Netanya Academic College

Inspiring
Israel's Future

NAC

Inspiring Israel's Future

The Netanya Academic College (NAC) **builds outstanding leaders** for Israel's future through **world-class university studies** led by the **finest faculty** in Israel. Its establishment one decade ago **revolutionized** Israeli academia, bringing first-rate higher education within reach of all Israelis; leading a **renaissance** in many interdisciplinary fields of study; and creating a new **symbiosis** between academia and the captains of Israeli economy.

Paralleling the success of America's Ivy League colleges, the Netanya Academic College aims to become Israel's first privately-funded, public university.

NAC has revitalized Israeli higher education by gathering the finest faculty from across the country and around the world; by introducing innovative, multidisciplinary academic programs tied to the modern-day needs of the business and hi-tech communities; and by bringing higher education within reach of all Israelis.

In doing so, NAC has attracted a new, ambitious and worldly breed of Israeli students. Indeed, demand for NAC's unique educational product continues to grow dramatically. In response, NAC plans to triple in size over the next decade.

At the helm: NAC founders Professors Zvi Arad (President, *at center*), Sinai Deutch (Senior Vice President and Law School Dean, *standing at left*) and Bernard Pinchuk (Vice President and Rector, *standing at right*), with Mr. David Altman (Vice President for Development, *right*) and Mr. Yossi Zeira (Director General, *left*).

A Vision for Israel's Future

Prof. Zvi Arad, President and Founder of the Netanya Academic College, has crafted its unique educational approach and presided over its remarkably rapid development.

The President of NAC, Prof. Zvi Arad, is a respected mathematician and a bold academic leader who has led Israeli institutions of higher learning for thirty years.

He rose rapidly through the ranks at Bar-Ilan University, serving as department chairman, dean, rector, and president of the university. He led the university's enormous expansion in the 1980s, including the establishment of Israel's first regional colleges.

In 1993, he founded NAC, attracting many of Israel's top-rated academicians to the young college. Working with global philanthropists and foundations, he has charted an ambitious expansion plan for NAC.

The President

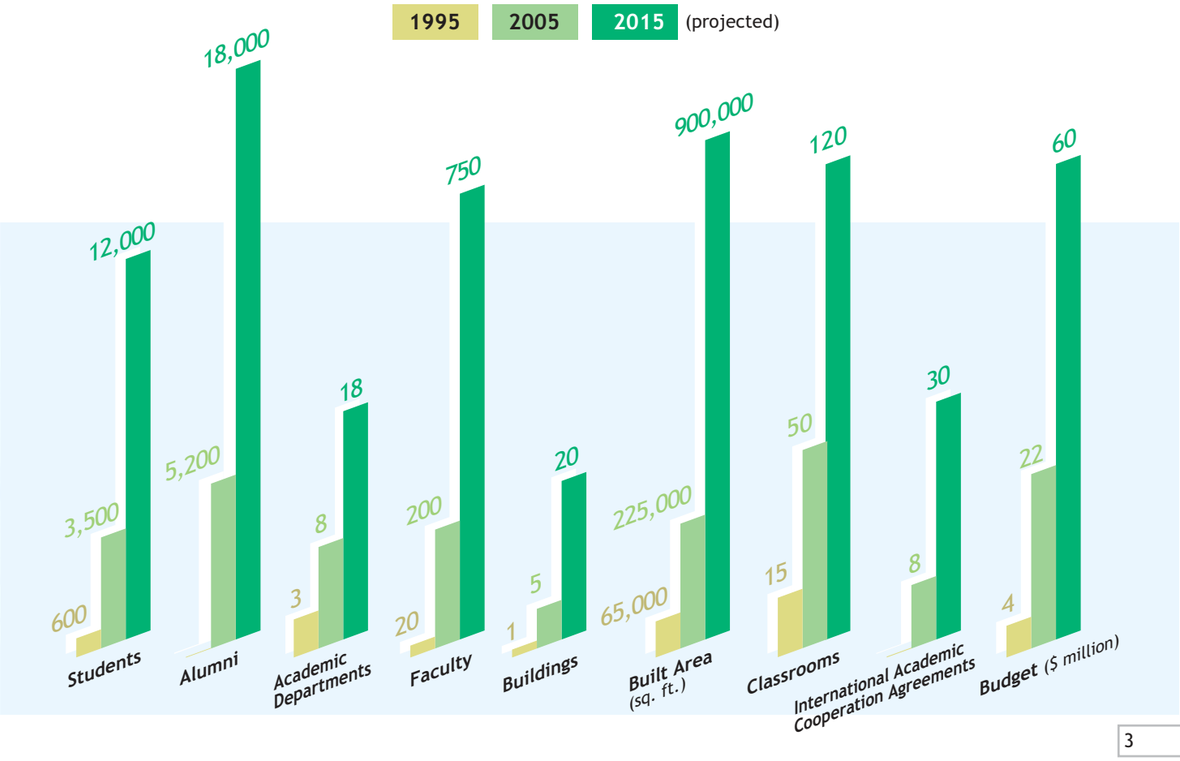
"We intend to become Israel's first privately-funded public university"

As Netanya Academic College completes its first decade, we take tremendous pride in our rapid growth and achievement, and look towards the future with even greater ambition. We intend to become Israel's first full-fledged, privately-funded, public university.

