBJECTIVE

To enhance our knowledge on the changing roles of women in Israel. To compare problems and opportunities women share in different parts of the globe.

IV. PRIMARY RESPONSIBILITY

Rosel Schewel
Laurie Naismith

V. PARTICIPANTS

Unknown

VI. TIME FRAME AND DURATION

January-May, 1988

VII. BUDGET

- (A) Total Budget
Unknown
- (B) Outside sources of funding:
Unknown
- (C) Contributions by participants
Unknown
- (D) Net cost to Virginia-Israel Commission
Unknown
- (E) When the money is needed
Unknown
Funding being sought from Virginia Foundation for the Humanities and Public Policy.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Virginia Foundation for the Humanities and Public Policy

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None

I. TITLE

Institute for Teachers

II. DESCRIPTION

To bring 30 Virginia high school history and geography teams to a central location in Virginia for two weeks to learn the history of Israel, including the Israeli political, economic, and social systems and culture.

III. OBJECTIVE

This is a program offered by the Virginia Foundation for the Humanities and Public Policy. Different courses or subjects are emphasized in the summer curriculum. We are trying to get a grant from the Foundation to fund this two-week seminar. If we are successful, this will enhance the teachers' knowledge of Israel and enable them to be more effective in the classroom. We hope the Scholar in Residence will be involved in working with some of the summer institute teachers while she is here.

IV. PRIMARY RESPONSIBILITY

Sandy Slabaugh
Laurie Naismith

V. PARTICIPANTS

30 teachers.

VI. TIME FRAME AND DURATION

Summer 1988 - two weeks.

VII. BUDGET

- (A) Total budget
Unknown
- (B) Outside sources of funding
Unknown
- (C) Contributions by participants
Unknown
- (D) Net cost to Virginia-Israel Commission
Unknown
- (E) When the money is needed
Unknown
Waiting to hear from the Foundation.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Virginia Foundation for the Humanities and Public Policy.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None



COMMONWEALTH of VIRGINIA

Department of Economic Development

*1000 Washington Building
Richmond, Virginia 23219
(804) 786-3791*

FINAL REPORT

- I. Committee on Economic Development
- II. Warner N. Dalhouse, Jerry J. Dick
- III. Paul H. Grossman, Jr.
- IV.
 - A) Host Visiting Israelis
 - B) Technology '87
 - C) Israel Free Trade Area Agreement Seminars
 - D) Investment in Virginia
 - E) Visit from Ministry of Energy
 - F) Assessment of BIRD potential for Virginia companies
 - G) Trade Mission to Israel
 - H) Virginia Group to New York Israeli Exhibition
 - I) Governor's Trip
 - J) Promotion of Israeli Food and Wine
 - K) Promotion of Israeli Fashion

I. TITLE

Host Visiting Israelis

II. DESCRIPTION

From the beginning of the Virginia-Israel Commission to date, and through the attached proposed agenda, the Committee on Economic Development has and will receive officials from Israel, both Commission members as well as other government and private sector individuals. Such visits are either initiated by the Israelis, or are in response to the efforts of Committee members to initiate dialogue and trade. Examples of such visits may be found in Sections E and F of this report.

When receiving such visits, it is necessary to brief the individuals on Virginia in general, and then specific issues according to our mutual interest. For example, officials from the Ministry of Energy received a briefing on Virginia in a broad way, and detailed briefings and meetings with coal suppliers in Virginia. It should be noted that throughout the attached agenda, the sale of Virginia coal will be promoted whenever possible.

III. OBJECTIVE

The objectives of receiving Israeli officials are primarily twofold. First, certain visits are necessary to organize and plan exchanges between Virginia and Israel as described in this report. Secondly, and more importantly, most visits are in reference to a specific opportunity to increase trade and/or investment between the two states. Such was the visit of the Israeli Ministry of Energy -- to suggest Virginia as a supplier of coal.

IV. PRIMARY RESPONSIBILITY

Paul H. Grossman, Jr. and J. Roger McCauley

V. PARTICIPANTS

The participants of this item vary depending on the objective of the proposed visit. It should be noted that key government leaders will be involved, and, to the fullest extent possible, private sector business leaders will be encouraged and invited to participate.

VI.

TIME FRAME AND DURATION

As mentioned, visits have already taken place, both in the planning phase of this Committee's work, as well as substantive exchanges. The time frame for additional visits is set forth in the remainder of this report, though it is hoped that this simply lays the foundation for continued exchanges in the years to come.

VII.

BUDGET

- A) Total budget - \$5,000
- B) None, though it should be noted that private sector organizations often donate either time or money in regard to specific visits. For example, Virginia Power arranged for an exhaustive tour of its nuclear power station.
- C) See B above.
- D) Net cost to Virginia-Israel Commission - \$5,000.
- E) These monies will be required over the course of the year, when visits occur, and not on specific dates.

VIII.

OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

The Department of Economic Development, which is staff to the Virginia-Israel Committee on Economic Development, will serve as the primary organization arranging for and conducting such visits. Other state agencies and private sector groups in Virginia will be called upon for assistance depending on the nature of the visit. By the same token, the Israeli organizations involved will depend on the nature and purpose of the visit.

IX.

OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

See VIII above.

I. TITLE

Technology '87

II. DESCRIPTION

Five Virginia manufacturers will be represented at a "Virginia" booth in the U.S. pavilion during the trade show "Technology '87" in Tel Aviv. Either products or catalogs will be shown for each firm. Some of the firms already have Israeli representatives and will be looking for immediate sales, while others will be looking for representation.

III. OBJECTIVE

The purpose is to increase the sales of these Virginia firms into Israel, or, in some instances, to identify potential distributors. Attention will also be drawn to Virginia as a source of suppliers for quality U.S. products.

IV. PRIMARY RESPONSIBILITY

Paul H. Grossman, Jr.

V. PARTICIPANTS

Five Virginia firms will be represented. They include:

Atlantic Research Company
Combyte, Inc.
Computers Anyware
Delta Electronics, Inc.
Genicom Corp.

Those firms who already have Israeli representatives will have them attend. The only person from Virginia attending the show will be Mr. Grossman.

VI. TIME FRAME AND DURATION

Technology '87 will take place May 6-13, 1987. Mr. Grossman will arrive May 3 and depart May 15, to set up and dismantle the booth.

VII.

BUDGET

- A) Total budget - \$7,000
- B) N.A.
- C) Firms exhibiting products will bear the cost for shipping them; their Israeli representatives will attend the show on their behalf.
- D) Net cost to Virginia-Israel Commission - \$7,000
- E) \$3,600 will be needed by March 27, 1987 to pay for the booth. The remainder will be needed upon Mr. Grossman's return to reimburse VDED for his expenses.

VIII.

OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

The Virginia Department of Economic Development, through Mr. Grossman, is the organizer of participation in this trade show.

IX.

OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None.

I. TITLE

Israel Free Trade Area Agreement Seminars

II. DESCRIPTION

The Israel Free Trade Area Agreement coupled with a similar relationship between Israel and the EEC can be of great value to Virginia firms selling to Europe, but hampered by EEC tariffs on non-EEC products. Specifically, a Virginia firm may enter the EEC market with greatly reduced or no tariffs if it routes the product through Israel and adds a specified amount of values. Since this is a recent development, few U.S. firms are aware of it, and thus it must be disseminated to Virginia firms, so that they may begin assessing the advantages for their own companies.

III. OBJECTIVE

To convey the messages of the commercial value of these agreements to Virginia firms. This, should, in turn, increase the sale of Virginia products into the EEC.

IV. PRIMARY RESPONSIBILITY

Paul H. Grossman, Jr.

V. PARTICIPANTS

Two (2) seminars of 25 Virginia firms each.

VI. TIME FRAME AND DURATION

Two (2) two- to three-hour seminars to be held in June, 1987.

VII. BUDGET

\$1,500

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Virginia Department of Economic Development, Center for World Trade, U.S. Department of Commerce. These organizations will set up, publicize and arrange for speakers for these seminars.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None.

I. TITLE

Investment in Virginia

II. DESCRIPTION

U.S.-based Israeli firms need to be made aware of the commercial advantages of operating from Virginia. Virginia is interested in attracting new businesses.

III. OBJECTIVE

To communicate with the approximately 200 U.S.-based Israeli firms and to provide information on the commercial advantages of operating in Virginia for the purpose of convincing these firms that Virginia is a good place in which to expand.

IV. PRIMARY RESPONSIBILITY

Paul H. Grossman, Jr.

V. PARTICIPANTS

The 200 companies will be identified by the Israeli side. Initial contacts to be made by letter from the Commission explaining its goals and efforts and requesting the name of an executive the should receive information from the Commonwealth. Replies will be turned over to DED for follow-up in its normal duties of increasing foreign direct investment into the state.

VI. TIME FRAME AND DURATION

First letter to be mailed 30 days after receipt of list. It is expected that this list will be furnished by the Israeli Committee members by June 1, 1987.

VII. BUDGET

Postage, phone follow-up - \$500.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Department of Economic Development

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

Chairman's involvement with the tone and substance of original letter to be sent to the 200 firms.

I. TITLE

Visit from Ministry of Energy

II. DESCRIPTION

Israel is a large user of coal for the generation of energy. Virginia currently supplies about 14% of its needs. Israel will bring on line a second generator within a few years. The Chief Scientist of the Ministry of Energy was invited to visit Virginia to show Virginia's interest in continuing and increasing its supply of coal to Israel.

III. OBJECTIVE

To assure that Virginia remains a major supplier of coal to Israel, if not increases its supply role.

IV. PRIMARY RESPONSIBILITY

Paul H. Grossman, Jr.

V. PARTICIPANTS

Virginia Department of Economic Development, Virginia Coal Council, Chief Scientist of the Ministry of Energy, Counselor for Scientific Affairs of the Embassy of Israel.

VI. TIME FRAME AND DURATION

A one-day visit occurred March 4, 1987.

VII. BUDGET

See Section A of this report.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Virginia Coal Council, Virginia Power, Virginia Department of Economic Development

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

Committee on Research and Medicine

I. TITLE

Assessment of BIRD potential for Virginia companies.

II. DESCRIPTION

The economies of both Israel and Virginia are attuned to the development of new high technology. The Bi-National Research and Development Foundation (BIRD) makes monies available to U.S.-Israeli ventures in the development of new products. Virginia should explore the possibility of obtaining some of these funds.

III. OBJECTIVE

Using the resources of BIRD, match Israeli and Virginia companies with similar goals and skills. The primary tool to accomplish this is through educational seminars.

IV. PRIMARY RESPONSIBILITY

Paul H. Grossman, Jr.

V. PARTICIPANTS

At this time undetermined. Would not be available until Director of BIRD visits Virginia in May, 1987 and potential is assessed.

VI. TIME FRAME AND DURATION

The Executive Director of BIRD will visit Virginia on May 15, 1987, and the potential for Virginia firms to receive BIRD money will be assessed at that time. If such a potential exists, two (2) half-day seminars will be conducted to inform Virginia businesses of this opportunity.

VII. BUDGET

\$1,500

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Virginia Center for World Trade, U.S. Department of Commerce, Embassy of Israel, Virginia Department of Economic Development

VIII. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None.

I. TITLE

Trade Mission to Israel

II. DESCRIPTION

The Israeli economy offers exciting business opportunities for Virginia businessmen. The best way to become familiar with these opportunities is to visit the companies and get first-hand information. In addition, opportunities exist for Virginia firms to penetrate the EEC market via the recently negotiated Free Trade Area Agreement. With these two opportunities in mind, a trade mission of Virginia businessmen to Israel is proposed.

III. OBJECTIVE

The Commission will encourage each of its business members to make one business trip to Israel during the year. To facilitate this effort, the Committee will organize a group trade mission and encourage as many members as possible to participate. Participation will not be limited to Commission members.

IV. PRIMARY RESPONSIBILITY

Paul H. Grossman, Jr.

