

DAN SENOR

Co-Author of *Start-Up Nation* and *Venture Capitalist*



ISRAEL'S ECONOMIC MIRACLE

Jen & Phil Landau, Kathy & Jon Sahn, and Sophie & Barry Vlessing

on behalf of AIPAC's Boca Club cordially invite you to the

Boca Falls Reception & Briefing

Israeli technology is used in everyday life, from cell phones and voicemail to generic drugs and radiation-free diagnostic machines. Israeli companies are *pioneering ground-breaking research* in every field. Within a few days of the devastating earthquake in Haiti, Israel was the first country to set up a field hospital capable of treating major wounds, performing *life-saving surgeries*, and delivering babies.

Could a *nuclear Iran bent on Israel's destruction* affect these innovative contributions and the essential foreign investments that fund them?

Monday, February 8 • 8:00 p.m.

at the home of

Kathy & Jon Sahn

12372 Antille Drive • Boca Falls

Please RSVP by Thursday, February 4, at www.aipac.org/bocafalls2010 or by contacting Jacki Waksman at AIPAC: (954) 382-6110 or jwaksman@aipac.org.

Dessert will be served. Dietary laws observed.

There is no cost to attend and no minimum gift to AIPAC required.

Copies of *Start-Up Nation* will be available for purchase at a discounted rate.

Boca Club Co-Chairs

Cara Freedman
Gadi Soued

Boca Club Political Co-Chairs

Avi Greenbaum
Doug Horn

Boca Club Committee

Eyal Ardity
Pam Cohen
Bryan Drowos
Joanna Drowos

Tracey Grossman
Phil Landau
Jonathan Louis
Carlos Romero

Rachel Rudensky
Jon Sahn
Teddy Struhl
Barry Vlessing

About Dan Senior

Dan Senior, adjunct senior fellow for Middle East studies at the Council on Foreign Relations, has been involved in policy, politics, and business in the Middle East. As a senior foreign policy adviser to the U.S. government, he was one of the longest-serving civilian officials in Iraq, for which he was awarded the highest civilian honor by the Pentagon. He also served as a Pentagon adviser to Central Command in Qatar and as a foreign policy and communications adviser in the U.S. Senate.

He has studied in Israel and at Harvard Business School and has traveled extensively throughout the Arab world. In his business career, he has invested in a number of Israeli and American start-ups, and today is with a New York-based global investment fund. Senior's analytical pieces are frequently published by the *Wall Street Journal*; he has also written for the *New York Times*, the *Washington Post*, the *Weekly Standard*, and *Time*. Mr. Senior lives in New York City with his wife and two sons.

About *Start-Up Nation*

Start Up Nation addresses the trillion-dollar question: How is it that Israel – a country of 7.1 million, only sixty years old, surrounded by enemies, in a constant state of war since its founding, with no natural resources – produces more start-up companies than large, peaceful, and stable nations like Japan, China, India, Korea, Canada, and the United Kingdom? Drawing on examples from the country's foremost inventors and investors, geopolitical experts Dan Senior and Saul Singer describe how Israel's adversity-driven culture fosters a unique combination of innovative and entrepreneurial intensity.



So much has been written about the Middle East but surprisingly little is understood about the story and strategy behind Israel's economic growth. As *Start Up Nation* shows, there are lessons in Israel's example that apply not only to other nations, but also to individuals seeking to build a thriving organization. As the U.S. economy seeks to reboot its can-do spirit, there's never been a better time to look at this remarkable and resilient nation for some impressive, surprising clues.

Praise for *Start-Up Nation*

"Magnificent ... a gripping story with global significance."

Yossi Klein Halevi, author and Israel correspondent for *The New Republic*

"A timely book and a much-needed celebration of the entrepreneurial spirit."

Meg Whitman, former President and CEO of eBay

"Illuminating, timely and often surprising analysis."

George Stephanopoulos, ABC News' Chief Washington Correspondent and host of *This Week*

"A playbook for every CEO who wants to develop the next generation of corporate leaders."

Tom Brokaw, special correspondent for NBC News

"An eye-opening look at a side of Israel that most people never think about."

Best Books pick by *Freakonomics* authors **Steven D. Levitt & Stephen J. Dubner**