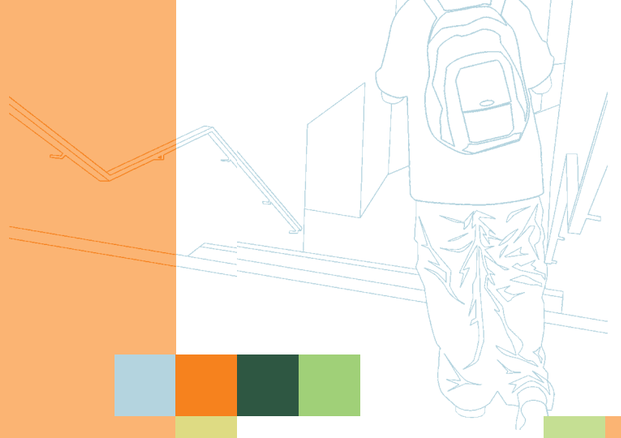
NAC intends to grow aggressively to meet the demands of our sophisticated student body and Israel's super-charged economy. Become our partner in building the facilities and endowing the scholarship funds needed to meet our goals! Together, we can provide the scientific and academic prowess needed to ensure Israel's modern future.

Sincerely,
Zvi Arad
Zvi Arad

Rapid Growth!



Academic Excellence and Innovation



Degree programs taught to exacting standards, designed to teach multidisciplinary thinking and synthesize with the marketplace

Israel's only academic degrees in Insurance and Banking

Why is Netanya Academic College the fastest-growing institution of its kind in Israel? Because students are highly attracted to its innovative degree programs. They know that NAC courses are taught by Israel's top professors to rigorous academic standards, and that the curricula are designed to match the most up-to-date needs of the marketplace. As a result, NAC graduates are in high demand in the job market.

NAC's independence as a privately-funded institution of higher education allows it the flexibility to develop exciting, new educational options. Keeping pace with twenty-first century advances and the dynamic world of Israeli hi-tech, communications, business and politics is a NAC priority.

NAC has pioneered Israel's only academic degrees in insurance and risk management, and banking and finance — all accredited by the Israel Council for Higher Education.

NAC schools also operate a number of research centers, where advanced students and faculty conduct complex investigations and studies in specialized fields. Indeed, many NAC graduates have proceeded to Ph.D. studies and become faculty members themselves.

Degrees Offered at NAC

- **B.A in Banking and Finance**
- **B.A. in Behavioral Sciences**
- **B.A. and M.B.A. in Business Administration**
- **B.A in Communications**
- **B.Sc. in Computer Science and Mathematics**
- **B.A. in Insurance**
- **LL.B. and LL.M. in Law**
- **B.Sc. in Software Engineering**

Commitment to Community

Commitment to Netanya and the Sharon Region

Mrs. Miriam Fireberg-Ikar, the mayor of Netanya, has been a steadfast friend and supporter of the NAC. Pictured here with NAC president Prof. Zvi Arad.

The establishment of NAC has led an economic boom and cultural revival in Netanya and the surrounding Sharon region. Indeed, 20,000 new housing units have been built adjacent to the college, creating a charming "college town" environment.

Netanya was the first city established by the fledgling State of Israel in 1948 — as a refugee shanty-town. Indeed, the first "illegal" immigration ships carrying Jewish refugees from Hitler's Germany landed in 1937 on the beaches that became the Netanya boardwalk. Since then, Netanya has absorbed waves of new immigrants: from Libya, Morocco, Tunisia; then later from England and France; and more recently, from Ethiopia and Russia. Indeed, one third of Netanya's 190,000 citizens are new immigrants, even today.

Throughout, Netanya was overshadowed by Tel Aviv — its fast-paced neighbor to the south. In the 1990s Netanya was hit hard by Palestinian terrorists, who targeted the city because of its proximity to the Green Line. Indeed, Netanya is the "thin waist" of Israel; Israel stretches only nine miles wide from Netanya on the coast to the border of the West Bank.

At the urging one decade ago of then-Netanya Mayor Yoel Elroi and Mayor Miriam Fireberg, the Netanya Academic College stepped into this breach, bringing higher education to the Sharon region — and all its corollary benefits.

NAC continues to contribute to the neighboring community through a range of educational outreach programs, including 22 volunteer legal assistance stations throughout the city staffed by NAC law students, and advanced placement mathematics courses for local high school students. The college also accepts challenged students from the region who show exceptional promise, and advanced students who have the opportunity to complete most of their bachelors studies in math while still in high school! Culturally, Netanya residents also benefit from the rich program of public lectures, conference and concerts at NAC.

Commitment to the Jewish World

NAC is an active and central partner with the Jewish Agency for Israel in operation of the MASA ('Journey') project for long-term Israel experience programs. In particular, NAC offers a 'Telem' Israel experience program for overseas students, which combines serious academic study with serious adventure touring. In both the five and ten month versions, Telem allows North American Jewish students to take NAC courses in law, economics, management and social sciences while trekking the Trans-Israel Path for up to 120 days of fantastic hiking.