V. PARTICIPANTS

Ideally, no more than 12 in the group.

VI. TIME FRAME AND DURATION

A mission to last approximately seven (7) days, to take place in either late 1987 or early 1988.

VII. BUDGET

\$1,500 Each participant would pay his own expenses, the \$1,500 would be needed for organizational and promotional efforts.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Various Israeli organizations, U.S. Embassy in Israel, Virginia Department of Economic Development. It should be noted that the U.S. Department of Commerce, through the

U.S. Embassy has graciously offered assistance in setting up appointments and making other arrangements for the mission.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED
None.

I. TITLE

Virginia Group to New York Israeli Exhibition

II. DESCRIPTION

Israel is bringing a group of Israeli businessmen to New York for an exhibition. Virginia businessmen should be made aware of this opportunity to initiate trade discussions. Specifically, those Virginia firms who have participated in previous events of this agenda will be encouraged to attend and take advantage of this contact at what would be little cost to them. Since this Exhibition will not take place until April, 1988, the details have yet to be decided.

III. OBJECTIVE

To promote the sale of Virginia products directly to Israel or the cooperation of Virginia and Israel firms in the area of R & D as described in Section F of this report.

IV. PRIMARY RESPONSIBILITY

Paul H. Grossman, Jr.

V. PARTICIPANTS

Virginia firms which will participate are unknown at this point; see II above.

VI. TIME FRAME AND DURATION

April, 1988

VII. BUDGET

None.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Embassy of Israel, Trade Exhibition organizer, Virginia Department of Economic Development

IX.

OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None.

I. TITLE

Governor's Trip

II. DESCRIPTION

In April, 1988, Governor Baliles will travel to Israel in celebration of their 40th Anniversary. We would like to include both Committee members with business interest as well as additional private sector firms in the Governor's trip. The attention and effort that this trip will receive will afford the accompanying members of the mission excellent opportunities to establish business ties with Israel, and serve as an excellent finale yet introduction into long-term business relations with Israel.

III. OBJECTIVE

See II above.

IV. PRIMARY RESPONSIBILITY

Paul H. Grossman, Jr.

V. PARTICIPANTS

Due to the trip not occurring until April of 1988, no action has been taken to date in preparation. Moreover, the participants will likely be chosen based on their involvement in previous activities of this committee, such as attendees at Technology '87, etc.

VI. TIME FRAME AND DURATION

The Governor's trip will occur in April, 1988, and should last for 7-10 days. Until the Governor commits to specific dates, they are unknown at this time. However, the accompanying business delegation as proposed in this outline will have the same timetable as the Governor.

VII. BUDGET

A) \$5,000 (Details not available till further along).

B) None.

C) It will be necessary to ask the business delegation to fund part, if not most, of their travel expenses.

D) Net cost to the Virginia-Israel Commission - \$5,000.

E) Not required until early 1988.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Department of Economic Development, and all state agencies as well as private sector firms who have participated in previously described events of the agenda of this Committee.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None.

I. TITLE

Promotion of Israeli Food and Wine

II. DESCRIPTION

Food and drink are one of the most popular means to promote cross-cultural understanding and respect. Israeli agricultural products and wine are respected throughout the world, as are Virginia peanuts, apples, and poultry. Virginia is the third largest producer of wine in the U.S. and is developing a solid reputation for a quality product.

III. OBJECTIVE

To increase the sale of products of both Israel and Virginia.

IV. PRIMARY RESPONSIBILITY

Paul H. Grossman, Jr.

V. PARTICIPANTS

Virginia Department of Economic Development, Private Sector

VI. TIME FRAME AND DURATION

Entire year.

VII. BUDGET

None.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Virginia Wine Growers Advisory Board, Virginia Wine Wholesalers

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

Committee on Agriculture

I. TITLE

Promotion of Israeli Fashion

II. DESCRIPTION

Israeli fashion and design is emerging as a major force in world markets. Purchases follow availability in the retail outlets of fashion conscious merchants.

III. OBJECTIVE

To introduce Israeli fashions and designers to the major Virginia retailers of this type of merchandise. To encourage these retailers to promote this merchandise through newspaper and t.v. advertising, fashion shows, and other promotional techniques.

IV. PRIMARY RESPONSIBILITY

Paul H. Grossman, Jr.

V. PARTICIPANTS

Virginia Department of Economic Development and major Virginia retailers of high fashion women's clothing.

VI. TIME FRAME AND DURATION

Entire year.

VII. BUDGET

None.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

None.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

Committee on Customs and Lifestyle



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond, Virginia 23212*

FINAL REPORT

- I. Committee on Education and Holocaust Education
- II. Charles W. Sydnor, Jr.
- III. Dr. S. John Davis, State Superintendent of Public Instruction
- IV. A) Holocaust and Human Rights Curriculum for the Public Schools of Virginia
B) Teacher Exchanges
C) Student Exchanges
D) Statewide Holocaust Symposium

I. TITLE

Holocaust and Human Rights Curriculum

II. DESCRIPTION

Under the supervision of Dr. S. John Davis, the Department of Education, working with a prototype developed by a group of teachers at Hidden Valley Junior High School in Roanoke, has created a model curriculum on the Holocaust, which in its first edition, is now ready for distribution to division school superintendents throughout Virginia. This model curriculum will carry recommendations for adoption from the Education and Holocaust Education Committee of this Commission, and from the State Board of Education. The author of this report will address the convention of division superintendents in Roanoke on May 6, 1987, on the significance of the curriculum and the importance of its adoption.

III. OBJECTIVE

The objective of the curriculum is two-fold. First it will introduce into the public schools of Virginia specific course material in content and organization that can be used by teachers at the middle and high school levels for teaching the Holocaust as the most terrible example of the evils to befall human freedom and individual dignity when a state or society sponsors and translates hatred and prejudice into organized political activity. Second, it will alter the consciousness of future generations of school children in the Commonwealth by making available, in concentrated study and learning, an examination of the greatest deliberate process of human destruction in the lifetime of man, and a social and political phenomenon only education gives us the hope of keeping unique in human history.

IV. PRIMARY RESPONSIBILITY

Charles W. Sydnor, Jr., and Dr. S. John Davis

V. PARTICIPANTS

Ms. Patricia Bijwaard and Ms. Lynn Payne of Hidden Valley Junior High School, and Dr. Clyde Haddock and Mr. Harvey Carmichael of the State Department of Education have worked with Mr. Ira Gissen and the staff of the Anti-Defamation League of B'Nai Brith in developing the first edition of the curriculum. The first edition will be sent to Mr. Arie Shoval, Deputy Director-General in the Ministry of Education and Culture in Jerusalem for his distribution for review, critique and comment within the Ministry and the Israeli education community. At the same time, Mr. Shoval will make

available models of the Holocaust curricula used in Israeli junior high and high schools. After study of the Israeli models, and an opportunity to monitor and review the experiences gained in teaching the Holocaust based on the first edition of the curriculum, the Department of Education, in consultation with the Education and Holocaust Education committee, will prepare a revised, second edition of the recommended curriculum to be made available to local school divisions by the autumn of 1988.

VI. TIME FRAME AND DURATION

First edition of the curriculum will be used in the 1987-88 school year; the second edition in subsequent years thereafter.

VII. BUDGET

There will be no cost to the Commission. All expenses relative to the development and distribution of the curriculum models have been, or will be, absorbed by the State Department of Education.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

The State Board of Education, the Anti-Defamation League of B'nai Brith, the Virginia Education Association, and any other professional educational groups the Superintendent of Public Instruction may deem it advisable to involve.

I. TITLE

Teacher exchanges

II. DESCRIPTION

Two teachers from the Commonwealth of Virginia, to be selected jointly by the Education and Holocaust-Education Committee and the State Department of Education, will participate in a standing, six-week seminar in Israel between June 20 and July 21, 1987. Under arrangements made by Arie Shoval, Deputy Director General in the Ministry of Education and Culture, these two teachers from Virginia have been added as participants to an existing program administered through the Fulbright Office in the U. S. Department of Education. In August of 1987, four teachers selected by the Ministry of Education and Culture in Jerusalem will visit the Commonwealth of Virginia for one week following their participation in a standing program similar to our Fulbright arrangement. The four Israeli teachers will come to Virginia after a six-weeks course of study at Columbia University.

III. OBJECTIVE

The primary objective of these two exchange programs is to give high school teachers from Virginia, and their counterparts from Israel, an opportunity to experience the country and the Commonwealth as these exchange programs seek to draw closer together to learn something of the educational systems of Israel and Virginia at the secondary level. Though the period of residence will be much longer for the two Virginia teachers going to Israel than for the Israeli teachers coming to the Commonwealth, officials in the Ministry of Education and Culture and the members of the Education and Holocaust-Education Committee feel these exchanges for the summer of 1987 have the potential for becoming an established and ongoing program between the Commonwealth of Virginia and the State of Israel.

IV. PRIMARY RESPONSIBILITIES

Charles W. Sydnor, Jr. and Dr. S. John Davis

V. PARTICIPANTS

Four Israeli high school teachers, to be selected by the Ministry of Education and Culture in Jerusalem will come to Virginia for one week in August of 1987 (precise time as yet to be determined). Two teachers from the Commonwealth of Virginia, selected by the Education and Holocaust Education Committee and the State Department of Education will participate in a six-week study-tour program in Israel between June 20 and July 21, 1987. Appropriate officials,

superintendents, principals, and teachers, both in Israel and in Virginia will participate in the programs for the respective visitors.

VI. TIME FRAME AND DURATION

The two Virginia teachers will be in Israel in June and July of 1987; the four Israeli teachers will be in the Commonwealth of Virginia for approximately one week, or slightly longer in August of 1987.

VII. BUDGET

A. Total budget \$6,500.00.

Round-trip travel for the two teachers from Virginia, plus living expenses during the six weeks in Israel for one of the teachers, including food and some lodging, approximately \$5,000.

Cost of travel while in Virginia plus lodging, meals and programs for the four visiting Israeli teachers -- \$1,500.

B. None.

C. The Ministry of Education and Culture in Israel will pay for the living expenses in Israel of one of the two teachers from the Commonwealth of Virginia. The Ministry will also be responsible for the travel costs and other expenses of the four visiting Israeli teachers while in the United States, until they arrive in Virginia, and from the time they depart the Commonwealth.

D. Net costs to the Virginia-Israel Commission--\$6,500.00.

E. \$5,000 will be needed in the period 14-28 days before the departure by the two Virginia teachers to Israel. The balance of \$1,500 will be needed 30-45 days before the visit to the Commonwealth of Virginia by the four visiting Israeli teachers.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

The State Department of Education, the Department of Travel and Tourism, and the Members of the Education and Holocaust-Education Committee will be involved for planning the program for the visiting Israeli teachers and in making arrangements for their accommodations.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The Committee on Tourism and the leadership tour will be

asked to make, through the designated travel agent, the international travel arrangements for the two teachers from Virginia going to Israel. The Department of Travel and Tourism will be asked to assist the Department of Education and the Committee on Education and Holocaust Education in arranging the program for the visiting Israeli teachers.

I. TITLE

Student Exchanges

II. DESCRIPTION

Under pending arrangements still to be worked out by the Ministry of Education and Culture in Israel and the State Department of Education in Virginia, comparable size groups of junior high and high school students will participate in an exchange program in the summer of 1988. The State Department of Education is now pursuing discussions with Israeli officials for an exchange based on a matching schools concept. The specific details for the exchanges, including the duration, the type of programs to be offered, accommodations, tours, and other activities are yet to be decided upon by officials in Jerusalem and in Richmond.

