

Response to Terrorism

The Future of Business in the New Reality

Wednesday, February 27, 2002, 8 am–5 pm
Registration and breakfast, 8–8:30 am

All attendees will be required to present a photo ID.

Please complete this form and return it with payment or credit card information to:

BARUCH COLLEGE
Office of College Advancement
One Bernard Baruch Way, Box D-901
New York, NY 10010-5585

or

To register by phone, fax, or e-mail:

Tel.: (212) 802-2901 Fax: (212) 802-2902

E-mail: rsvp_bcf@baruch.cuny.edu

Last Name _____ First Name _____

Guest(s) _____

Address _____

City _____ State _____ Zip _____

Day Phone _____ Evening Phone _____

E-mail Address _____

Program Fee (includes lunch and a closing cocktail reception):
\$500 per person.

Make checks payable to: Response to Terrorism

Amount Enclosed \$ _____

Check/Money Order

MasterCard Visa American Express

Credit Card Account Number _____

Expiration Date _____

Name of Card Holder, if different from registrant

Please RSVP by Feb. 8, 2002.

Program Highlights

Michael Conway, Chairman and CEO,
National Airlines

"Terrorism: Advice for Decision Makers"

Boaz Ganor, Director, The International Policy
Institute for Counter-Terrorism (ICT), Herzliya, Israel

"Terrorism as Psychological Warfare"

Donald B. Marron, Chairman, UBS America

"Terrorism: The New Business Reality"

Dr. Yuval Neria, Columbia University School of
Public Health and NY State Psychiatric Institute

*"Prevention of Terrorism-Related Traumatic Reactions:
The Role of Early Intervention"*

Judith Yovel Recanati, Chairperson, NATAL:
Israel Trauma Center for Victims of Terror and War,
Tel Aviv, Israel

"Coping with the Psychological Threat of Terrorism"

Bernard L. Schwartz, Chairman and CEO,
Loral Space & Communications LTD

"Crisis Management in the Face of Terrorism"

Shabtai Shavit, former head of the Mossad and
Chairman of the Board of ICT

"Geopolitical Impact of Terrorism"

Don W. Walker, Chairman and CEO, Pinkerton's Inc.

"Terrorism: Crisis Management Planning"

Lt. Colonel Phil Wright, Chief, Antiterrorism
Operations Intelligence Cell, U.S. Army
Headquarters, The Pentagon

"Terrorism Early Warning: A U.S. Army View"

Cocktail reception to follow.

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Baruch
COLLEGE
The City University of New York



THE ZICKLIN SCHOOL OF BUSINESS
AT BARUCH COLLEGE
AND
THE RAPHAEL RECANATI
INTERNATIONAL SCHOOL
present

**RESPONSE TO
TERRORISM**
THE FUTURE
OF BUSINESS
IN THE
NEW REALITY

A ONE-DAY CONFERENCE
WEDNESDAY, FEBRUARY 27, 2002
8 AM–5 PM

BARUCH COLLEGE
Vertical Campus, Conference Center, 14th Floor
One Bernard Baruch Way, 55 Lexington Avenue at 24th Street
New York City

The Zicklin School of Business at Baruch College and the Raphael Recanati International School present a timely and important one-day conference, *Response to Terrorism: The Future of Business in the New Reality*. Business leaders and concerned members of the public will have the rare opportunity to hear renowned experts and corporate leaders discuss the impact on businesses of the new political environment, including security issues, crisis management strategies, economic impact, and the historical, geopolitical, and psychological underpinnings of the September 11 terrorist attacks. You will hear advice about the challenges and strategic front-line realities facing us all in this unprecedented new era. *Response to Terrorism: The Future of Business in the New Reality* offers in-depth presentations and extensive Q&As directly with an international panel of business, military, psychology, and security experts.