Commitment to Christian-Jewish Partnership

NAC is active in Christian-Jewish dialogue, and maintains ties to many Evangelical Christian communities aboard. "These faith communities and I share a commitment to higher education, to the promotion of cultural and inter-faith dialogue, and to the security and wellbeing of the State of Israel," explains NAC Vice President Prof. Joseph Ginat. "We are proud to count several important Christian pastors and their communities as our friends. We intend to develop short-term study programs at NAC for visiting Christian students and pilgrims.".

International Reach

Prof. Joseph Ginat, NAC Vice President for international relations and research, and director of the Center for Strategic Dialogue *(at right)*, with Lionel Jospin, former prime minister of France.

Tackling the Threats to Global Peace and Security

Netanya is not one of the world's major capital cities, but thanks to the NAC it certainly is on the Mideast diplomatic map! The S. Daniel Abraham Center for Strategic Dialogue has brought to Netanya Israeli prime ministers, Palestinian and Muslim leaders, former heads of state from Europe and Asia, foreign ministers, intelligence chiefs, ranking military commanders and many ambassadors.

Working with the Israeli politicians who have served as the center's chairmen (Gen. Danny Yatom MK and former minister Dan Meridor — the current chair), center director and NAC vice president for international relations and research Prof. Joseph Ginat has successfully drawn-in the finest minds in diplomacy and strategy to discuss regional peace. Former Soviet leader Mikhail Gorbachev and former Jordanian Crown Prince Hassan Bin Tallal are the honorary international co-chairman of the Center.

Ginat is a respected cultural and political anthropologist, who served in past as director of the Jewish-Arab Center at Haifa University, as director of the Israel Academic Center in Cairo, and as the advisor on Arab affairs to the prime minister. "We have already shown that NAC can bring together unusual coalitions for dialogue that is crucial to the region's future, and we will continue to do so," says Ginat.

Pictured: Former South African President Frederick W. de Klerk, Former Soviet leader Mikhail Gorbachev, former Israeli Prime Minister Ehud Barak, and former Indonesian President Abdurrahman Wahid at an international conference in 2003.

Mikhail Gorbachev receiving an honorary doctorate from NAC President Zvi Arad.

In Support of NAC

David Altman, NAC Vice President for Development, has brought together an extraordinary group of global philanthropists and prominent leaders to support the work of NAC

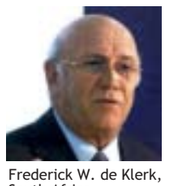
NAC has the most remarkable group of friends and supporters, including prominent global leaders

Top leaders in Israel and the Western world have lent their prestige — and more — in support of the Netanya Academic College. NAC basks in the warmth of these outstanding and respected individuals, each of whom has received an honorary doctorate or a medal of distinction from the college.

"Our friends are remarkable!" says NAC Vice President for Development David Altman. *"Their encouragement, advice and philanthropic support provide the NAC with the drive to advance to ever greater heights of achievement. We are so proud to be associated with each and every one of these outstanding individuals."*

Ehud Barak, Israel

Nochi Dankner, Israel


Frederick W. de Klerk, South Africa

Yoel Elroy, Israel

Aida Feldman, Mexico

Enrique Feldman, Mexico

Miriam Fireberg-Ikar, Israel

Avraham Elimelech Firer, Israel

Danny Gillerman, Israel

Mikhail Gorbachev, Russia

John C. Hagee, U.S.

Gideon Hamburger, Israel

Yair Hamburger, Israel

Jacques Huntzinger, France

Assa Kasher, Israel

Moshe Katzav, Israel

Efraim Katzir, Israel

Larry King, U.S.

Gabi Last, Israel

Galia Maor, Israel

Nurit Manor, Israel

Shmuel (Sami) Rafael, Israel

Amnon Rubinstein, Israel

Rudy Salles, France

Shulamit Shamir, Israel

Yitzhak Shamir, Israel

Trevor Spiro, England

Yitzhak Tshuva, Israel

Abdurrahman Wahid, Indonesia

Personal Concern for Every Student

NAC Founder, Vice President and Rector **Prof. Bernard Pinchuk** oversees all aspects of the NAC academic faculty and curricula. Prior to immigrating to Israel, he was a mathematician at Princeton University and the prestigious Institute for Advanced Studies.

Providing Students with Every Possible Tool and Amenity for Success.

Radio and Television Broadcast Studios. A Commodities and Futures Trading Room. Wireless Broadband Internet Access Across Campus. Concert Auditorium with "Smart Seats."

The Netanya Academic College is helping thousands of students broaden their interests, hone their skills, and develop their talents. NAC's user-friendly and ultra-modern learning environment provides support to the student every step of the way.

"We go the extra mile for each and every student," says NAC Rector and Vice President Prof. Bernard Pinchuk. "If and when necessary, we add additional teaching hours or tutorials to a specific class. We bring in outstanding lecturers from other universities and from the business sector. Our top-level 'classes of excellence' receive even more intensive and personalized exposure to industry and intellectual leaders, along with the opportunity to do advanced projects in commercial and hi-tech settings. And all our students have direct access to their deans."

"NAC's physical facilities are first-rate," adds Prof. Pinchuk. "We have ultra-modern radio and television broadcast studios, a commodities and futures trading room, sophisticated computer labs with hundreds of stations, wireless broadband internet access across campus, and more."

