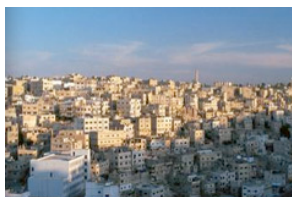


Education: It Begins Here

It Begins Here is the theme of the Jordan University. But what begins, or has begun, here? No less than much of the accomplishment, passion, culture, faith, and future of the human race. Jordan, and its neighbors in the Middle East, has been a central hub of civilization for all recorded history. We're going to hit the busy streets of Amman and traverse the dusty ancient passageways of Petra. We'll hear first-hand stories of Palestinian refugees, and get the current state of affairs and nuances of the peace process directly from the mouths of those involved.



We'll showcase and see into the heart of a country governed by the world's only king who is also a YPO member. The beauty of its natural and historical wonders will inspire us, as we experience the warm hearts and hospitality of Jordanian YPO and WPO members. And we'll walk away a week later with new friends and a deeper understanding of this incredibly vital and globally influential region.

Education At-A-Glance

Each day we'll spend time with world-class resources and experts to experience this amazing region in a highly interactive way. We'll kick off the morning with a short Arabic lesson from our Networking Chair Luay Abu-Ghazaleh (YPO Jordan). Dave Kelly, former Canadian morning television personality, will provide context for the day's educational content, and you'll get "five minutes of passion" from David Lenefsky, whose love of law is equaled only by his love of art and its history. David will enlighten us on how the three major religions of the Middle East meet in great art. Then we are off and running!

Day I- It Begins A Middle East Primer Monday, 11 October 2010

Our University begins in Amman with a Middle East primer, which aims to help you get an enriched understanding of Jordan and its neighbors in modern and historical contexts. Here's your chance to get your facts straight from our expert faculty on the critical role this region has played throughout history – from biblical times, to the birth of Mohammed, to the Crusades, to the current challenges of this rapidly developing region with a promising future.

Faculty Line-Up

Luay Abu-Ghazaleh - Daily Arabic Lesson
Dave Kelly - Interactive Geography Challenge
Welcome from the Royal Court
David Lenefsky - The Faiths Meet in Great Art
Dr. Sarah Yeomans - Which Way to Sodom & Gomorrah? Locating Biblical Landmarks
Dr. Irshad Manji - Everything You Always Wanted to Know About Islam But Were Afraid to Ask

Day II- Understanding Begins Here: Palestinian Refugee Camps Tuesday, 12 October 2010



On Tuesday, we'll explore one of the



Yossi Klein Halevi is an author, journalist and researcher of Israeli culture and society. Born and raised in New York in a Jewish family, he moved to Israel in 1982 with his wife Sarah. Halevi has been active in Middle East reconciliation efforts, and serves as chairman of Open House, an Arab-Jewish educational project in Ramle. He is a fellow at the Shalom Hartman Institute, a Jerusalem-based research institute and educational center and is Israel correspondent and contributing editor of *The New Republic*.

Halevi was a founder of the now-defunct Israeli-Palestinian Media Forum, which brought together Israeli and Palestinian Journalists. His journalistic career included senior writer for the *Jerusalem Report*, columnist for *The Jerusalem Post*, and op-ed contributor on Israeli issues for the Los Angeles Times, and occasionally for *The New York Times* and *Washington Post*. His books include, *Memoirs of a Jewish Extremist* and *At the Entrance to the Garden of Eden: A Jew's Search for God with Christians and Muslims in the Holy Land*. Currently Halevi is writing a book about the paratroopers who reunited Jerusalem in the Six Days War.



Dave Kelly, television host, actor, interviewer and teacher, has been in front of an audience almost every day for the past 20 years. As a TV host, Kelly has interviewed more than 20 thousand guests – from kids to presidents. Nominated four times, Kelly has twice won the award as "Best Television Host" from the Alberta Motion Picture Industry Association for his work on "City's Breakfast Television," Calgary's most dynamic morning television show. As an actor, Kelly has worked on stages across the country – in *Crazy For You* at the Royal Alexandra Theatre in Toronto, and most recently as the Stage Manager in Theatre Calgary's *Our Town* and the *Elf* in *The Santaland Diaries*, for which he received a nomination for Best Actor in a Comedy for the Calgary Betty Awards. As a host of live events, Kelly has brought out the best and most compelling in conversations with people as varied as Murray Edwards - one of TIME Canada's Canadian Leaders of the 21st Century, Ron Joyce, Co-Founder of Tim Horton's, and former President of Pakistan, Pervez Musharraf.



David Lenefsky is as passionate about law as he is about art history. He is a Manhattan-based attorney specializing in civil and criminal litigation, and represents businesses before city, state and federal governments. Lenefsky's passions extend far beyond the legal system. His taste for art started at an early age when he was fortunate to befriend some of North America's leading art historians. Following in the steps of his mentors, Lenefsky has written on art history and spoken to many groups on the subject, including YPO-WPO. Lenefsky's public policy work includes chairing the Brooklyn Navy Yard in the 1980s, and he was a member of the New York City Board of Corrections, and vice chair of the New York City Counsel on the Environment. Lenefsky received his law degree from the New York University School of Law.