ZICKLIN SCHOOL OF BUSINESS AT BARUCH COLLEGE

One of the oldest and most respected publicly supported business schools in the United States, the Zicklin School of Business at Baruch College has earned a national and international reputation for excellence. In addition to a superb undergraduate business education, the Zicklin School offers an array of premier graduate programs, including the highly selective Full-Time (Honors) MBA Program. Named in 1998 in appreciation for a generous endowment from alumnus and financier Lawrence Zicklin ('57), the Zicklin School is one of three schools of Baruch College, a senior college of The City University of New York. Baruch is located at the heart of one of the world's most dynamic financial and cultural centers, on Lexington Avenue near the Flatiron District of Manhattan. With students from more than 90 different cultural and ethnic backgrounds and from nations throughout the world, Baruch reflects the complex diversity of New York City itself and prepares students for the global marketplace. In fact, *U.S. News & World Report* recently named Baruch the most ethnically diverse institution of higher education in the United States. Total enrollment is over 15,000, including nearly 2,500 graduate students. Web address: www.baruch.cuny.edu

RAPHAEL RECANATI INTERNATIONAL SCHOOL (RRIS) Building Bridges Among International Communities

The Raphael Recanati International School (RRIS) is part of the Interdisciplinary Center (IDC), the first and only private, English-speaking, nonsectarian university in Israel. IDC was founded in 1994 and modeled after leading private, nonprofit universities in America. RRIS offers full scholarships to qualified applicants (regardless of religious or cultural backgrounds) in accredited undergraduate programs in computer science and information technology management, with interdisciplinary education in business, law, and government. (Graduate programs are in the planning stage.) The RRIS and other IDC colleges are located on a beautiful, state-of-the-art campus in the hills overlooking the Mediterranean Sea, six miles north of Tel Aviv in Herzliya, Israel. As part of the IDC's total enrollment of 3,000 students, the RRIS is entering its second year with an enrollment of 250 students and a goal of enrolling 1,000 students within the next five years. Web address: www.rris.idc.ac.il

INTERNATIONAL POLICY INSTITUTE FOR COUNTER-TERRORISM (ICT) Countering Terrorism's Global Reach

The International Policy Institute for Counter-Terrorism (ICT) is part of the Interdisciplinary Center in Herzliya, Israel. ICT seeks international cooperation in the global struggle against terrorism, paving the way for multilateral action against terrorist networks, benefactors, and states sponsoring terrorism. ICT is a research institute and think tank dedicated to developing innovative public policy solutions to international terrorism. The Policy Institute applies an integrated, solutions-oriented approach built on a foundation of real world and practical experience. The Institute sets its sights on the big picture: to win the war against terrorism and not merely the individual battles. Although ICT provides situational recommendations to the private sector, this is a peripheral activity. The Institute aims to affect policy at the highest levels, in joint cooperation with the world community. Web address: www.ict.org.il

NATAL: ISRAEL TRAUMA CENTER FOR VICTIMS OF TERROR AND WAR Extending a Helping Hand

NATAL was founded in 1998 in Tel Aviv, Israel, as a nonprofit, nonaffiliated, apolitical association of mental health experts who provide support to people who suffer emotional trauma resulting from hostile acts of terrorism, military activity, and war. Victims of national psychotrauma are a special-need group, different from victims of other types of trauma such as road accidents, domestic violence, and rape. What differentiates victims of national psychotrauma is the combination of the post-traumatic syndrome that some of them suffer from and the social, public, and national context in which their injury occurred. Society is put to the test by its ability to extend a helping hand. NATAL offers its services without distinction of creed, race, or religion. Web address: www.natal.org.il



The conference will take place on the 14th floor of Baruch College's new Vertical Campus. At almost 800,000 square feet, the building covers nearly an entire square block between Lexington and Third Avenues and 24th and 25th Streets, bringing together this most diverse College and student body with a unique combination of advanced technology and dazzling architectural design. *New York* magazine recently wrote: "From concept to light fixture, the Vertical Campus is an extraordinarily rich building, complete in the way a thriving city is complete, with many moving parts performing in an intense urban ballet."