"Above all, NAC's greatest asset is the high quality of our teaching faculty. Most of our lecturers are professors with illustrious careers in research and teaching, who have taught at the best universities in the world."

Prof. Pinchuk outlines NAC's academic expansion plans: "Subject to regulatory approval, we plan to open several new degree programs including Middle East studies, art and multimedia design, and industrial engineering and management."

Quadrupling in Size

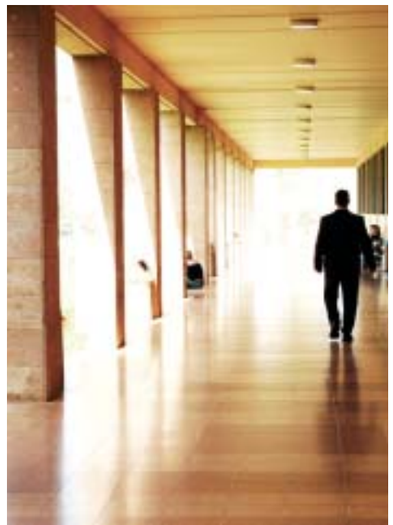
The Campus

By 2015, NAC's campus is scheduled to quadruple in size from 225,000 to 900,000 square feet of research and teaching facilities, extending to incorporate parklands, dormitories and an outdoor amphitheatre.

Stunning Architecture, Utmost Comfort. An Educational Garden of Eden.

An Outstanding Reputation for Originality

NAC Founder, Senior Vice President, and Law School Dean **Prof. Sinai Deutch** has attracted the best law professors and legal researchers to NAC.



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NAC operates five highly respected legal research centers, in banking, environmental, medical, social and Jewish law.

With more than 1,200 students, the NAC School of Law is one Israel's main legal study centers, and it's third largest. Some of Israel's most prominent jurists teach at the school, including a Supreme Court justice and some of the best lawyers and law professors in the country.

Even more impressive is the broad-scale and highly respected legal and public policy research conducted in the school's five research centers — each of them pioneering in their own way. Under the direction of Prof. Sinai Deutch, NAC Senior Vice President and Dean of the Law School, NAC has led the Israeli legal community in innovative discussion and publications in banking, environmental and medical law.

Legal Research Centers at NAC

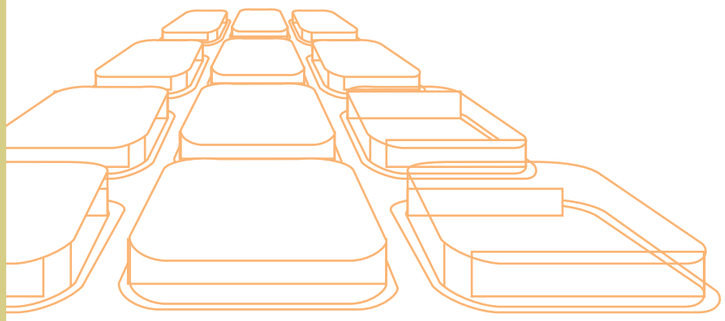
- **Center for Banking Law**
- **Center for Environmental Law**
- **Center for Jewish Law**
- **Center for Medicine and Law**
- **Center for Society and Law**
- **Forum for Law and Society**

Deutch was the dean of law at Bar-Ilan University and is a recognized expert in consumer protection, contracts, and Jewish law. At NAC, he founded a first-of-its kind world center that provides real-time research and legal opinions for the courts based on traditional Jewish Law and halachic responsa. "Hundreds of modern Israeli court decisions have been based on Jewish legal precedents thanks to this exemplary service," says Deutch, "and this is an incredible achievement." NAC has collated these advisory opinions and briefs and made them available online for judges and legal scholars everywhere.

NAC law students operate 35 legal aid offices in the Sharon region, part of the school's commitment to the community. Students in the new LL.M. program in business and commercial law are taught by some of the top lawyers and legal academicians along with the best faculty from the NAC School of Business Administration.

One Step Ahead of High Technology and Industry

Prof. Amos Israeli, a graduate of the Weizmann and Technion institutes, leads NAC's School of Computer Science and Mathematics with an emphasis on academic excellence and proficiency in the skills required by the world of hi-tech.