Irshad Manji, bestselling author of *The Trouble with Islam Today: A Muslim's Call for Reform in Her Faith*



most critical and controversial issues facing the Middle East - the Palestinian situation. To fully understand the history and the present reality, we'll start our day with an historical retrospective and personal accounts from YPO relatives who lived through the Arab-Israeli War and the Palestinian exodus in 1948. After this moving discussion, we'll divide into groups to visit local Palestinian refugee camps run by the United Nations Relief and Works Agency (UNRWA). During our day in the camps, we will learn more of the long journey of the Palestinians as well as explore daily camp life with our guides and through the eyes of local residents, leaders and children.

Faculty Line-Up

Luay Abu-Ghazaleh - Daily Arabic Lesson
 David Lenefsky - The Faiths Meet in Great Art
 Dave Kelly - Multi-media Overview of the History of Palestine
 YPO Relatives - Palestine 1948 Panel
 Dave Kelly Interview with Matar Saqer - Public Information Officer for UNRWA

Camp Visits - Under the guidance of the UNRWA representatives, walk through the camps, meet with camp elders, visit a camp school and interact with the children and tour the UNRWA works in the camps. We'll also have a "Forum Lunch" at the camps, with food prepared by women from each camp, allowing participants time to discuss what they heard, saw and experienced earlier.

In order to participate in the Palestinian Refugee Camp visit you will need to register [here](#). Please keep in mind that this is an all-day program and if you register you MAY NOT participate in another offsite program offered on Tuesday.

Day III- Civilization Begins The Ancient City of Petra Wednesday, 13 October 2010

On Wednesday, the University shifts to a desert caravan, moving all attendees from Amman to Petra, a remote valley basin in the heart of southern Jordan's Shara Mountains. This impressive ancient city is one of the New Seven Wonders of the World and its ornate towering pink façades, impressive royal tombs and mountain top altars will instill a sense of mystery and drama. The excursion will be lead by the University Offsites Chair, Yassin Talhouni, with assistance from faculty members of the American Center for Oriental Research (ACOR) in Jordan.



Note: Luggage will be shipped to the Kempinski Dead Sea Resort and members will go directly to the resort at the end of their Petra experience.

Choose one of three trail walks (see descriptions below) and make your selection on the [Offsite Registration Form](#). Please take note of the times as well as difficulty of the hikes when making your choices.

The Main Trail

Wednesday, 13 October
 6:00 a.m. - 7:00 p.m.
 Start at Visitor Center and end at Qasr El Bint
 Duration: 2.5-3 hours (4km)
 Grade: Easy

This trail begins by taking you past some fascinating monuments carved out of the rock such as Djinn block tombs, the obelisk tomb and an ancient dam. You will make your way into the Siq, a natural narrow gorge that is over a kilometer long. It serves as the main entrance into Petra and is certainly the most dramatic way to enter. The Siq meanders gently towards the ancient city and opens onto a spectacular view of the Treasury (Al Khazna), an intricate façade that first greets the visitor. The trail then takes you past a street of facades, the theatre, a colonnaded street and ends at Qasr El Bint where you can have your lunch in one of the two restaurants nearby and browse through some of the museums.

Notes: Trail walk will run from 10:00 a.m.-1:00 p.m.



and professor of leadership at New York University, is a signature voice of the Obama generation – global in outlook, practical in approach and dedicated to finding common ground in a fractured world. She has transformed her personal journey into a riveting story that helps others to live with courage. Through her Moral Courage Project at NYU, Professor Manji is teaching a new generation of global citizens to challenge conformity, even at the price of backlash. Her inspiring message: "Any of us can change the world by daring to ask questions out loud." Manji is an acclaimed PBS filmmaker and a columnist for The New York Times Syndicate. Whether addressing corporations, congregations, or colleges, Manji gives game-changing guidance that individuals can take away and apply to their lives, and she does it all with personality, passion and humor.



Marwan al-Muasher is a Jordanian diplomat and politician, most recently serving as Senior Vice President for External Affairs for the World Bank. After serving as the first Jordanian Ambassador to the State of Israel after the 1994 Peace Treaty, and Ambassador to the United States, he served as foreign minister for two years.



Clay Shirky is a provocative new voice on all things Internet: economics and culture, media and community, and the open source movement. He divides his time between consulting, teaching, and writing on the social and economic effects of Internet technologies. He is an adjunct professor at New York University (NYU) in their graduate Interactive Telecommunications Program, where he teaches courses on the interrelationships of social and technological networks, particularly how they shape culture and vice-versa. He consults to a variety of organizations on network technologies, and is an acknowledged expert on collaboration tools, social networks, peer-to-peer sharing, collaborative filtering, and Open Source development.

