

## Homeland Security Executive Certificate Studies Program

*Strategies for Homeland Security and Risk Management: Lessons from the World's Top Experts*

March 19 - 25, 2017

October 29 - November 4, 2017

### Current Security Challenges

Terrorism poses an expanding and escalating threat to the free world today. The nature of terrorism has changed dramatically from a localized and politically motivated ideology to an international global phenomena motivated by an uncompromising religious ideology and global agenda.

A common misperception of the terrorist threat is that it is limited to only certain parts of the world. However, since 9/11 major attacks have been carried out throughout the world including Western Europe, Russia, Asia and Africa. Furthermore, plots and unsuccessful attacks including the 2006 liquids plot, the Christmas Day and Times Square attacks and recent attempts to exploit cargo in perpetrating large scale attacks demonstrate that global terrorist groups today remain both motivated and capable of carrying out significant and sophisticated attacks on targets worldwide.

### Why Come to Israel?

Due to different circumstances, including historical, religious, political, ideological and geographical, Israel has been forced to face extreme security challenges posed by terrorism for decades. These circumstances have forced Israel to develop some of the most advanced and innovative techniques designed to better cope with the constant and evolving threat of terrorism. As terrorism increasingly becomes a global threat and the 'copycat phenomena' has begun to play a major role in terrorism modus operandi, Israel has become a 'Mecca' for specialists and professionals in the fields of homeland security and counter terrorism who are seeking to advance their understanding of both the threats posed by terrorism and of state-of-the-art proven techniques designed to mitigate those threats.

### Testimonial

"I attended the course and have to say that it was the most beneficial and immersive learning experience I have ever been exposed to. The course is aimed at high level security professionals, law enforcement and Government Agencies. As well as academic input, which crystallised my understanding of the current situation in the Middle East, we were exposed to high level experts who gave us the benefit of their specialisms whether that be suicide bombing, target hardening, intelligence management or leadership. The onsite visits to the Gaza Strip, Golan Heights and security installations and Airport reinforced the learning in a practical and beneficial way. I cannot recommend the course highly enough."

**Ms. Sharon Kerr**  
**Vice President for Security Services,**  
**Investigations and Crisis Management**  
**American Express**

## Overview

We are pleased to invite security and law enforcement professionals with Homeland Security, anti-terrorism and corporate security responsibilities to participate in an innovative Homeland Security Executive Certificate Studies Program (HSECS). Previous courses have been a huge success bringing together senior ranking security professionals from both the public and private sectors around the world.

This week-long seminar partners the renowned academic reputation of Tel Aviv University with the American Society for Industrial Security (ASIS) International, the world's premier organization for security professionals and ASERO Worldwide, one of the world's foremost experts on homeland security, counter terrorism and risk management. It combines case study analysis, academic lectures and discussions on relevant topics including the evolution of the terrorist threat, modern terrorist trends and modus operandi, security concepts and methodologies and the evaluation of threat and risk with a series of exclusive, professional on-site field trips designed to demonstrate lessons and methodologies presented throughout the week in the context of Israel's unique security environment. The course has

been evaluated, approved and endorsed by ASIS international. It also falls under the direct supervision of the Tel Aviv University Senate.

### Testimonial

"I found the ASERO sponsored Homeland Security Executive Certificate Studies program to be of outstanding quality, combining stimulating classroom discussion with rare field trip experience. Even as a seasoned security practitioner I learned valuable insights and innovative prevention techniques I will now work to apply in the private sector. I would strongly encourage my professional colleagues in the security industry to attend and participate-they will not be disappointed."

**James A. Savage, Jr.**  
**Vice President of Global Security**  
**Hunt Consolidated, Inc.**  
**Dallas, Texas**

This intensive course will be led by members of Tel Aviv University's distinguished academic faculty and a team of ASERO experts who offer over one hundred years of combined field and regulatory experience in the development and implementation of Israel's best practices in the fields of homeland security and counter terrorism. ASERO lists among its professional team of instructors former senior ranking officials from the Israeli Security Agency (ISA) - including Doron Bergerbest-Eilon, former director for Protection and Security, Israeli Security Agency, and founder and CEO of ASERO Worldwide — and high level operational management from Ben Gurion International Airport and El Al Airlines. A series of guest lecturers will also contribute their valuable security expertise on a variety of topics throughout the course.