Computer Science and Mathematics

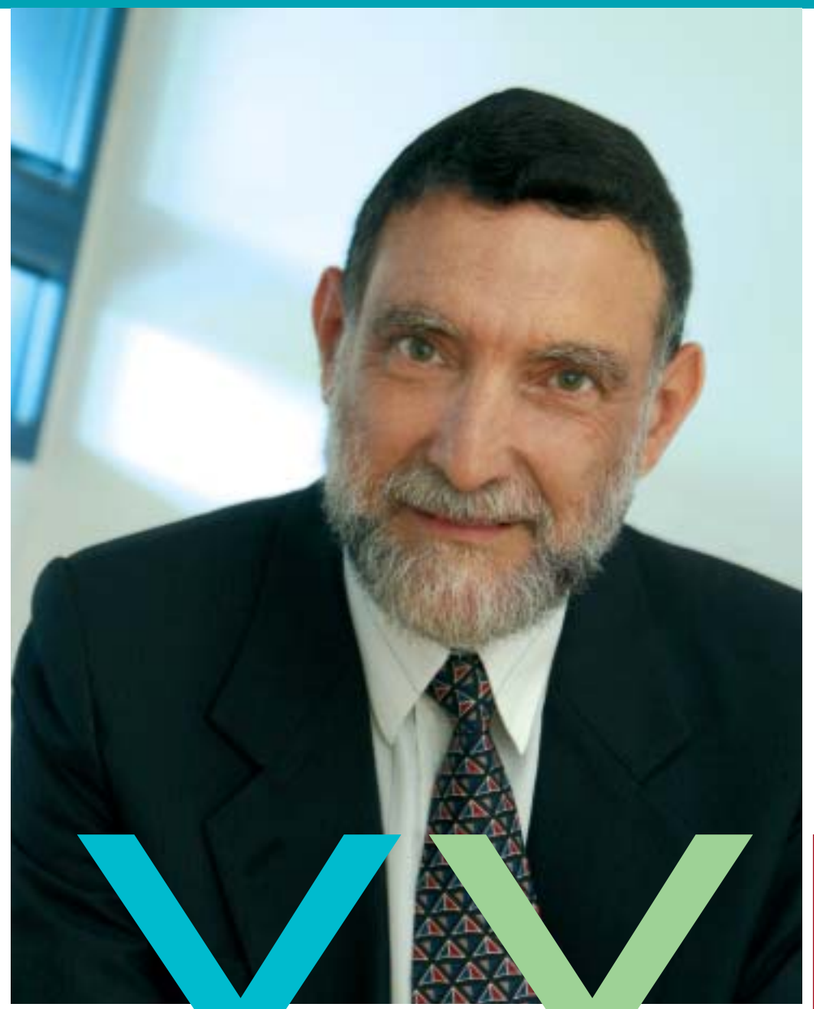
Specialization in Programming, Communications and Multi-Media

Prof. Amos Israeli brings a unique blend of academic and industry experience to NAC. He taught software engineering at the Technion for many years, and served in corporate positions at Scitex, Intel and other hi-tech giants too. He seeks to give his students at NAC a similarly multi-faceted study experience.

"I try to keep our math and computer science courses one step ahead of the game," says Israeli. "Israel's expanding hi-tech market is very demanding, and we seek to provide students with the knowledge and skills necessary for successful job performance and career advancement. To-date, our graduates have been eagerly absorbed in high-tech companies across Israel, and they form the backbone of numerous start-ups."

The School of Computer Science and Mathematics has developed close ties with Israeli industry, something which has numerous benefits for NAC students. Many guest lecturers come into classes from industry, and some top-of-the-class students receive scholarship and work-study opportunities from the corporate world. Among the companies partnering with NAC in this regard are Comverse, El-Op, Israel Aircraft Industries, Motorola, M-Systems, Nice, Orbotech and more.

Business Acumen for the Twenty-First Century



Prof. Yehoshua Liebermann headed the Executive MBA program at Bar-Ilan University. As NAC Business Dean, he stresses practical applications alongside a firm grounding in the basics.

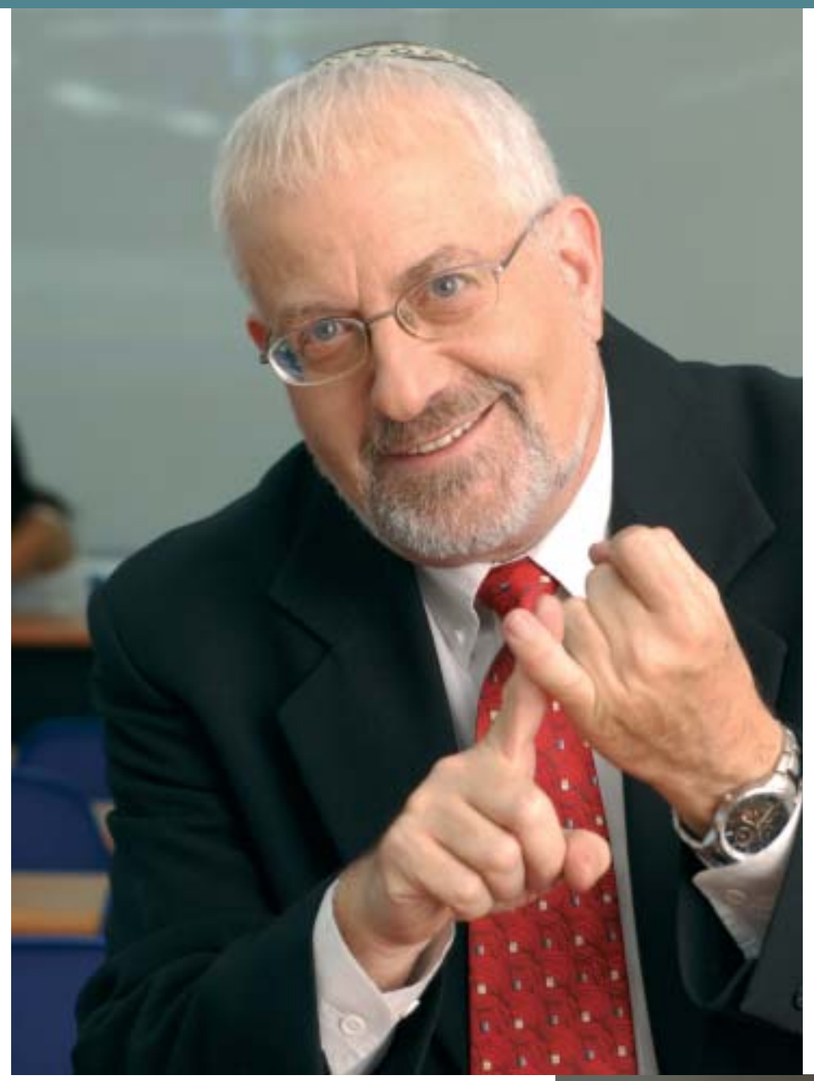
Combining meticulous attention to theory and academic excellence with current business applications