III. OBJECTIVES

The objective of the exchange program will be to offer to young people from the Commonwealth of Virginia and from Israel the opportunities to engage in a program of travel and study that will strengthen the visitors' familiarity with the educational system, lifestyle, and social and cultural customs of their hosts. Such a summer exchange program, involving study, travel, and the experience of living with families here in Virginia and in Israel will offer the participating students a unique educational opportunity, and in the process strengthen the direct awareness that young people in Israel and in Virginia have of both the similarities and the differences in their respective societies and school systems.

IV. PRIMARY RESPONSIBILITY

Charles W. Sydnor, Jr. and Dr. S. John Davis

V. PARTICIPANTS

Though the precise number of students to be offered the opportunity of participating in the exchange programs has not yet been determined, both officials in Jerusalem and in Richmond anticipate making provision for ten to fifteen Israeli students to come to Virginia, with an equal number of Virginia high school students selected for a study-tour in Israel. The Israeli students will be selected through a process determined by the Minister of Education and Culture in Jerusalem, and the students from Virginia selected to travel and study in Israel will be selected through a process determined by the State Department of Education. The details for the student exchange programs will be worked out through discussions and negotiations which will be completed before the end of 1987.

VI. TIME FRAME AND DURATION

At present, it is anticipated that the Israeli students and the young people from Virginia will engage in simultaneous visits, the most likely period being July and August of 1988.

VII. BUDGET

A. Total budget \$32,000.

Round-trip transportation for approximately 20 students, ten Virginians and ten Israelis, not including any food or lodging since the assumption upon which planning for the exchanges is proceeding is that the students will live with families in both locations.

B. None.

C. The Ministry of Education and Culture in Jerusalem will endeavor to assist underwriting some of the travel costs for students. At this point, and because of budgetary and finance difficulties in Israel, it is simply not possible to estimate the extent of the Ministry's capacity to support the costs of the exchange programs.

D. Net cost to the Virginia-Israel Commission \$32,000.

E. The entire \$32,000 will be needed in the period 45 days prior to the reciprocal exchanges to Israel and Virginia in July, 1988.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Local school divisions, and high schools, and/or middle schools as selected by the State Department of Education will be involved in arranging the programs and lodging for the visiting Israeli students. Colleges and universities in the Commonwealth may also be asked to participate.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The Committee on Tourism and the Leadership tour will be asked to help make arrangements, through the designated travel agent, for all international travel involving both Israeli and the Virginia students.

The Committee on Customs and Lifestyles may also collaborate with the Education and Holocaust-Education Committee in helping to arrange student exchange and provide funding support for the program.

I. TITLE

Holocaust Symposium

II. DESCRIPTION

A two-day, scholarly symposium devoted to a comprehensive examination of the Holocaust, and open to the general public. The Holocaust symposium will be held at a site yet to be determined in Richmond.

III. OBJECTIVE

The objective of the Holocaust symposium will be to draw together as broad a spectrum of scholars and specialists, survivors, educators at all levels, and the general public from throughout Virginia to participate in lectures, seminars, audiovisual presentations and exhibits devoted to the culture of the European Jews, their plight under the radical redefinition of anti-Semitism in Nazi racial ideology, their plight in the process of destruction, and the consequences and the aftermath to the world.

IV. PRIMARY RESPONSIBILITY

Charles W. Sydnor, Jr., the Secretariat of Education and an organizing committee to be appointed by Dr. Sydnor.

V. PARTICIPANTS

Leading specialists in the history of the Holocaust in the United States would be invited to present formal papers along with one or two distinguished Israeli scholars, survivors, and others in such representative fields as sociology, literature, and the general humanities. One specific invitation already anticipated will be extended to Dr. Shalmi Barmore, Director of the Education Department of Yad Vashem in Israel. All subsequent decisions about organization of the symposium and the invitations to participate in it will be made by the organizing committee.

VI. TIME FRAME AND DURATION

The Holocaust symposium will be held in Richmond during Yom Hashoah in April, 1988.

VII. BUDGET

A. Total budget \$9,500.

Round-trip travel for two Israeli scholars, plus meals and lodging during the symposium--\$4,000.

Publicity, printing, and associated program materials \$1,000.

Other costs associated with the symposium--facilities and equipment rental, etc. \$2,000.

Travel and other incidental expenses required for participants \$2,500.

- B. \$3,000 to be raised from outside sources.
- C. All participants from the United States, except those taking part with formal presentations in the symposium, will be asked to be responsible for their own expenses, and to pay a registration fee in order to help support the cost of the symposium.
- D. \$6,500
- E. \$4,000 to underwrite the cost of participation of Israeli scholars will be needed 45 days prior to the symposium in April, 1988. Funds for publicity, printing and program materials will be needed by no later than January, 1988. The balance of the \$9,500 will be needed by the time the symposium is convened in late April, 1988.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

The Anti-Defamation League B-nai Brith, the appropriate associations and organizations in the Jewish communities in Virginia, the faculties of the Commonwealth's colleges and universities, the State Department of Education, local school divisions, and other interested and representative organizations and associations will be involved in the conduct of the symposium.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The Tourism and Leadership Tour Committee will be asked to make the appropriate international travel arrangements, through the designated travel agent, for the travel to the United States by the invited Israeli participants.

All other committees and the entire Commission will be asked to support and participate in the symposium, and the Governor will be requested to participate formally in some manner which he deems appropriate.



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond, Virginia 23212*

MEMORANDUM

TO: NEIL NOVEMBER
CHAIRMAN
VIRGINIA-ISRAEL COMMISSION

FROM: THE HONORABLE ALAN A. DIAMONSTEIN
CHAIRMAN
COMMITTEE ON GOVERNMENT

RE: FINAL REPORT

After lengthy discussion and great consideration of the charge given the Committee on Government of the Virginia-Israel Commission, it has been concluded that this charge can best be met through assisting in the planning of, and participation in, the Leadership Tour proposed for April, 1988.

Comparisons of the various aspects of the governments of Israel and Virginia, as with most of the Commission's projects proposed for the coming year, are best carried out through face-to-face discussions. It is believed that the most efficient and effective opportunity for facilitating such discussions will be presented during the course of the Leadership Tour.

Consistent with our charge, it is believed that public officials representing the various branches of state government should take part in the Leadership Tour. This committee will work closely with the Committee on Tourism and the Leadership Tour to identify individuals representing all branches of the governments of Israel and Virginia who should be matched together during the Tour. Furthermore, we will assist in the preparation of agendas for such meetings so that our charge of providing for a "comparison of the executive, legislative and judicial dynamics within each government" is fully met, resulting in an "exciting intellectual and practical basis for the sharing of ideas, concepts and methods."

We look forward to beginning our efforts in the aforementioned direction with the approval of the Executive Committee and the full Commission.



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond, Virginia 23212*

FINAL REPORT

I. Human Resources Committee

II. Allix B. James

III. Peggy Friedenberg

IV. Projects:

The Elderly

Family Support

Vocational Rehabilitation

Vocational Training

Volunteer Services

Alcohol and Drug Abuse Prevention and Treatment

Administration, Budgeting and Organization of Social Services

Innovative Approaches to Down's Syndrome

I. TITLE

The Elderly

II. DESCRIPTION

Individuals will be provided the opportunity to examine, visit and study a variety of settings, programs and agencies that provide services to the elderly. Professionals from Israel will visit Virginia and be exposed to initiatives such as the ombudsman program, Long Term Care Council, intergenerational programs such as combined adult and child day care, homes for adults, area agencies on aging and Meals on Wheels. Virginia professionals will travel to Israel to learn more about housing possibilities for the elderly, quality assurance for health care, and supportive services such as laundry, socialization and surveillance programs.

III. OBJECTIVE

The objective of this project is to provide exchanges of information about programs that affect the elderly of the State of Israel and the Commonwealth of Virginia. These exchanges will improve services directed towards the elderly population in both countries. Materials that are developed in conjunction with this project will be used as educational and training materials for professionals and the general public.

IV. PRIMARY RESPONSIBILITY

Allix B. James and Wilda Ferguson, Commissioner of the Virginia Department of Aging

V. PARTICIPANTS

Two leaders in the area of aging services will travel to Israel to learn more about innovative programs for the elderly. These individuals will be knowledgeable about the programs currently available in the Commonwealth and will be in a position to effect change based on the programs that are demonstrated in Israel. An example of such a participant might be a state legislator who is noted for his/her expertise in the area of aging. Two knowledgeable individuals in the field of aging in Israel would travel to Virginia to see programs here. A formal process will be used to select participants.

VI. TIME FRAME AND DURATION

The Virginia delegation will travel to Israel for 7 days in March 1988. The Israeli representatives will come to Virginia October 18-25, 1987 for 7 days.

VII. BUDGET

A) Total Budget: \$7300

Travel and associated costs for two Virginia representatives to travel to Israel \$2850

Travel and associated costs for two Israeli representatives to travel to Virginia \$2850

Costs of producing permanent materials such as slide shows, brochures, etc. \$1600

B) Sources of Funding

Accommodations, food, and other associated costs for Virginia representatives in Israel will be paid by the Ministry of Labour and Social Affairs. Israeli participants will stay with host families in Virginia.

C) Contributions of Participants

None

D) Net Cost to Virginia-Israel Commission \$7300

E) Time Frame for Funding

Funding will be required 30-60 days prior to departure dates. Funding for materials will be on an as-needed basis.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

The Virginia Department for Aging, Virginia Commonwealth University School of Social Work, Westminster Canterbury House, Beth Sholom Home, Van Scoyoc Associates, VPISU Center on Aging, Virginia Long Term Care Council, Virginia Department of Medical Assistance, and United Way agencies will assist in making tour and lodging arrangements for the Israeli representatives. The Virginia Department for Aging will provide materials.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The Committee on Tourism and the Leadership Tour will make all international travel arrangements for this project.

I. TITLE

Family Support

II. DESCRIPTION

Exchanges will take place that incorporate numerous aspects of services intrinsic to family support. Professionals from Virginia will travel to Israel to give a seminar and technical assistance about self-help groups and other services designed to help parents and children become better able to cope with stresses and problems. Various types of out-of-home care will also be shared. Israelis traveling to Virginia will be introduced to many different public and private family support programs offered throughout the Commonwealth. Materials will be provided about establishing services for treating family violence, teaching children to recognize and deal with abuse, and establishing a comprehensive adoption campaign to place children with special needs. Additionally, representatives from Israel will be invited to participate in a conference on corporate day care.

III. OBJECTIVE

The objective of this project is to share information and techniques in the area of child welfare services that will improve their provision to families and children in need.

IV. PRIMARY RESPONSIBILITY

Allix B. James and Larry B. Mason, Director of the Division of Field Operations, Virginia Department of Social Services

V. PARTICIPANTS

Experienced individuals in the area of initiating and maintaining self-help groups and family services in the public and private sectors will travel to Israel to provide training to staff and interested community representatives. Three individuals from Israel with broad experience in services to children and their families will travel to Virginia to observe and learn about programs. A formal process will be used to select participants.

VI. TIME FRAME AND DURATION

The Virginia delegation will travel to Israel for a week in February 1988. The representatives from Israel will travel to Virginia the week of October 18 - 25, 1987 for 7 days. The conference on corporate child day care is being held June 4-5, 1987.

VII. BUDGET

A) Total Budget:	\$10050
Travel and associated costs for three Virginia representatives to travel to Israel	\$4275
Travel and associated costs for three Israeli representatives to travel to Virginia	\$4275
Costs of producing permanent materials and making existing materials available	\$1500
B) Sources of Funding	
Accommodations, food and other associated costs for Virginia representatives in Israel will be paid by the Ministry of Labour and Social Affairs. Israeli representatives will stay with host families in Virginia. Some costs will be absorbed by the Department of Social Services.	
C) Contributions of Participants	
Costs for Israeli participation in the conference on corporate day care will be paid by the corporation sponsoring the individual.	
D) Net Cost to Virginia-Israel Commission	\$10050
E) Time Frame for Funding	

Funding will be required for travel 30-60 days prior to departure dates. Funding for materials will be on an as needed basis.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Public and private family violence organization representatives will travel to Israel to provide consultation and technical assistance. The Department of Social Services and other related public and private agencies will participate in planning and carrying out the tour for Israeli representatives and providing appropriate materials. Theater IV, the producer of the play "Hugs and Kisses", will be asked to provide their script. The Ministry of Labour and Social Affairs will translate the script into Hebrew.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The Committee on Tourism and the Leadership Tour will make all international travel arrangements for this project.

