Krista Thomason: Right. So I wanted to ask you a little bit actually about recruiting that you mentioned a minute ago. When you were doing recruiting for the first trip or even after that sort of subsequent trips, what kinds of things do you tell people to try to get them to say yes?

Sam Sussman: It's not like a ... We don't think of it as a product that we're selling. It's more, there's an enormous [inaudible 00:08:12] from millennial American Jews to be exposed to a more nuanced sense of what Israel Palestine looks like. There are a lot of programs you can go on that will give you a very strong sense of what Israelis from roughly the center, right to the far right think. There are an awful lot of organizations that won't meet with people outside of that set of views. So I mean we're dealing with, we never have a problem filling the bus. We're dealing with a whole generation that's committed to having a more nuanced understanding of what's happening. With that said, there are certain things I want people to know before we get there. I want people to know that they're probably going to meet three or four people every day with whom they deeply disagree and that's okay and that, that's part of having an educational experience. I want people to know that ... I guess in the same way that if you're running a seminar, you don't want people to feel like they're doing intellectual battle with each other, but that they're learning from each other.

I want people to understand that everyone we meet with is a person of good faith, whatever they might, whatever particular political issue that might disagree with you on. That people who believe that through conversation and dialogue, you can reach and change other people and you can learn from them and you can change yourself. If they didn't believe that they wouldn't be welcoming us into their homes. So over time I've definitely taken more of an effort to, before the program starts to really emphasize that it's not about proving this or coming away having checked that box, you know? Yes, I learned that this is, I confirmed that people really think this never a good way to go into an educational experience. So those are the sorts of things that we try to focus on.