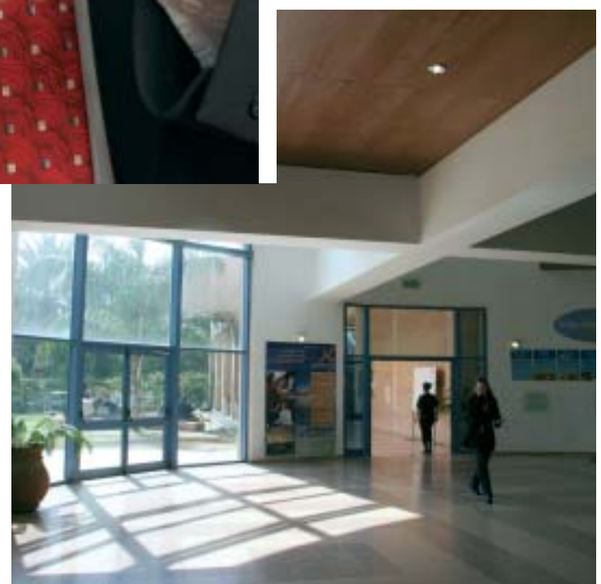
More than 1,600 students have graduated from NAC's Ernst and Margot Hamburger School of Business Administration over the past decade, taking with them into the workforce a solid grounding in finance, economics, marketing, administration, information systems and more. The multidisciplinary nature of business studies at NAC is the vision of its dean, Prof. Yehoshua Liebermann, an expert in marketing with significant academic and business achievements to his name.

"The school's outstanding lecturers all hold doctoral degrees from first-rate universities, and many of them also run business consultancies. In the classroom, they combine meticulous attention to theory and academic excellence alongside current business applications," explains Prof. Liebermann.

Students have the option to complete a supplemental course leading to certification in public accounting. The most ambitious students can join an advanced program where one day a week is devoted to apprenticeship at a major corporation, where they are asked to complete a specialized research project involving business modeling and planning. The school's outstanding MBA program offers specialization tracks in finance, marketing, administration, technology management and information systems, and it is considered one of the top MBA programs in Israel.

Money Managers Who Can be Trusted





Prof. Benzion Zilberfarb: leading an elite school producing highly-skilled graduates for a sensitive and central sector of the Israeli economy

New York London Tokyo

The only academic program in Israel for the training of investment analysts, fund managers and banking executives

Prof. Ben-Zion Zilberfarb is a phenomenon unto himself. An internationally-acclaimed economist with dozens of academic publications, he also has played for years a central role in the Israeli economy. He served as director general of the Israeli Ministry of Finance and as chairman of the investment committees for some of Israel's largest pension funds, and serves today as a director on the boards of Israel's leading companies in the banking, insurance, telecommunication and high-tech sectors.

The study program at NAC created by Zilberfarb is unique too — Israel's only academic program in banking and finance. "This specialized program is in high demand, and is exclusive to NAC," he explains. "We specifically train our students to tackle the challenges of money management at the highest levels, preparing them for careers as banking executives, bank economists, financial analysts, investment and pension fund managers, and more. Many if not most of our graduates already are in senior management career tracks at Israeli banks."

Among the sterling faculty teaching in the program are the former Governor of the Bank of Israel, the investment chief of the Israel Ministry of Finance, two chief economists of Israeli banks, and the chief economist of Israel's largest investment house. All of these prominent practitioners hold doctorates from the finest universities as well. "This is an elite school producing highly-skilled graduates for a sensitive and central sector of the Israeli economy — and we're the only people doing so," summarizes Zilberfarb.

Insuring and Ensuring Israel's Future

Prof. David Levhari, a renowned expert in capital investments, has crafted a one-of-its-kind academic program whose graduates are hired immediately into the best jobs at Israel's major insurance companies

Insurance Studies

The Hamburger School of Insurance Studies offers Israel's first and only bachelors program in insurance and risk management, providing students with a degree, a profession and a career

With the globalization of Israel's economy, insurance has become one of the most important sectors of the Israeli economy, requiring highly specialized and capable professionals. The Ernst and Margot Hamburger School of Insurance Studies, Israel's only such school, trains students in a wide range of sub-disciplines such as legal issues, economics, financial instruments, and risk assessment and management. The school produces outstanding academicians and professionals capable of serving as financial analysts, brokers, underwriters and actuaries in the insurance and pension management sectors and in major industrial concerns.

Established by Prof. David Levhari, an expert on behavior under risk and uncertainty who taught economics at the Hebrew University for 40 years, NAC's program teaches students the basics of insurance in the life, health, engineering, air and maritime shipping, and vehicle sectors, along with advanced mathematics and basic actuarial tools.