I. TITLE

Vocational and Social Rehabilitation of the Disabled and Mentally Retarded

II. DESCRIPTION

Two Israelis with expertise in vocational rehabilitation will visit Virginia to tour Woodrow Wilson Rehabilitation Center, sheltered workshops and other rehabilitation programs and facilities. They will bring audio-visual materials and other relevant information with them for use in a seminar/workshop which they will present to rehabilitation professionals during their stay in Virginia.

III. OBJECTIVE

The objective of the project is to share information about rehabilitation programs in Israel and in Virginia. Virginians will learn about the innovative programs the Israelis have developed for war veterans and unique machinery and mechanisms the Israelis have developed to facilitate rehabilitation. The Israelis will be exposed to the varied Virginia approaches to vocational rehabilitation. Woodrow Wilson Rehabilitation Center is particularly noteworthy.

IV. PRIMARY RESPONSIBILITY

Allix B. James and Altamont Dickerson, Commissioner of the Department of Rehabilitative Services

V. PARTICIPANTS

Two Israelis who are knowledgeable in the area of vocational rehabilitation will travel to Virginia. At least 30 Virginians at 11 different service sites will participate in this project. Some of these individuals include Dr. Colin McLaurin of the University of Virginia Rehabilitative Engineering Department, Dr. Warren Stamp of the Spinal Cord Injury Project, and Dr. Carolyn Brunner of the Arthritis Project. Two individuals who are knowledgeable in the field of vocational rehabilitation will travel to Israel to make on-site program observations. A formal process will be used to select participants.

VI. TIME FRAME AND DURATION

Israeli representatives will travel to Virginia for 7 days from October 18 to 25, 1987. A detailed itinerary will be developed. Virginia representatives will travel to Israel in February 1988.

VII. BUDGET

A) Total Budget:	\$7300
Travel and associated costs for two Israeli representatives to travel to Virginia	\$2850
Travel and associated costs for two Virginia representatives to travel to Israel	\$2850
Costs associated with sponsoring the workshop and producing brochures, materials and other related items	\$1600

B) Sources of Funding

Accommodations, food, and other associated costs for Israelis in Virginia will be absorbed by the Department for Rehabilitative Services.

C) Contributions of Participants

None

D) Net Cost to Virginia-Israel Commission \$7300

E) Time Frame for Funding

Funding will be required 30-60 days prior to departure dates. Funding for materials will be on an as-needed basis.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Other public and private organizations will be involved in the site visits and representatives will be invited to the Israeli presentation.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION

The Committee on Tourism and the Leadership Tour will make all international travel arrangements for this project.

I. TITLE

Vocational Training

II. DESCRIPTION

Israeli representatives will visit Virginia to observe vocational training programs for problematic youth. On-site visits will be held in Roanoke, Southside Virginia, Tidewater, Hampton, New River Valley, Richmond City and Arlington. Members of Virginia's employment and training community will visit Israel to observe Israel's Youth Training Frameworks for disadvantaged youth.

III. OBJECTIVE

The objective of this project is to share employment/training expertise for economically disadvantaged youth among Virginians and Israelis in order to replicate effective components. Materials such as manuals, assessment tools and videotapes will have permanent value for professionals and the general public.

IV. PRIMARY RESPONSIBILITY

Dr. Allix B. James and Dr. James E. Price, Director of the Governor's Employment and Training Department

V. PARTICIPANTS

Three individuals from service areas in Virginia representing the public and private sector will travel to Israel to observe youth training programs. A representative of the Governor's Employment and Training Department will travel with this group.

Two representatives from the Ministry of Labour and Social Affairs will come to Virginia to observe various training programs for problematic youth. A formal process will be used to select participants.

VI. TIME FRAME AND DURATION

The Israeli delegation will visit Virginia for a week in September in conjunction with a statewide employment and training conference scheduled for September 22-23, 1987. The Virginia delegation will travel to Israel for a week in February 1988.

VII. BUDGET

A) Total Budget:	\$9300
Travel and associated costs for four Virginia representatives to travel to Israel	\$4800
Travel and associated costs for two Israelis to travel to Virginia	\$2900
Costs of producing and disseminating permanent materials and increasing their availability	\$1600

B) Sources of Funding

Travel costs for two individuals will be provided by the private sector/education community, travel costs for one individual by the Governor's Employment and Training Department, and for one individual by the Shenandoah Valley Service Delivery Area.

C) Contributions by Participants

Accommodations, food, and other associated costs for the Virginia representative in Israel will be paid by the Ministry of Labour and Social Affairs. Accommodations in private homes will be arranged for the Israeli representatives.

D) Net Cost to Virginia-Israel Commission \$4500

E) Time Frame of Funding

Funds for travel will be needed 30-60 days prior to departure. Funds for products will be needed as the materials are produced.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Department of Education representatives will be involved in the Israeli on-site visit to the New Horizons Skill Training Center in Hampton. The Israeli team may attend a meeting of the Governor's Job Training Coordinating Council. Local Private Industry Council representatives may also be involved in on-site visits.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The Committee on Tourism and the Leadership Tour will make all international travel arrangements for this project.

I. TITLE

Volunteerism

II. DESCRIPTION

Exchanges to strengthen and expand volunteer programs in the area of human resources which will include both the private and public sector will take place.

III. OBJECTIVE

The purpose of this project is to plan, implement and evaluate a program to increase the effective utilization of volunteers in the delivery of services in Israel and Virginia. This includes developing a resource library, creating a videotape for training community leaders in the basics of volunteer management, producing a manual on how to develop a corporate volunteer program and initiating a pilot project in the government and in the private sector for volunteerism.

IV. PRIMARY RESPONSIBILITY

Dr. Allix B. James and Pam Womack, Director of the Department of Volunteerism

V. PARTICIPANTS

One individuals from Israel will travel to Virginia. Site visits and meetings with leaders in both the private and public sectors will be arranged. A representative from the Department of Volunteerism and a representative from the private sector may travel to Israel to observe volunteer programs and to provide technical assistance. A formal process will be used to select participants.

VI. TIME FRAME AND DURATION

The Israeli representatives will visit Virginia the week of October 18-25, 1987. The Virginia delegation will visit Israel in March 1988.

VII. BUDGET

A) Total Budget: \$4300

Travel and associated costs for one Virginia representative to travel to Israel \$1425

Travel and associated costs for one Israeli representative to travel to Virginia \$1425

Costs of producing permanent materials such as manuals and videotapes \$1370

B) Sources of Funding

Accommodations, food, and other associated costs for Virginia representatives in Israel will be paid by the Ministry of Labour and Social Affairs. Private homes will be recruited for lodging for the Israeli representative.

C) Contributions of Participants

Not applicable

D) Net Cost to Virginia-Israel Commission \$4300

E) Time Frame and Duration

Funding for travel arrangements should be made available 30-60 days prior to departure dates. Funding for the production of materials will be required on an as-needed basis.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Information on model projects will be gathered from government, corporate and non-profit volunteer programs throughout Virginia. Representatives of some of these organizations will be recruited to host Israeli guests and to provide on-site demonstrations.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The Committee on Tourism and the Leadership Tour will make all international travel arrangements for this project.

I. TITLE

Alcohol and Drug Abuse Prevention and Treatment

II. DESCRIPTION

Two Israeli substance abuse professionals, one expert in drugs, one in alcohol, will visit Virginia to learn about the many different public and private prevention and treatment programs throughout the Commonwealth. The programs to which they will be exposed include detoxification programs, stabilization and diagnosis of complex clients, residential treatment, drug treatment and outpatient services. Two Virginia professionals will travel to Israel to become familiar with resources available in that country.

III. OBJECTIVE

The objective of this project is to provide the Israelis with information about Virginia's efforts to treat and prevent substance abuse. There will be a special emphasis on interagency relationships, system development, statewide collaboration and public-private sector roles and cooperation.

IV. PRIMARY RESPONSIBILITY

Allix B. James and Wayne Thacker, Director of Substance Abuse Services, Department of Mental Health and Mental Retardation

V. PARTICIPANTS

Two Israeli participants will travel to Virginia to learn about programs in the Commonwealth. Approximately 30 Virginians from the Department of Mental Health and Mental Retardation, Medical College of Virginia, Division of Motor Vehicles, Alcoholic Beverage Control Board, Department of Education, Department of Health, the Attorney General's Office, Alcoholics Anonymous and public and private service providers will participate from around the state. Two knowledgeable individuals in the area of substance abuse will travel to Israel to observe Israeli programs and provide on-site consultation.

VI. TIME FRAME AND DURATION

The Virginia representatives will travel to Israel during March 1988. The Israeli delegation will travel to Virginia for 7 days October 18-25, 1987. A schedule and itinerary will be developed. A formal process will be used to select participants.

VII. BUDGET

A) Total Budget:	\$7300
Travel and associated costs for two Israeli representatives to travel to Virginia	\$2850
Travel and associated costs for two Virginia representatives to travel to Israel	\$2850
Costs of producing and distributing materials such as program manuals, videotapes, brochures, etc.	\$1600
B) Sources of Funding	
Israeli participants will stay with host families during their visit to Virginia.	
C) Contributions of Participants	
None	
D) Net Cost to Virginia-Israel Commission	\$7300
E) Time Frame for Funding	
Funding will be required 30-60 days prior to departure dates. Funding for materials will be on an as-needed basis.	

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

In addition to the listed participants, parent groups and special interest groups such as Mothers Against Drunk Driving will be involved in the project. Other interested organizations include the Substance Abuse Council of the Virginia Association of Community Services Boards, the Virginia Association of Drug and Alcohol Programs, and the Virginia Association of Alcohol and Drug Abuse Counselors.

X. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION

The Committee on Tourism and the Leadership Tour will make all international travel arrangements for this project.

I. TITLE

Administration, Budgeting and Organization of Social Services

II. DESCRIPTION

This project will provide an overview of the structure, administration and budgeting of human resource programs in Virginia with special emphasis on the relationship between the public and private sectors. At the start of their tour, Israelis will meet with top Virginia officials and representatives of the private sector for an orientation to Virginia's methods of administering and paying for human resources, projecting human service needs, developing initiatives and working in conjunction and collaboration with the private sector. A knowledgeable individual from Virginia will travel to Israel to become more familiar with administrative methodologies in that country.

III. OBJECTIVE

The objective of this project is to provide a frame of reference and increased understanding for Israelis visiting in Virginia and to increase alternatives for Virginia government administration.

IV. PRIMARY RESPONSIBILITY

Allix B. James and Debbie Oswalt

V. PARTICIPANTS

Potential Virginia participants in the seminar for Israelis include Eva Teig, Secretary of Human Resources; Andy Fogarty, the Governor's Chief of Staff; Paul Timmerick, Director of the Department of Planning and Budget; Pam Womack, Director of the Virginia Department of Volunteerism; and Larry Walton, Director of the United Way of Greater Richmond. Israeli representatives will include approximately 13 individuals participating in the tour. All of the Israeli participants will take part in the orientation as a group before following individualized schedules.

Two Virginia administrators will travel to Israel to provide technical assistance and to learn about Israeli administrative functions.

VI. TIME FRAME AND DURATION

The orientation will take place on the first day of the tour scheduled for October 18, 1987 and will last approximately four hours. The Virginia representatives will travel to Israel for a week in March 1988.

VII. BUDGET

A) Total Budget: \$2850

B) Sources of Funding

Costs of staff time and materials for the seminar will be contributed by the appropriate agencies.