Participants in this course will gain practical, real-world experience and a better understanding of the evolving terrorist threat, risk management and protective security methodologies, different approaches to cognitive-based security screening for the aviation, maritime and land domains, critical infrastructure protection, quality assurance tools and best practices aimed at mitigating both existing and potential future threats based on field-proven techniques developed over decades of experience. They will also

gain unparalleled access to top Israeli security and counterterrorism experts as well as important strategic, cultural and historic sites in the Holy Land.

This course is conducted in English and is limited to 20 security professionals per course.

We believe that this program represents the best in comprehensive homeland security instruction and education and are proud to present this program for your consideration.

### Course Dates

In view of the success of our previous Homeland Security Executive program and multiple requests for additional courses, we are pleased to announce that we will be offering the course from March 19 – 25, 2017, 2015 and October 22 - 28, 2017. You may use the registration form below to reserve a place in one of our upcoming courses.

### Who Should Attend?

Our program is designed to meet the professional needs of security managers and executives from the government, public and private sectors. The program has been designed for mid-to-senior level personnel looking to enhance their efforts and capabilities to combat threats by enhancing their understanding of both current and future threats and terrorist modus operandi as well as available techniques and methodologies aimed at significantly mitigating those threats.

Upon completion of this seminar, participants receive a certificate signed by the Dean of Special Programs of Tel Aviv University recognizing the achievement of 40 academic theoretical hours in homeland security studies.

### Tuition

Costs for the Homeland Security Executive Certificate Studies Program are: \$4,400 for ASIS members, \$4,900 nonmembers. The Government Employee rate is \$3,900 for ASIS members, \$4,400 nonmembers. This price includes all prearranged meetings and site visits, guide services, and some meals. Participants are responsible for their own accommodations and transportation to and from Israel.

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**ASIS International** is the preeminent organization for security professionals, with more than 36,000 members worldwide. Founded in 1955, ASIS is dedicated to increasing the effectiveness and productivity of security professionals by developing educational programs and materials that address broad security interests, such as the ASIS Annual Seminar and Exhibits, as well as specific security topics. ASIS also advocates the role and value of the security management profession to business, the media, government entities and the public. By providing members and the security community with access to a full range of programs and services, and by publishing the industry's No. 1 magazine—[Security Management](#)—ASIS leads the way for advanced and improved security performance.

**Tel Aviv University** campus—located in Israel's cultural, financial and industrial heartland, Tel Aviv University is the largest university in Israel. Participants will benefit from the University staff's "best practices" expertise and experience and view first-hand the advanced security measures deployed throughout the secure sites. Experienced, Israeli, security professionals and renowned, academic professors will accompany the entire program.

**ASERO Worldwide**, an industry leader in the homeland security market, is a global security and risk management consulting firm headquartered in Washington, D.C. The company provides clients with comprehensive security services to help diminish risks to clients' businesses. ASERO provides strategic and tactical counsel to governments and businesses on risk mitigation through integrated security solutions incorporating consulting, information assurance, training and technological innovation.

## Testimonial

"The HSECS is the most professional and complete course that I have taken on the subject of HLS. The classroom case studies followed by field trips to the sites studied allowed one to fully comprehend the situation and to formalize solutions. If you can attend only one HLS course this one is a must."

**Mr. Paul Benoit**  
**Former President and Chief Executive Officer**  
**Ottawa International Airport Authority**

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
Morning	Opening session + Campus tour	Air cargo security in the wake of the 10/10 incident	Professional visit to Ben Gurion International Airport	Tour and briefing of the Israeli Parliament building	Behavior pattern recognition: a pro-active approach	Israel's public security and emergency management concept	Educational tour to Golan Heights	
Morning	Introduction to anti-terrorism and homeland security	Al Qaeda: from Afghanistan, all the way to the Boston Marathon and more		Professional visit to the Old City of Jerusalem	Pro-active approaches to sensitive installation security	Risk management in homeland security		
	Lunch							
Afternoon	Current trends in 'glocal' terror and analysis of adversary modus operandi	Suicide terrorism: the Israeli experience + Rabin assassination case study	Professional visit to Swissport Cargo Center	Professional visit to the Old City of Jerusalem, cont.	On-site visit to a critical infrastructure: Rutenberg Power Plant	Concluding remarks and feedback session		
Afternoon	Cyber terrorism and threats	Field trip to terror attack sites			Security field trip to Sderot: an Israeli city under constant threat of rocket fire			
Afternoon	Iran today and the challenges facing the Middle East							
Evening	Welcoming cocktail		Dinner in Tel Aviv hosted by ASERO					

*\*\* Please note that the schedule is subject to change.*



**Homeland Security Executive Certificate Studies Program  
Tel Aviv University, Israel  
March 19 – 25, 2017 \* October 29 – November 4, 2017**

**Attendee Reservation Form**

We are pleased that you are interested in participating in this unique collaborative opportunity to join security professionals from around the world. **REGISTER EARLY** - Due to security considerations relating to program events, we must limit the number of attendees to 20.