In addition to their BA degree in insurance, graduating students are licensed as recognized agents in four insurance sub-sectors. Students who take additional courses can qualify as a licensed financial consultant, or apply for an American Certified Life Underwriter license, a globally-recognized expert status.

More than 1,000 students have graduated with the unique, comprehensive NAC degree, and all have been snatched-up by the insurance sector for immediate employment. "This is not surprising," says Prof. Levhari. "After all, the top academic minds and the senior-most insurance executives teach in our program, including the top actuaries of two major insurance companies, the shipping insurance chief of El Al Airlines, and the vice presidents of several leading savings and loan banks."

Media Mavens with a Conscience

Dr. Anat First teaches her students sociology, history and political thought in order to foster a new generation of sophisticated and educated Israeli journalists and other media professionals.

Producing journalists who are educated and cultured, and who can think critically

Fifty percent of the curriculum in NAC's School of Communications and Media is drawn from the social sciences and humanities — disciplines like sociology, history, literature and political thought. "Why? Because it is not enough to teach tomorrow's journalists how to hold a camera or write a lead," says the dean Dr. Anat First. "We also have to ensure that people reporting our news have a deeper understanding of society and the ability to think critically about our culture."

Dr. First herself is a thoughtful critic of Israeli society, especially the Americanization of Israel which finds expression in everything from advertising to politics. She has written extensively on this, and on the status of women and other minorities as reflected in the media.

"The enormous success of our communications and media studies program lies in the synthesis of media studies with first-rate practical studies and superb teaching facilities and equipment," First says. Indeed, the school operates fully-equipped state-of-the-art television and radio studios, and the students run a live radio station (106 FM) with diverse news and cultural programming. More than one-third of the student body works at the radio station during their studies.

"The radio station is much more than music," says First. "There is even an Ethiopian immigrant program in Amharic, and a call-in program for French olim — both of which deal with real issues. We don't stand for the talk-radio drivel that makes up much of Israeli radio today."

The school prepares students for diverse careers in print media, television, radio, advertising and public relations. Third year honors students are tasked with projects in the development and execution of media campaigns for non-profit social welfare associations. And the school's ultra-modern TV studios are used for production by the students of many short documentaries and news programs.

Developing Israel's Human Resources

Prof. Shlomo Kugelmass, former dean of Hebrew University's Faculty of Social Sciences and chief scientist of the Israel Ministry of Education, brings his world-class reputation and rich work experience to bear on NAC's behavioral sciences program.

Increasingly, behavioral scientists will be looking to blend cognitive psychology with computer science

The multidisciplinary curriculum in NAC's School of Behavioral Sciences is taught by experts in the fields of clinical, cognitive and organizational psychology, sociology, anthropology and labor law. Graduates are qualified to assume positions in human resources, or to proceed with graduate degrees in related fields.

Prof. Shlomo Kugelmass, dean of the school, brings his global reputation and rich work experience to bear on the program. He is an acclaimed expert in schizophrenia and psycho-physiology who founded the Department of Psychology at the Hebrew University. He also served as Dean of Hebrew University's Faculty of Social Sciences and as Chief Scientist of the Israel Ministry of Education.

Prof. Kugelmass believes that the high-tech world of today is moving towards a fusion of man and machine. "Increasingly, behavioral scientists will be looking to blend cognitive psychology with computer science. The design of computer software, for example, increasingly will be ergonomically and psychologically molded to meet the personal needs of the user," he says. "This is one of the futuristic quality-of-life and quality-of-work issues that our students will be thinking and writing about a great deal."

"The Best University Experience Possible"

Oren Elon, CEO of the New Mivtachim Insurance Co., enrolled himself as a *student* in insurance studies at NAC, and says the studies were professionally outstanding.

NAC alumnus **Oren Elon**, 50, has been in the insurance business for 22 years, serving as CEO of Manulife-Menorah Insurance, and today as CEO of the New Mivtachim Insurance Co. (Israel's largest pension insurance company with almost half a million members and over $3.4 billion in assets). He also holds an MBA and a dozen other professional licenses in the field. You would expect to find him lecturing in the NAC's Hamburger School of Insurance Studies.

Surprise! Elon enrolled himself as a student (!) in NAC's first insurance studies class and graduated in 2001. "I emphatically believe that every professional must constantly seek to expand his or her horizons and pursue additional studies, preferably at the university level, all the time. He who stops studying, wilts," exclaims Elon.

"You might ask: what could NAC teach me? I am at the top of the profession; many of my teachers at the NAC worked for me; and most of the students want to work for me! Yet, I grew tremendously from my insurance studies at NAC. I was exposed to many aspects of the profession that I don't normally deal with, such as financial, insurance and labor law, actuarial practices, banking and financial instruments, and more. The program, unique in Israel, is simply excellent!"

"After working a full day, I went to study insurance at NAC in the evenings, on Fridays and during summer holidays, for four years — and it was worth every minute. NAC faculty is outstanding, and the college provides optimal conditions for study," emphasizes Elon. "Students who graduate NAC's insurance and banking study programs are readily snapped up by the pension, insurance, banking and financial sectors in Israel; and I encourage my employees to take advantage of these outstanding study opportunities."