C) Contributions of Participants

None

D) Net Cost to Virginia-Israel Commission \$2850

E) Time Frame for Funding

Funding will be needed 30-60 days prior to the departure date.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Involved organizations are listed above as participants.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION

Not applicable

I. TITLE

Innovative Approaches to Down's Syndrome

II. DESCRIPTION

Physicians and mental retardation professionals throughout Virginia will be invited to a seminar at Lynchburg College in August 1987 to learn about innovative approaches to Down's Syndrome recently developed by Dr. Reuben Fuerstein in Israel. Dr. Fuerstein will provide an overview to his approach and provide detailed information regarding his methodology.

III. OBJECTIVE

The objective of this project is to introduce the most recent discoveries in Down's Syndrome methodology to mental retardation professionals and physicians in Virginia for use and development as appropriate.

IV. PRIMARY RESPONSIBILITY

Roselle Schewel and Mary Blackwood

V. PARTICIPANTS

Dr. Reuben Fuerstein from Israel will conduct the seminar. Notices of the seminar will be sent to appropriate professionals who will be asked to register.

VI. TIME FRAME AND DURATION

The seminar will be for one day and will be held in August 1987 at a specific date to be determined.

VII. BUDGET

A) Total Budget: \$2400

Round trip transportation for Dr. Fuerstein to and from Cape Cod, Massachusetts \$400

Costs for space and providing lunch for participants \$1500

Costs of developing and mailing seminar brochures \$500

B) Sources of Funding

Space for the meeting, food and related costs for the seminar will be provided by Lynchburg College. Costs associated with the brochure will be provided by the Virginia Department of Mental Health and Mental Retardation.

C) Contributions of Participants

None

D) Net Cost to Virginia-Israel Commission \$400

E) Time Frame for Funding

Funding will be required 30-60 days prior to Dr. Fuerstein's trip.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Not applicable

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

Not applicable

VIRGINIA - ISRAEL COMMISSION
HUMAN RESOURCE COMMITTEE PROPOSALS
Summary

Revised 3/23/87

Program Area	Indls. from VA.	Indls. to VA.	Time Frame	Cost To Commission	Products/Materials for Exchange
Elderly	2 -	- 2	March 1988 October 18-25, 1987	\$7300	Booklets slide show manuals brochures program guidelines studies
Family Support	3 -	- 3	February 1988 October 18-25, 1987	\$10,050	script videotape manuals film workshop posters brochures public service announcements
Vocational Rehabili- tation	2 -	- 2	February 1988 October 18-25, 1987	\$7300	brochures program manuals audio visual products
Vocational Training	4 -	- 2	February 1988 September 20-27, 1987	\$4500	Participant assessment instruments manuals Database manuals Videotapes Program curricula Program evaluation designs
Volunteer Services	1 -	- 1	February 1988 October 18-25, 1987	\$4300	written materials manuals videotape

VIRGINIA - ISRAEL COMMISSION
HUMAN RESOURCE COMMITTEE PROPOSALS
Summary

Revised 3/23/87
Page 2

Program Area	Indls. from VA.	Indls. to VA.	Time Frame	Cost To Commission	Products/Materials for Exchange
Alcohol and Drug Abuse Prevention and Treatment	2 -	- 2	March 1988 October 18-25, 1987	\$7300	program manuals videotapes brochures
Administration	2 -	- 13	March 1988 October 18, 1986	\$2850	brochures
Innovative Approaches to Down's Syndrome	-	1	August 1987	\$400	Seminar
TOTAL	16	12		\$44,000	



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond, Virginia 23212*

FINAL REPORT

- I. Public Safety Committee
- II. The Honorable Richard J. Davis
- III. Donald Zimmerman, Inspector General
Department of Corrections
(257-1771)
- IV. Projects/Exchanges
 - 1. POLICE OPERATIONS
 - 2. CORRECTIONS
 - 3. HIGHWAY SAFETY AND TRAFFIC ENFORCEMENT
 - 4. SPECIFIC PROGRAM REQUEST BY ISRAEL

I. TITLE

Police Operations

II. DESCRIPTION

Individuals representing Virginia's law enforcement community will visit Israel to observe various operations conducted by the Israeli Police Department with particular emphasis on bomb detection, bomb response and explosives identification. They will also examine training and recruiting programs and the use of auxiliary police. Representatives of the Israeli Police Department will visit Virginia to look at training and recruitment programs, stress control and conditioning programs, and the use of computer assisted training for police officers. Of particular interest is the manner in which the Virginia police authorities interact with private police agencies. The nature of the exchange will consist of such activities as formal and informal meetings, seminars, participation in selected public safety operations, visits to police departments, ride alongs, etc..

III. OBJECTIVES

The primary objective of this exchange is to permit the respective police agencies to gain from the other's experience, especially where one agency has particular expertise.

A secondary benefit will be the development of lines of communication which will, most certainly, continue beyond the time frame of this Commission.

IV. PRIMARY RESPONSIBILITY

Mark E. Smith

V. PARTICIPANTS

While the final number of participants will be dependent upon budget availability, for planning purposes it is anticipated that four representatives from Israel's police community will travel to Virginia to participate in, and observe, the programs of interest to them.

Three representatives from the law enforcement community of Virginia will travel to Israel for a similar purpose.

VI. TIME FRAME AND DURATION

Each delegation will visit the other country for approximately a week. The Israeli delegation has requested that we consider the last two weeks in May, 1987 as the time frame for their trip to Virginia. The Virginia delegation will travel in late fall, 1987. That time period should avoid the heavy travel season and also give the exchange program an opportunity to evaluate the Israeli visit to Virginia and better plan for the visit of Virginia delegation to Israel.

VII. BUDGET

- A) Total Budget - \$15,000
Travel for seven individuals (three Virginians and four Israelis) including transportation, food and lodging - \$14,600
Other associated costs incidental to the exchange - \$400.
- B) The State Of Israel has been requested to consider participating in the funding of this program. If they are able to do so, additional trips may be scheduled.
- C) The Executive Director of the Virginia State Sheriff's Association intends to request their Executive Board to consider funding, in part, the

expenses for one of their members to go to Israel.

- D) Net cost to Virginia-Israel Commission - \$15,000
- E) Approximately \$8,000 will be required two to three weeks prior to the Virginia visit by the Israeli group which is planned for the latter part of May, 1987. The remaining \$7,000 will be required in early fall prior to the trip by the Virginia delegation to Israel.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

- Virginia Department of State Police
- Virginia State Sheriff's Association
- Department of Criminal Justice Services
- Several of the larger Virginia police departments to be specifically identified later.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The Committee on Tourism will assist in all appropriate travel arrangements for this project.

I. TITLE

Corrections

II. DESCRIPTION

Individuals representing different facets of corrections in Virginia will travel to Israel to observe the Israeli program in operation. In addition to a thorough examination of Israeli corrections, they will focus on private sector industry programs, prison design, staffing issues, alternatives to incarceration and the use of electronic security devices in the prison environment. Likewise, individuals representing the Israeli prison system will travel to Virginia to tour various corrections facilities in the Commonwealth. They will focus on inmate rights, educational and leisure time programs for inmates and look at drug security and contraband control programs. Both delegations will examine inmate classification procedures, including assignment to protective custody, personnel issues related to the selection, recruiting and training of correctional officers and the common problem of employee stress control and conditioning programs.

III. OBJECTIVE

Problems associated with corrections are common to both Israel and Virginia. Accordingly, the primary objective of this exchange program is to permit participants to observe the manner in which some of these common problems are dealt with in the other country. Additionally, both the Commonwealth and the State of Israel have specific expertise and experience in certain areas which will be helpful to the other. For example, Israel's long experience in the use of electronic security equipment should benefit the Virginia delegation; Virginia's extensive experience in involving the local community in correction's issues is something that Israel is beginning to become involved in and will benefit from examining programs currently in place in Virginia.

IV. PRIMARY RESPONSIBILITY

Donald Zimmerman

V. PARTICIPANTS

Four members of Israel's corrections community to be selected by the State of Israel will travel to Virginia to observe first hand Virginia's handling of the classification process, institution design and security, and community based programs. Four individuals representing corrections in Virginia will travel to Israel to observe the Israeli correctional program. Every effort will be made to ensure that each delegation includes at least one person experienced in managing a major institution.

VI. TIME FRAME AND DURATION

The Israeli delegation has requested that their trip be scheduled in the latter part of May, 1987. It is anticipated the Virginia delegation will travel to Israel in mid to late fall of 1987. The duration of all visits will be approximately a week.

VII. BUDGET

A) Total Budget - \$17,000

Travel for eight individuals (four Virginians and four from Israel) including transportation, food and lodging - \$16,600.

Other costs associated with the exchange - \$400.

- B) The State of Israel is considering a request to assist in funding this program to some extent. Any funds from Israel will allow the scheduling of an additional participant.
- C) The Executive Director of the Virginia State Sheriffs Association will request their Executive Board to assist in paying the expenses of one of its members to travel to Israel.

D) Net cost to Virginia-Israel Commission - \$17,000.

E) Approximately, 8,600 will be needed in early May of 1987 if the Israeli request for a May, 1987 trip can be worked out. The balance will be needed approximately thirty days prior to the visit by the Virginia delegation to Israel.

VIII OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

- Virginia Department of Corrections
- Department of Criminal Justice Services
- Virginia State Sheriff's Association

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The Committee on Tourism will assist in making the appropriate travel arrangements for the delegations.

I. TITLE

Highway Safety and Traffic Enforcement

II. DESCRIPTION

Individuals responsible for Israeli highway and traffic safety will visit Virginia to observe the Commonwealth's programs directed toward traffic safety including seat belt laws, child safety requirements, D.U.I. laws, methods of public education regarding new motor vehicle laws, and associated enforcement concerns such as drug trafficking profiles.

III. OBJECTIVE

The primary objective of this exchange is to address the specific request of the state of Israel on the subject of legislation and enforcement pertaining to highway safety and traffic enforcement.

IV. PRIMARY RESPONSIBILITY

Mark E. Smith

V. PARTICIPANTS

The participants in this program will be the same individuals in the Israeli delegation visiting Virginia for the Police Operations exchange. Highway traffic concerns will be part of their agenda.

VI. TIME FRAME AND DURATION

The same time frame as the Police Operations project.

VII. BUDGET

No additional budget for this project.

VIII OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

- Virginia State Police
- Division of Motor Vehicles

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAELI COMMISSION INVOLVED

None

I. TITLE

Specific Program Requests by Israel

II. DESCRIPTION

The State of Israel requested that we arrange a briefing on the Newport News Police Department's Problem Oriented Policing Program as well as police-community relations programs such as; crime solvers and neighborhood watch.

III. OBJECTIVE

The primary objective was to respond to this specific request by the State of Israel and provide the requested briefings.

IV. PRIMARY RESPONSIBILITY

Mark E. Smith and Donald Zimmerman

V. PARTICIPANTS

Ms. Ruth Geva, a representative from the Israel Ministry of Police visited Virginia during the period March 19 - March 22, 1987. She visited the Newport News Police Department for a briefing on the Problem Oriented Policing Program; the Richmond Bureau of Police; the Virginia State Police and selected correctional facilities in the Richmond vicinity.

VI. TIME FRAME AND DURATION

March 19, 1987 to March 22, 1987.

VII. BUDGET

A) Total Budget - Approximately \$15.00

Ms. Geva's trip to the United States was planned in conjunction with her attendance at a law enforcement meeting in the U. S. As a result of the Leadership tour to Israel in early January, Ms. Geva decided to include a visit to Virginia as part of her visit to the United States. The requested amount was for some unanticipated incidental costs in conjunction with that visit to Richmond.

B) Israel funded this trip.

C) None

D) Net cost to Virginia - Israel Commission approximately \$15.00.