In order to reserve your spot, please complete the form below and return it to Mr. Zori Kor, Vice President, ASERO Worldwide. All information will remain confidential.

Prefix:     Mr.                       Ms.                       Dr.                       Other

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Organization: \_\_\_\_\_ Years Exp: \_\_\_\_\_

Address: \_\_\_\_\_

Address 2: \_\_\_\_\_

\_\_\_\_\_

City	State	Zip	Country
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\_\_\_\_\_

E-mail:	Contact Phone 1	Contact Phone 2
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D.O.B	Passport #
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Type of organization:     Government     Nonprofit     Public     Private

ASIS Member     Yes     No    Member #: \_\_\_\_\_

Current Position     Executive     Sr. Manager     Supervisor    Other

Years in current position:     1-5     6-10     11-15     16-20

Please describe your current organizational responsibilities:

\_\_\_\_\_  
\_\_\_\_\_

School /University Attended: \_\_\_\_\_

Professional certifications: \_\_\_\_\_

**Homeland Security Executive Certificate Studies Program**  
**Tel Aviv University, Israel**  
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You may use this space to enter specific questions, requests, or comments:

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How did you learn about our HSECS course offerings?

ASIS Website       Colleague       Other: \_\_\_\_\_

Payment Methods:

Check       Wire transfer       Other: \_\_\_\_\_

Please confirm my attendance at the **March 19 – 25, 2017** course and reserve my spot on the attendee roster.

Please confirm my attendance at the **October 29 – November 4, 2017** course and reserve my spot on the attendee roster.

I will be unable to attend any of these sessions but would like information on future sessions.

***NOTE: Due to the content and information presented in this seminar, ASERO-TAU-ASIS reserves the right to refuse seminar participation from individuals who do not have the necessary security clearance and/or background.***

Online Pre-Registration and Program information: <http://www.tau.ac.il/overseas/homeland-security>

**Homeland Security Executive Certificate Studies Program  
Tel Aviv University, Israel**

**PAYMENT INFORMATION:**

**Checks can be forwarded to:**  
ASERO Worldwide  
1299 Pennsylvania Avenue, N.W.  
Suite 300  
Washington D.C. 20004  
U.S.A.  
ATTN: Zori Kor, Vice President

ASIS Member Registration Fee .....	** \$4,400.00	<input type="checkbox"/>
Non-Member Registration Fee .....	** \$4,900.00	<input type="checkbox"/>
ASIS Member (Government Employee) Registration Fee.....	** \$3,900.00	<input type="checkbox"/>
Non-Member (Government Employee) Registration Fee.....	** \$4,400.00	<input type="checkbox"/>

*\*\* A non-refundable down payment of \$900 must be made a minimum of 45 days prior to the course in order to reserve a place in the coming session. The balance of the course fee should be made no later than 15 days prior to the start of the course.*

*\*\*Charges do not include airfare, lodging and most meals.*

Preferred HSECS Program attendee rates have been negotiated with the exclusive **Carlton Hotel** voted Israel's leading business hotel in 2016. This beachfront location overlooking the Promenade and the Mediterranean Sea is the perfect setting for the discriminating professional.

The **Carlton Hotel** website address is:  
<http://www.carlton.co.il/>.

Program participants will benefit from a special attendee room rate of \$230 (subject to exchange rate) for a single room with free internet connection and breakfast included. If you wish to extend your stay, the preferred attendee pricing will be honored.



*\*\* Hotel and rates are subject to change.*  
*\*\* Double occupancy rooms are subject to additional charge.*  
**\*\* ASERO will take care of all hotel reservations.**

Name (Print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Please FAX or email this form to +972 (3) 648-0243 – [zkor@asero.com](mailto:zkor@asero.com)  
Attn: Zori Kor, Vice President, ASERO Worldwide  
Phone: +972 (3) 766-2626**

Online Pre-Registration and Program information: <http://www.tau.ac.il/overseas/homeland-security>