NAC alumnus Ronel Fisher, a prominent lawyer and legal commentator, says that the Netanya School of Law taught him to approach law with a passion for justice and a social conscience, and to love books.

"In most places, the study of law is considered a tough, technical and dreary pursuit, meant to train hard-nosed legal practitioners," says NAC alumnus **Ronel Fisher**, today one of Israel's most prominent legal commentators and lawyers. "The Netanya School of Law, however, taught me to approach law with a passion for justice and a social conscience; to consider the ethical, moral and public policy dimensions of a case; and to love the study of law for its own sake," says Fisher.

Fisher came to his law studies at NAC from a rich background in investigative journalism at *Maariv*, one of Israel's largest newspapers. "I'll never forget one of my law teachers, Adv. Dr. Chaim Shein," says Fisher, "who told me that he considered himself a 'rich' man because he could afford to buy any book he wanted! At my law firm, Fisher Ben-Zur and Associates, I have implemented this wonderful philosophy too. I tell the lawyers who work for me that they can buy *any* book they need for our office library. To love books and the law with a passion — that's what I learned at the NAC!" enthuses Adv. Fisher.

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Chairman, Board of
Trustees

Mr. Gideon Hamburger,
Chairman, International
Friends Association

Global Friends of NAC

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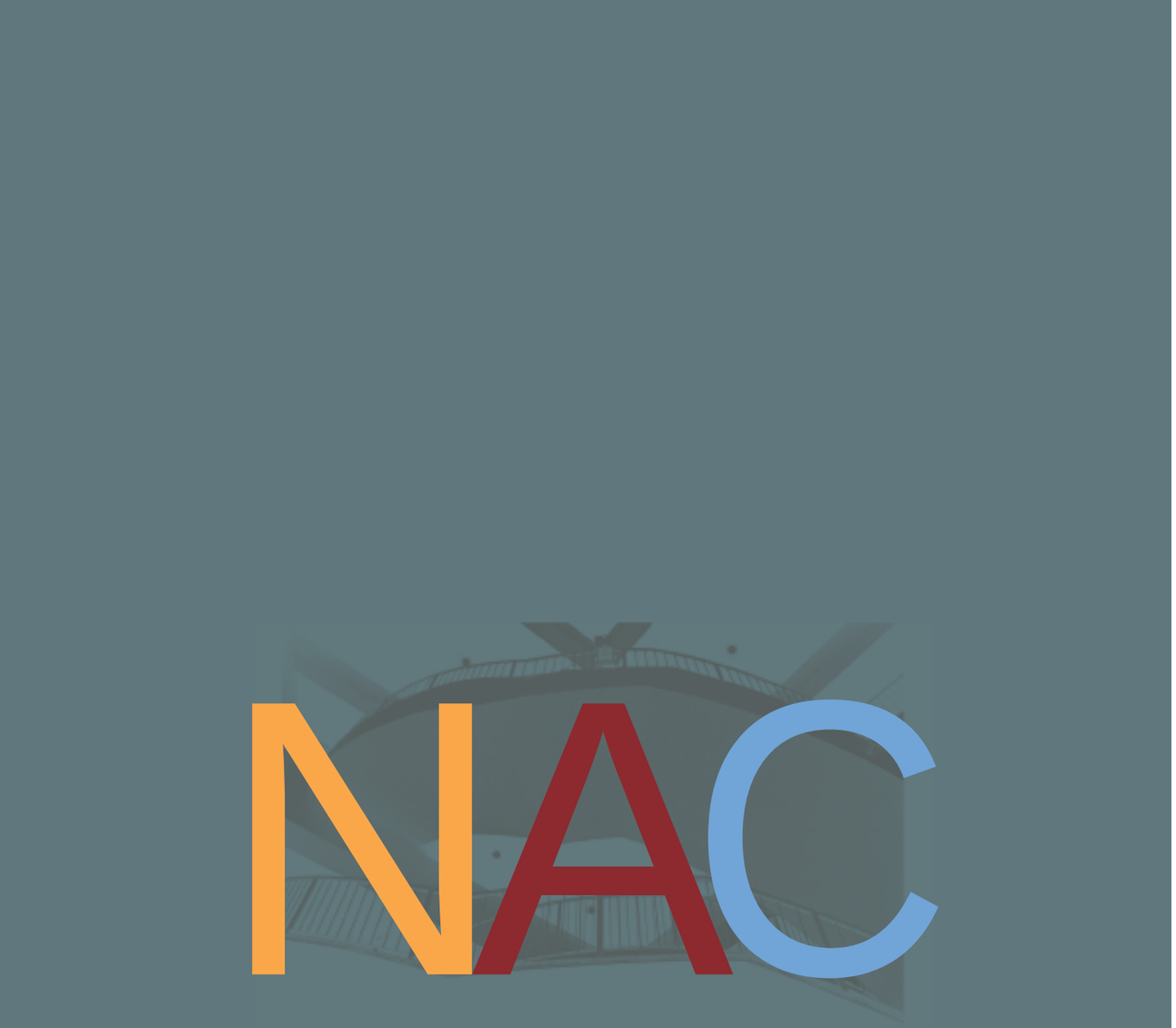
Written and produced by *Beyad Halashon Advocacy & Communications Ltd./Mesh Branding*



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