E) None

VIII OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

- Virginia Department of Corrections
- Virginia State Police
- Newport News Police Department
- Richmond Bureau of Police

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

None



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond, Virginia 23212*

FINAL REPORT

I. COMMITTEE ON RESEARCH, SCIENCE AND MEDICINE

II. DR. SANFORD L. LEFCOE *Alber*

III. DR. EDMUND ACKELL
DR. I. DAVID GOLDMAN

IV. A. ONCOGENES AND ONCOGENESIS SYMPOSIUM
B. MICRO SURGERY PRACTICUM
C. TRAUMA GROUP SYMPOSIUM
D. COMMUNITY INTERVENTION PROGRAM
E. SEMINAR ON IMPLANT PROSTHODONTICS
F. RESEARCH AND DEVELOPMENT CONFERENCE
G. REPRODUCTIVE SURGERY SCHOLAR-IN-RESIDENCE

March 13, 1987

I. ONCOGENES AND ONCOGENESIS SYMPOSIUM

II. The two day symposium relating to tumors and the induction or formation of tumors will include formal presentations of research, open to the public, and sessions for informal discussion between the participants; Virginia scientists will host Weizmann Institute participants at their home universities.

III. The objectives are to facilitate the exchange of information/ideas and to promote interaction which may result in collaborative research projects with implications for biotechnology, particularly with respect to diagnostics and therapeutics related to neoplastic diseases.

IV. Dr. Ronald E. Carrier
I. David Goldman, M.D.

V. Invited Participants

Ronald E. Carrier, President, Center for Innovative Technology
Francis L. Macrina, Director, CIT Institute of Biotechnology
Robert Schwartz, Program Director, CIT

Weizmann Institute Scientists

Eli Canaani, Dept. of Chemical Immunology
David Givol, Dept. of Chemical Immunology
Etta Nivneh, Dept. of Chemical Immunology
Moshe Oren, Dept. of Chemical Immunology
Joseph Schlessinger, Dept. of Chemical Immunology
Daniel Segal, Dept. of Neurobiology

Virginia Scientists

Richard Carchman, Dept. of Pharmacology and Toxicology,

Virginia Commonwealth University, Richmond

Carl Cruetz, Dept. of Pharmacology, University of
Virginia, Charlottesville

James Garrison, Dept. of Pharmacology, University of
Virginia, Charlottesville

J. Thomas Parsons, Dept. of Microbiology, University
of Virginia, Charlottesville

Sarah Parsons, Dept. of Microbiology, University of
Virginia, Charlottesville

Kenneth Somers, Dept. of Microbiology and Immunology,
Eastern Virginia Medical School, Norfolk

Julianne Sando, Dept. of Pharmacology, University of
Virginia, Charlottesville

Michael J. Weber, Dept. of Microbiology, University
of Virginia, Charlottesville

Eric Westin, Dept. of Hematology and Oncology, Virginia
Commonwealth University, Richmond

George Wright, Dept. of Microbiology and Immunology,
Eastern Virginia Medical School, Norfolk

"ONCOGENES AND ONCOGENESIS SYMPOSIUM"

Richmond, Virginia

SCHEDULE

FIRST DAY

8:30 a.m.	R. E. Carrier, CIT Perspectives
9:00 - 10	Scientific presentations
10 - 10:30	Coffee and informal discussion
10:30 - 11:30	Scientific presentations
11:30 - 1:00 p.m.	Luncheon for participants
1:00 - 2:30	Scientific presentations
2:30 - 3:00	Coffee and informal discussions
3:00 - 4:00	Scientific presentations
4:00 - 4:30	Marketing and industrial sponsors, Robert Schwartz, CIT
4:30	Closing Remarks
5:00	Informal discussions
6:00 - 8:00	Dinner
8:00 - 10	Roundtable discussion - all participants

SECOND DAY

Virginia scientists host Weizmann scientists at their home institutions

VII. Budget

\$12,00 Total

A contribution of \$5,000 from the Center for Innovative Technology and \$7,000 from the Virginia-Israel Commission.

Travel costs for participants will be reimbursed at appropriate amounts. The approximate cost for round trip airfare from Tel Aviv to Washington, with a shuttle to/from Richmond (100 miles south of Washington is \$1,500 - round trip - for a stay less than 6 days; \$920 (round trip) if 6 days or more (Pam Am quote). Hotel accommodations will be provided; a \$30 per diem will be provided for incidental expenses -meals will be provided on the 1st day of the symposium).

VIII. Commonwealth of Virginia

Center for Innovative Technology

The Weismann Institute of Science, Israel

- I. MICROSURGERY PRACTICUM
- II. A 7-day practicum on Micro Surgery (Plastic and Reconstructive Surgery) in Israel with major hospitals and medical centers participating. Innovative procedures (along with closed circuit teaching) to all of Israel's plastic and reconstructive surgeons will be provided.
- III. Exchange of information and techniques between Virginia and Israel.
- IV. Marvin Simon
 A. Robert Gast
- V. Dr. Julia Terzis
 Eastern Virginia Medical School
 Thomas Hofheimer Medical Mission
 United Jewish Federation of Tidewater
 Israeli Plastic Surgeons
 Tel Aviv University Medical Center
 Hebrew University - Hadassah Medical School
 Faculty of Medicine - the Technion
 Rambam Medical Center
- VI. Summer 1987 - Seven Day Practicum
- VII. \$3,000 Total: \$1,500 Virginia-Israel Commission; includes travel costs to Israel to participant; other costs are responsibility of host institutions in Israel.
- VIII. See V

I. TRAUMA GROUP SYMPOSIUM

II. This two-day conference will focus on the comparison in the treatment of the traumatized patient (civilian/military) and how we can learn from each other's experience (Israel/Virginia). Didactic sessions will be presented by traumatologists covering pre-hospital care, including the crush syndrome, the historical development of caring for injuries and how trauma centers will decrease the number of deaths in trauma cases.

III. Information on the state of the art in the treatment of burns, brain injuries and psycho/emotional trauma will also be extensively covered. There will be sufficient time allotted for interaction and questions and answers.

IV. Marc Jacobson, Esq.
David Goldman, M.D.

V. & VI. TRAUMA GROUP SYMPOSIUM AGENDA - September/October 1987

8:50 - 9:00	Welcome - Charles E. Horton, M.D.
9:00 - 9:30	Burn Care in Israel - Expert to be determined
9:30 - 10:00	The Treatment of Burns of the U.S. Marines in Lebanon - Bernard Hershowitz, M.D., Professor, Plastic Surgery, Haifa
10:00 - 10:30	Acute Burn Resuscitation - N.G.H. Trauma Unit, L.D. Britt, M.D.

10:30 - 11:00 Coffee

11:00 - 11:30 Skin Coverage in Burns - Guy Jones, M.D.

11:30 - 11:45 Artificial Skin: Tissue Culture Growth
Potential - Lloyd Wolfinberger, Ph.D.

11:45 - 12:15 Nursing Care of the Burn Patient -
Raylene Jarvis, R.N.

12:15 - 1:30 Lunch

1:30 - 1:50 Epidemiology of Burns and Extremity Trauma -
Frank Yeizer, M.D.

1:50 - 2:10 Vascular Repair and Trauma Index Rating for
the Mangled Extremity - Roger Gregory, M.D.

2:10 - 2:30 Trauma to the Lower Extremity: Fractures -
John Edwards, M.D.

2:50 - 3:10 Physical Therapy - Lynn Anderson

3:10 - 4:10 Relationship of Brachial Plexus Injury to
Upper Extremity Salvage - Julia Terzis, M.D.

4:10 - 5:00 Panel Discussion

6:00 Cocktails and Dinner

SECOND DAY

9:00 - 1:00 Psycho/Emotional Trauma Seminar

VII. \$20,000 Total: \$7,000 Virginia-Israel Commission

includes travel and housing costs for participants from Israel;
other costs are responsibility of host institution in Virginia

VIII. Eastern Virginia Medical School

Thomas Hofheimer Medical Mission

Old Dominion University

Plastic Surgery Specialists

U. S. Navy

Center for Innovative Technology

United Jewish Federation of Tidewater

Tidewater Jewish Foundation

- I. COMMUNITY INTERVENTION CONFERENCE - INFANT MORTALITY
- II. To exchange information using a practical model for early identification, assessment and treatment of high risk infants and developmental disabilities and to initiate a plan for interaction of community and Medical Center resources.
- III. The development of Parental Risk Scale, Obstetrical Risk Scale, Newborn Risk Scale, Infant Mortality Reduction. Conferences in Israel and Virginia (Norfolk)
- IV. Dr. Georgeanna S. Jones
Dr. Kim Buttery
- V. Eastern Virginia Medical School
Department of Health
Old Dominion University
Norfolk State University
Tel Aviv University Medical Center, Education, Social Work
Public Health Division of the Tel Aviv Municipality
United Jewish Federation of Tidewater - Shaul Harel, M.D.
- VI. January 1988

VII. \$16,000 total: \$8,000 Virginia-Israel Commission
includes travel and housing costs for participants from
Virginia and Israel; other costs are responsibility of
host institutions in Virginia and Israel.

VIII. See V and Equal Opportunity Fund

I. SEMINAR ON IMPLANT PROSTHODONTICS

II. To review the latest techniques and procedures in
implant prosthodontics, a field encompassing Surgery
and Restorative Dentistry.

III. Benefits will accrue to dentists by advancing
practical knowledge on new vs. old implants;
the implant material bed; bone interface; implant
designs; techniques of insertion; the healing process
and adaptation of tissue.

IV. Dr. Hugo A. Owens, Sr. and Dr. Jeffrey Levin
Dr. Edmund Ackell

V. Dental School of Virginia Commonwealth University and
Dr. Itzchak Binderman, Hebrew University

VI. Fall 1987 - 2 Day Seminar in Norfolk

VII. \$5,000 Total: \$1,000 Virginia-Israel Commission
includes travel costs for participant from Israel; other
costs are covered by sponsoring agencies.

VIII. Alpha Omega Fraternity

Virginia Dental Association

Virginia Commonwealth University

Medical College of Virginia

Old Dominion University

I. RESEARCH, SCIENCE AND MEDICINE - DEVELOPMENT CONFERENCE

II. The development and implementation of Research and Development projects of mutual interest and benefit in at least 12 basic scientific and technological areas and 10 applied science categories using a systems approach.

III. Objectives

- * Fostering of scientific relations and implementing agreements with universities, professional associations and private organizations.
- * Coordinating research activities of the aforementioned and initiating priority activities as determined by the Commonwealth of Virginia and the State of Israel.
- * Development of mutually agreed activities and the procurement of research funds, fellowships and scholarships for the advancement of applied and basic research.
- * Collection of information on R&D activity - analysis and dissemination - and the establishment of a data base for funded research and development projects.

Procedures

- * Host Gideon Patt, Minister of Science and Development, Israel in Israel
- * Sign "Agreement in Principle" between Ministry of Science and Development (Israel) and Commonwealth of Virginia.
- * Collect, review and distribute materials of existing projects and proposals.
- * Organize meetings of Research and Development professionals within Virginia and Israel to review priorities and procedures.
- * Schedule major conference in Israel with R&D professionals (Israeli and Virginia representatives) hosted by Gideon Patt, Israel Minister of Science and Development.

Specific Objectives

- * Encourage and schedule specific programs and projects.
- * Match scientist with scientist, institution with institution.
- * Organize symposia, conferences, seminars.
- * Emphasize multi-disciplinary approach.
- * Establish lists of Israelis visiting the U.S. and link visits with institutions in Virginia (comparable with Virginians in Israel).
- * Highlight activities in advanced technology and product development.