Shirky has spoken and written extensively on the Internet since 1996, with regular columns in Business 2.0, FEED, OpenP2P.com and his own shirky.com blogsite. He has appeared in *The New York Times*, *Time*, *The Wall Street Journal*, *the Harvard Business Review*, and others. In his new book, *Here Comes Everybody*, Shirky explores how open networks, collaboration, and user appropriation of content production and dissemination are upending organizations and industries.



Sarah K. Yeomans is the Managing Web Editor of *Biblical Archaeology Review* and the Travel Study Director of the Biblical Archaeology Society, and an adjunct faculty member at West Virginia University. Yeomans received her M.A. in archaeology from the University of Sheffield, after which she moved to Rome, Italy where she led academic tours of the city and greater Italy with Context Travel and taught Roman history, archaeology and art history at Duquesne University's Rome program. She is a certified archaeological speleologist and a fellow of the Explorer's Club. Her research, in collaboration with the C.N.R.S in Aix-en-Provence, was a study of cultural and religious syncretism in the ancient Roman provinces. Her studies brought her to France and England before finally setting her in Rome in 2002. Yeomans appears as an interviewed expert on the History Channel's "Cities of the Underworld" series, has consulted with National Geographic television, and is a contributing writer at *Archeology Magazine*.

The Deir "Monastery" Trail
 Wednesday, 13 October
 5:00 a.m. - 8:00 p.m.
 Start at the museum and basin restaurant area and end at the Monastery
 Duration: 2.5-3 hours (4km)
 Grade: Hard

This trail begins from the museum inside Petra, which is located next to the Basin restaurant. It leads you northwards up ancient steps and after a short walk you reach the lion triclinium, which is set in a small side wadi on the left. Continue up the carved stairway to reach a hermitage with chambers excavated in the rock and decorated with many carved crosses. You'll make your way upwards to reach Ad Deir, which is a short way beyond and offers a fantastic view over the area.

Notes: Trail walk will run from 8:00 a.m. - 1:30 p.m.

High Place Trail
 Wednesday, 13 October
 6:00 a.m.- 7:00 p.m.
 Start at Siq exit and end at Qasr al-Bint Temple
 Duration: 3-3.5 hours
 Grade: Hard

As its name suggests, the High Place sits high above the main area of Petra and getting there involves a steep climb, but the views you will have are certainly rewarding. The trail begins shortly after the exit from the outer Siq where you will climb up ancient Nabataean steps. At the top you can stop to take in the magnificent panorama before turning right to descend to Wadi Farasa to see the Lion Fountain, Garden Triclinium, Roman Soldier Tomb, Renaissance Tomb and Az Zantur excavation.

Notes: Trail walk will run from 9:00 a.m. - 1:00 p.m.

Day IV- Connectivity Begins Modern Life and the Middle East Thursday, 14 October 2010



On Thursday, we will shift gears to pursue a deep look at modern life in the Middle East. Led by expert authorities as well as YPO members and spouses from the region, we will examine the role of women, the future of Islam, the regional business climate, how faith influences understanding, and the role that technology and social media are playing in transforming societies in the Arab world. This engaging day features world class thinkers on the forces shaping our world and the direction we are all headed, with a focused view on the role the dynamic Middle East will play in shaping the future. Because of the previous day's demanding travel and long hours, we will have an afternoon start on Thursday beginning our program at 1:30 p.m. with smaller, optional education sessions held from 10:00 a.m. to Noon.

Faculty Line-Up

Luay Abu-Ghazaleh - Daily Arabic Lesson
 Dave Kelly - Introduction to the Modern Middle East
 David Lenefsky - The Faiths Meet in Great Art
 Clay Shirky - Here Comes Everybody: The Power of Organizing Without Organizations
 Dr. Irshad Manji - The Future of Islam: Radical or Constructive?
 Yossi Klein Halevi - Staving Off the Apocalypse
 YPO Member Panel - Strong Women, Strong Opinions, moderated by Reem Badran (YPO Jordan)
 YPO Member Panel - Doing Business in the Middle East, moderated by Dave Kelly

Day V- Peace Begins Peace and Politics Friday, 15 October 2010

For our final day, we'll discuss the most troubling issues facing the region, hearing from a range of perspectives on the prospects for peace in the Middle East. We'll learn about the challenges within the region from those intimately involved in the peace process. We'll also hear personal stories and viewpoints from



our two panels, one featuring Israeli and Palestinian teens from OneVoice, and the second a distinguished group of YPO members from the Middle East who will share their experiences interacting with their global peers as representatives of a region that is often misunderstood, judged and even feared.



Faculty Line-Up

Luay Abu-Ghazaleh - Daily Arabic Lesson
Dave Kelly - Politics and Prospects for Peace Primer
David Lenefsky - The Faiths Meet in Great Art
Teens from OneVoice - Growing Up in A Culture of War
Dr. Amr Moussa - Chasing the Mirage: Middle East Peace in Our Time?
Dr. Marwan Muasher and Yossi Klein Halevi - Nuclear Nightmares: Taming Iran and Israel
YPO Member Panel - How We See You: Arab YPOers and the West, moderated by Dave Kelly

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