

JEWISH NATIONAL FUND

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JEWISH
NATIONAL
FUND

Your Voice in Israel

The **GUARDIAN OF ISRAEL Award** is a humanitarian award given in recognition of outstanding community involvement, dedication to the preservation of the environment and the protection of natural habitats.

Jewish National Fund's

GUARDIAN OF ISRAEL RECEPTION

Honoring Robert L. Friedland

THURSDAY, JUNE 14, 2012

Westchester Marriott
Tarrytown, New York



JEWISH NATIONAL FUND (JNF) strives to bring an enhanced quality of life to all of Israel's residents, among them the people of the Central Arava. Located along the Jordanian border between the Dead Sea and Red Sea, about 80 miles from the nearest cities of Be'er Sheva and Eilat, the Central Arava is considered the most peripheral and remote part of the country. Its residents face many challenges, including the desert climate, the large distance between communities, and the lack of accessibility to resources available in urban centers.

JNF is building parks, youth centers, contributing to employment opportunities and supporting partners throughout the region. JNF began the detailed planning phase for the Central Arava Medical Center, a state-of-the-art facility that will bring the medical services of this peripheral region up to par with those of Israel's population centers, purchased a new 4x4 rescue vehicle and moved forward on the rehabilitation and upgrade of five reservoirs in the Central Arava. Proceeds from the event will support community development in the Central Arava.

JEWISH NATIONAL FUND
gives all generations of Jews a unique
voice in building a prosperous future
for the land of Israel and its people.



ROBERT L. FRIEDLAND

Robert L. Friedland is the Chairman of Westrock Development. Bob has worked at and owns numerous companies including: Friedland Realty, Import Motors of Old Saybrook, Sensible Auto Lending, Sensible Ltd. and Shleppers Moving and Storage.

Bob's deep love for Israel and JNF has inspired him to invest in businesses and charitable organizations in Israel, particularly supporting schools, water projects, and community development in the Central Arava.

Bob is on JNF's Parsons Water Fund Board of Directors, and has been honored by UJA - Federation and the Anti-Defamation League. He was the vice president of Temple Israel and was honored, along with his wife, Sheila. Bob was also the head of the building committee for the American Cancer Association.

Bob and Sheila have three sons: Jason, Ben and Michael, and eight grandchildren.



THURSDAY, JUNE 14, 2012

Westchester Marriott
670 White Plains Road, Tarrytown, NY 10591

Honoring
ROBERT L. FRIEDLAND
Chairman, Westrock Development

Featured Speaker
RUSSELL F. ROBINSON
Chief Executive Officer, Jewish National Fund

Event Chairs:
Roy Stillman, Stillman Property Management
Alan Weissman, Alfred Weissman Real Estate

Proceeds from the event will support community development
in the Central Arava.

Cocktail reception begins at 6:00 pm
Followed by the program from 7:30 - 8:30 pm

Kindly RSVP by June 1. Dietary laws observed.

For more information, contact Stephanie Risa Stein
at sstein@jnf.org or 212.879.9305 ext. 502.