IV. Dr. Sanford L. Lefcoe B. David Peck Coleman Raphael
Amy Krumbein Malcolm Rosenberg Dr. Paula Brownlee
The Honorable Donald J. Finley
Robert Schwartz Dr. Patsy Brown

V. Ben Gurion University

Weizmann Institute

Tel Aviv University

Hebrew University

Bar Ilan University

Technion

*Ministry of Science and Development

Center for Innovative Technology

*Consortium of Virginia Universities and Colleges

*Department of Education, Virginia

*Department of Health, Virginia

VI. Fall of 1987 - One Week Conference in Israel and hosting
Gideon Patt in Virginia (late spring 1987)

VII. Budget

\$25,000 Total: \$18,500 Virginia-Israel Commission

includes travel and housing for 7 participants from
Virginia to Israel and Gideon Patt from Israel to
Virginia; other costs are responsibility of sponsoring
agencies.

VIII. *See Above

- I. REPRODUCTIVE SURGERY SCHOLAR-IN-RESIDENCE
- II. A major objective of this program is to present information relating to basic research in vitro fertilization and transfer of embryos; male and female infertility and reproductive human biology.
- III. A leading authority in this field from Israel will visit major Virginia medical centers and schools - Eastern Virginia Medical School, Medical College of Virginia, University of Virginia
- IV. Dr. Georgeanna S. Jones
Dr. I. David Goldman
- V. See III - Dr. Zev Rosenwaks and Dr. Kenneth Steingold
- VI. Fall 1987 - 7 Day Activities
- VII. \$3,000 Total: \$1,000 Virginia-Israel Commission
includes travel costs for participant from Israel;
other costs are covered by sponsoring agencies.
- VIII. See III



COMMONWEALTH of VIRGINIA

*Office of the Governor
Virginia - Israel Commission
P.O. Box 1475
Richmond, Virginia 23212*

FINAL REPORT

- I. Committee on Tourism and the Leadership Tour
- II. Dr. Harold S. Horwitz
- III. Patrick A. McMahon
- IV.
 - A) Tourism image and awareness development
 - B) Travel and tour packager familiarization tours
 - C) Travel and travel-related writer familiarization tours
 - D) Segmented group travel development
 - E) Tourism infrastructure development
 - F) Tourism training and education development
 - H) Destination professional staff/operations development
 - I) Support of governmental initiatives related to tourism
 - J) Tourism support of Virginia-Israel Commission projects - Governor's Leadership Tour

COMMITTEE ON TOURISM AND THE LEADERSHIP TOUR

I. TITLE

Tourism image and awareness development

II. DESCRIPTION

Both Virginia and Israel will identify officials, celebrities and organizations that can be involved to enhance the image and awareness of both destinations as attractive travel destinations through media opportunities.

III. OBJECTIVE

The objective of this project is to create in both destinations a positive image and awareness of the many attributes to be gained through the development of bilateral tourism.

IV. PRIMARY RESPONSIBILITY

Dr. Harold S. Horwitz and Martha Steger

V. PARTICIPANTS

A celebrity in each destination will be recruited to be a tourism spokesman and through the use of both electronic and print media, they will speak for the respective destination. Also, a Virginia TV media team would travel to Israel to tape destination footage for use in Virginia to promote Israel.

VI. TIME FRAME AND DURATION

Virginia celebrity to be selected by May 31, 1987, and related media developed by August 31, 1987.

Israel celebrity hosted in Virginia and appropriate media assistance rendered by October 30, 1987.

Existing Virginia 28-minute TV presentation dubbed with Hebrew voice-over by September 30, 1987, and

delivered to Israel Ministry of Tourism by October 15, 1987.

Israeli TV presentation received by October 15, 1987 and aired as a part of Division's PSA programs in Virginia.

VII.	<u>BUDGET</u>	TOTAL - \$5,000
	Travel and expenses to Israel by Virginia celebrity to promote Virginia - \$2,000.	
	Travel and expenses of Israeli celebrity while in Virginia to promote Israel - \$500.	
	Preparation of Virginia TV presentation with Hebrew voice-over - \$2,000.	
	Israeli TV presentation dubbed and circulated to Virginia media - \$500.	
VIII.	<u>OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED</u>	
	Virginia Association of Broadcasters will be asked to air Israeli TV presentation as a PSA.	
	Virginia Society of Association Executives will be asked to utilize Israeli personality in their programs - promotion of meetings by Virginia business groups in Israel.	
IX.	<u>OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED</u>	
	Do not anticipate any other committee's involvement in this project.	

COMMITTEE ON TOURISM AND THE LEADERSHIP TOUR

I. TITLE

Travel and tour packager familiarization tours

II. DESCRIPTION

Virginia and Israel will conduct bilateral familiarization (FAM) tours for travel and tourism packagers for the two destinations.

III. OBJECTIVE

The objective of this project is to familiarize tour and travel packagers with the attractions and services available to them and to assist them in the development of tourism sales packages to promote travel to the two destinations.

IV. PRIMARY RESPONSIBILITY

Dr. Harold S. Horwitz and LaVerne Deusebio

V. PARTICIPANTS

A list of wholesale and receptive tour operators and key travel agents will be developed by both destinations and a maximum of eight from each destination will be selected to participate in FAM tours in the respective destinations.

VI. TIME FRAME AND DURATION

FAM tours of approximately one week duration will be conducted in the fall of 1987, so that new tour packages can be developed and offered to the marketplace in early spring 1988.

VII. BUDGET TOTAL - \$6,000

It is anticipated that trans-atlantic transportation will be provided by airlines wishing to be included in package agreements. Budget therefore will include expenses related to country movement and programs.

Air travel for Virginia contingent participating in Israel FAM tours to U. S. gateway from homes and return to homes from U. S. gateway - \$2,000.

Air travel for Israeli contingent participating in Virginia FAM tours to Virginia from U. S. gateway and return to U. S. gateway from Virginia - \$2,000.

Ground transportation and miscellaneous expenses for Virginia FAM tour contingent while in Virginia - \$2,000.

Hotel and a portion of meals to be provided by the Virginia private and public sectors involved in the FAM tour. Where attraction admission fees are involved, they would be provided on a complimentary basis.

VIII.

OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Virginia Travel Council, Virginia Association of Convention and Visitor Bureaus, Shenandoah Valley Travel Association, Virginia Peninsula Tourism and Conference Bureau, Virginia's Southwest Blue Ridge Highlands, Inc., and the Virginia Tourism Public Service Organizations' Council will be involved in the development and implementation of the Virginia FAM tours.

The United States Travel and Tourism Administration, the Virginia Chapter of the America Society of Travel Agents, the National Tour Association and the United States Tour Operators Association will be involved in the selection of the Virginia contingent to go to Israel.

IX.

OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

Other committees may be asked to assist with attraction development for the FAM tour in Virginia such as Agriculture, Arts, and Customs and Life-styles. Final planning and possible involvement will not be decided until operators are selected and queried as to what type of packages they are interested in preparing.

COMMITTEE ON TOURISM AND THE LEADERSHIP TOUR

I. TITLE

Travel and travel-related writer familiarization tours.

II. DESCRIPTION

Virginia and Israel will conduct bilateral familiarization (FAM) tours for travel and travel-related writers for the two destinations.

III. OBJECTIVE

The objective of this project is to provide story and editorial information opportunities to travel and travel-related writers about the two destinations.

IV. PRIMARY RESPONSIBILITY

Dr. Harold S. Horwitz and Sue Brinkerhoff

V. PARTICIPANTS

A list of travel and travel-related writers who have a proven publication record and who would be interested in preparing stories/editorials will be developed by both destinations and a maximum of five from each destination will be selected to participate in FAM tours in the respective destinations.

VI. TIME FRAME AND DURATION

FAM tours of approximately five days duration will be conducted in the late fall of 1987 so that stories can be published in early spring 1988 publications.

VII. BUDGET

TOTAL - \$4,000

It is anticipated that trans-atlantic transportation will be provided by airlines assisting the two destinations in their international promotional activities. Budget therefore will include expenses related to country movement and programs.

Air travel for Virginia contingent participating in Israeli FAM tours to U. S. gateway from homes and return to homes from U. S. gateway - \$1,100.

Air travel for Israeli contingent participating in Virginia FAM tours to Virginia from U.S. gateway and return to U. S. gateway from Virginia - \$1,100.

Ground transportation and miscellaneous expenses for Virginia FAM tours while in Virginia - \$1,800.

Hotel and a portion of meals to be provided by the Virginia private and public sectors involved in the FAM tours. Where attraction admission fees are involved, they would be provided on a complimentary basis.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Virginia Travel Council, Virginia Association of Convention and Visitor Bureaus, Shenandoah Valley Travel Association, Virginia Peninsula Tourism and Conference Bureau, Virginia's Southwest Blue Ridge Highlands, Inc., and the Virginia Tourism Public Service Organizations' Council will be involved in the development and implementation of the Virginia tours.

The United States Travel and Tourism Administration and the Society of Travel Writers will be involved in the selection of the Virginia contingent to go to Israel.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

Other committees may be asked to assist with the coordination of portions of the tours in Virginia such as Agriculture, Arts, Industrial Development, and Customs and Lifestyles. It may also be possible that one of the writers selected for the tourism tours would also develop stories in the foods and cultural areas being promoted by the Customs and Lifestyles Committee. Final planning and possible involvement will not be decided until writers are selected and queried as to what type of stories they are interested in preparing.

COMMITTEE ON TOURISM AND THE LEADERSHIP TOUR

I. TITLE

Segmented group travel development.

II. DESCRIPTION

Virginia and Israel will conduct bilateral programs to develop segmented group travel to the two destinations.

III. OBJECTIVE

The objective of the project is to develop programs that will identify and promote segmented travel market groups to plan travel to the two destinations.

IV. PRIMARY RESPONSIBILITY

Dr. Harold S. Horwitz and Patrick A. McMahon

V. PARTICIPANTS

List of group leaders related to segmented travel groups such as senior citizen, bible study, student, health and meeting planners will be developed by Virginia for Israeli promotion. Virginia Division of Tourism staff will be involved in development of Virginia segmented group information for use by Israeli tour operators and travel agents.

VI. TIME FRAME AND DURATION

Virginia lists for use by Israeli tourism officials to be developed and forwarded to Israel by October 1987.

Virginia segmented group pamphlets to be developed during the fall of 1987, and forwarded to tour operators and travel agents in Israel by November 30, 1987.

VII. BUDGET TOTAL - \$1,500

Development and publication of pamphlets on segmented group travel in Virginia - \$1,500.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Virginia Travel Council, Virginia Association of Convention and Visitor Bureaus, and Virginia

Tourism Public Service Organizations' Council will assist in development of pamphlets.

IX.

OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The committees of Agriculture, Arts, and Customs and Lifestyles will be consulted during development of the Virginia pamphlets.

COMMITTEE ON TOURISM AND THE LEADERSHIP TOUR

I. TITLE

Tourism infrastructure development.

II. DESCRIPTION

Virginia and Israel will carry out a number of projects in tourism infrastructure development, including tourism investments, attraction and museum development, promotional and advertising applications, and services development.

III. OBJECTIVE

The objective of this project is to increase efforts to exchange information toward the design of more efficient destinations.

IV. PRIMARY RESPONSIBILITY

Dr. Harold S. Horwitz and Patrick A. McMahon

V. TIME FRAME AND DURATION

During the period of October 1987 thru March 1988 a series of projects on tourism infrastructure development will be carried out.

Exchange of pertinent publications and promotional planning documents will be carried out during October 1987 between both destinations. One or more Israeli Ministry of Tourism staff would probably visit the Virginia Division of Tourism.

Virginia will identify a group of tourism investors who would be invited by Israel to discuss investments in Israeli tourism areas. Anticipated that these investors would travel to Israel in late fall of '87 or winter of '88, dependent on individual schedules. Virginia contingent to be limited to five people.

Both Virginia and Israel will identify a group of travel attraction executives who will be invited to a bilateral conference on travel attraction development to be held in Israel in January/February 1988. Virginia contingent to be limited to six people.

