



EXPLORE ISRAEL YOUR WAY

May 23, 2017

To whom it May Concern:

It is a pleasure for my wife, Barbara, and me to write this letter of recommendation for Reuven Zusman in his capacity as an Israeli Tour Guide.

Along with three good friends from Chicago, we were in Reuven's good hands for two weeks this past January. First, and long before we landed in Tel Aviv, trip planning was a seamless, cooperative effort. From the outset, he was a very good long-distance listener over what was of particular interest to our group. For example, we were interested in exploring in some depth a handful of topics, some of which involved outside speakers, e.g. geopolitical changes since the Six Day War and the congruence of the world's three great religions in Jerusalem. We were also interested in meeting with a Palestinian to listen to her perspective on daily life in East Jerusalem. Reuven made all this happen with great success.

And second, the trip itself. There isn't much in this relatively small country that we didn't see, from the Galilee in the north to the Negev and Eilat on the Red Sea in the south. (We would be happy for Reuven to share our itinerary with anyone who is interested.) Throughout, he did an excellent job of putting into context each stop along the way and, where appropriate, being objective without letting his personal feelings influence what he had to say. And his arrangements were flawless with hotels, restaurants and other things that required advance reservations. In a word, he made the trip for us; our expectations were high from the outset, and he exceeded them.

We would recommend Reuven without reservation, particularly for small groups such as ours where visitors care about a personal exchange.

Yours sincerely,

Don McLucas – Chicago IL
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