Both Virginia and Israel will identify a group of museum executives who will be invited to a bilateral conference on museum and tourism development to be held in Israel in January/February 1988. Virginia contingent to be limited to eight people.

VII. BUDGET TOTAL - \$10,000

Funds would be used to defray portion of expenses related to at least three different exchange projects (investments, attractions, and museum groups). Though there will be a certain amount of discounting on tickets and accommodations, it is anticipated that remaining costs for groups will be \$10,000.

Visit to Virginia Division of Tourism by Israeli staff would be within normal Israeli trips to Washington, D. C. area and costs related to staff interaction with VDT staff would be handled within normal VDT operating budget.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Virginia Travel Council, Virginia Museum Association, United States Travel and Tourism Administration and the International Association of Amusement Parks and Attractions will be involved in the selection of people to participate in the exchange programs.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

The committees on Arts and Customs and Lifestyles will be contacted in relation to the museum portion of the program.

COMMITTEE ON TOURISM AND THE LEADERSHIP TOUR

I. TITLE

Tourism training and education development.

II. DESCRIPTION

Virginia and Israel will conduct bilateral information and education exchange programs to raise standards of training and education in the field of tourism.

III. OBJECTIVE

The objective of this project is to develop programs to raise standards of training and education in the field of tourism.

IV. PRIMARY RESPONSIBILITY

Dr. Harold S. Horwitz and Patrick A. McMahon

V. PARTICIPANTS

Virginia and Israel will develop a list of travel and tourism faculty and lecturers who might be invited to participate in exchange programs in both Virginia and Israel. In Virginia, these people would come from Virginia universities, community colleges, and vocational schools along with private sector travel agency schools. In Israel they would come from the Avissar Central Hotel School and the Israel School of Tourism. Budgetary limitations and faculty/lecturer involvement availability will govern the final number of participants, but it is not expected that the number would be over 12.

VI. TIME FRAME AND DURATION

Lists of faculty and lecturers developed by Virginia and Israel by September 30, 1987.

Assignment of faculty and lecturers will be determined once the lists of faculty and lecturers are agreed upon as to who will be the most effective and whose schedules will allow for participation. Exchanges will occur within the broad window of October 1987 to March 1988.

VII. BUDGET

TOTAL - \$10,000

It is anticipated that a portion of the airline and accommodation costs will be provided through each destinations airline/hotel relations. Therefore,

budget will include expenses related to remainder of trans-atlantic tickets, in-country movement and programs.

Air travel for Virginia contingent participating in Israeli programs to U. S. gateway from homes and return to homes from U. S. gateway, plus portion of trans-atlantic flights - \$3,500.

Air travel for Israeli contingent participating in Virginia programs to Virginia from U. S. gateway and return to U. S. gateway from Virginia, plus portion of trans-atlantic flights - \$4,000.

Ground transportation, honorariums and miscellaneous expenses for Israeli faculty/lecturers while in Virginia - \$2,000.

Expenses related to shipping materials to each destination - \$500.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Travel and Tourism Research Association, United States Travel and Tourism Administration, and the Virginia Tourism Public Service Organizations' Council will be involved in identifying faculty/lecturers and related subject matter.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

Other committees that may be asked to assist with these programs are Education and Customs and Life-styles.

COMMITTEE ON TOURISM AND THE LEADERSHIP TOUR

I. TITLE

Tourism research development.

II. DESCRIPTION

Virginia and Israel will conduct bilateral studies of research techniques and published material.

III. OBJECTIVE

The objective of the project is to develop efforts to improve the data gathering, data formulation, reliability and comparability factors of tourism.

IV. PRIMARY RESPONSIBILITY

Dr. Harold S. Horwitz and Jule Bolio

V. PARTICIPANTS

At least two members of each staff having the prime responsibilities for research will participate in working meetings in both destinations to evaluate research techniques. While in each destination seminars will be held which focus on the visiting teams research programs.

VI. TIME FRAME AND DURATION

Research information will be gathered and sent by each destination office to the other by October 31, 1987.

Research teams from each destination will travel to each other's offices during the months of January and February 1988.

VII. BUDGET

TOTAL - \$4,000

It is anticipated that trans-atlantic transportation will be provided by airlines at a discount.

Air travel for Virginia contingent to U.S. gateway from homes and return to homes from U.S. gateway plus portion of trans-atlantic transportation - \$1,700.

Accommodations and other related expenses for Virginia contingent while in Israel - \$500.

Air travel for Israeli contingent from U. S. gateway

to Virginia and return to U. S. gateway from Virginia,
plus portion of trans-atlantic transportation -
\$1,400.

Accommodations and other related expenses for Israeli
contingent while in Virginia - \$400.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Travel and Tourism Research Association, U. S. Travel
Data Center, U. S. Travel and Tourism Administration,
Department of Business - William and Mary College
and Department of Hotel, Restaurant and Institutional
Management - Virginia Polytechnic Institute and State
University will be involved in this project.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION
INVOLVED

Do not anticipate any other committees involvement
in this project.

COMMITTEE ON TOURISM AND THE LEADERSHIP TOUR

I. TITLE

Destination professional staff/operations development.

II. DESCRIPTION

Virginia Division of Tourism and the Israel Ministry of Tourism will exchange information and conduct bilateral studies of each others staffing and operational methods. The Virginia entity will expose their Israeli counterparts to the relationship between private sector and public sector which is unique to U. S. tourism development.

III. OBJECTIVE

The objective of the project is to develop efforts to improve staff and operational methods of the Virginia Division of Tourism and the Israeli Ministry of Tourism, including the American free enterprise aspect.

IV. PRIMARY RESPONSIBILITY

Dr. Harold S. Horwitz and Patrick A. McMahon

V. PARTICIPANTS

Members of the staffs of both destinations would participate in exchange programs and in seminars during exchange programs in the respective destinations. Private sector members of the Virginia tourism industry would participate as appropriate in Virginia based sessions.

VI. TIME FRAME AND DURATION

Organizational and staffing information plus strategic marketing plans will be sent by each destination office to the other by October 31, 1987.

Staff members from each destination will travel to each other's offices during the months of January and February 1988.

Seminars in each destination will be held (when visiting staff is in the destination) during the months of January and February 1988. During the Virginia sessions, members of the private sector will be involved to provide input to Israeli

staff on the free enterprise system and its relationship to Virginia/U.S. tourism operations.

VII. BUDGET TOTAL - \$4,000

It is anticipated that trans-atlantic transportation will be provided by airlines at a discount.

Air travel for Virginia contingent to U. S. gateway from homes and return to homes from U. S. gateway plus portion of trans-atlantic transportation - \$1,700.

Accommodations and other related expenses for Virginia contingent while in Israel - \$500.

Air travel for Israeli contingent from U. S. gateway to Virginia and return to U. S. gateway from Virginia, plus portion of trans-atlantic transportation - \$1,400.

Accommodations and other related expenses for Israeli contingent while in Virginia - \$400.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Virginia Travel Council, Virginia Hotel and Motel Association, Virginia Restaurant Association, Virginia Campground Association, Virginia Convention and Visitors Bureaus Association, Virginia Chamber of Commerce and the Travel Industry Association of America would be involved in the private sector portions of meetings in Virginia.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

Do not anticipate any other committees involvement in this project.

COMMITTEE ON TOURISM AND THE LEADERSHIP TOUR

I. TITLE

Support of governmental initiatives related to tourism.

II. DESCRIPTION

Where appropriate Virginia and Israel destination groups will work to support each other's tourism governmental/legislative activities to enhance tourism development. A major issue of concern to both destinations is the \$250 fee that an Israeli must pay each time they travel outside Israel.

III. OBJECTIVE

The objective of the project is to develop programs when mutually appropriate to provide support in the development of governmental initiatives to maintain and increase the viability of tourism.

IV. PRIMARY RESPONSIBILITY

Dr. Harold S. Horwitz and Patrick A. McMahon

V. PARTICIPANTS

Members of the Tourism Committee of the Virginia-Israel Commission, the Governor's Tourism and Travel Services Advisory Board along with appropriate staff will be involved in these activities. The Israeli Ministry of Tourism has no corresponding private sector elements and would handle these issues with Ministry staff.

NOTE: It must be recognized that this project is subject to governmental activities between the U. S. Government and the Government of Israel in which the Ministry of Tourism plays a larger role in policy development than does the Virginia Division of Tourism. It will therefore be necessary for the Virginia Division of Tourism to review these activities with the U. S. Travel and Tourism Administration of the U. S. Dept. of Commerce before taking any action.

VI. TIME FRAME AND DURATION

Activities within this project may take place at any time during the timeline of the Commission's programs and will only be addressed as appropriate and with the approval of the Governor.

VII. BUDGET

No funds are anticipated in carrying out this project.

VIII. OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

Governor's Tourism and Travel Services Advisory Board, U. S. Travel and Tourism Administration, and the Travel Industry Association of America could be called upon to advise or assist with this project.

IX. OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

All committees of the Commission could be called upon to support issues that confront tourism development through their respective relationships. This would only be done with the involvement and approval of the Commission Chairman and the Governor.

COMMITTEE ON TOURISM AND THE LEADERSHIP TOUR

I.

TITLE

Tourism support of Virginia-Israel Commission projects - Governor's Leadership Tour.

II.

DESCRIPTION

The Tourism Committee and the Virginia Division of Tourism along with its counterparts in the Israeli Ministry of Tourism will assist the other committees of the Virginia-Israel Committee and other Israeli Ministries with travel coordination and planning. In Virginia this will be carried out primarily through a travel agency selected by the Tourism Committee for this purpose (American Express Travel Services Company, Inc. located in Richmond).

The Tourism Committee and the Virginia Division of Tourism, along with its counterparts in the Israeli Ministry of Tourism, will plan and implement a Leadership Tour to Israel, to be headed by the Governor in April of 1988. This Tour will formally complete the mission of the Virginia-Israel Commission and will celebrate the 40th Anniversary of the Independence of Israel (April 21). Participation will be open to members of the Commission, government officials, legislators and others.

III.

OBJECTIVE

The objective of this project is to provide travel support to the Virginia-Israel Commission as may be appropriate and to plan and implement the Governor's Leadership Tour to be held in April 1988.

IV.

PRIMARY RESPONSIBILITY

Travel support: Dr. Harold S. Horwitz and Patrick A. McMahon
Leadership Tour: Stuart C. Siegel and Patrick A. McMahon

V.

PARTICIPANTS

Virginia Division of Tourism staff will carry primary role in providing support to other committees and maintaining liaison with American Express. Planning assumptions at the time of this report is for a group composed of up to 200 people.

VI.

TIME FRAME AND DURATION

Support mechanism from the Virginia Division of Tourism and American Express are now in place and may be utilized by the committees through the use of the travel form previously sent to all chairmen.

Proposed time frame for the Leadership Tour is from April 16 - April 24, 1988.

VII.

BUDGET

TOTAL - \$50,000

There are no expenses related to travel support of committees from the Tourism Committee budget as all related costs are borne by each committee within their respective budgets.

The Leadership Tour may utilize Commission funds for the travel of the Governor's immediate party and for special functions to be hosted by the Governor and the Commission as a whole while in Israel - \$50,000.

All other expenses related to the Leadership Tour will be borne by the other committees where appropriate or by individuals themselves utilizing discounted fares and rates arranged by the Tourism Committee.

VIII.

OTHER ORGANIZATIONS OR ASSOCIATIONS INVOLVED

The official Commission travel agent is:
American Express
Travel Related Services Company, Inc.
1412-A Starling Drive
Richmond, Virginia 23229-5580
(804) 740-2030

U. S. Travel and Tourism Administration and the corporate offices of American Express will be involved in assisting the Tourism Committee and the Virginia Division of Tourism in this project.

IX.

OTHER COMMITTEES OF THE VIRGINIA-ISRAEL COMMISSION INVOLVED

All committees will be involved from the standpoint of travel arrangements and their role in the Leadership Tour.