



Virginia Israel Advisory Board

Office of the Governor

Minutes of Board of Directors' Meeting

November 29, 2016 10:05 AM, House Room 1, Richmond, Virginia

Attended in Person: Irv Blank, Bob Budoff, Jerome Chapman, Mel Chaskin, Donald Ferguson (OAG), Daniel Fogel (Director of Communications Richmond Federation), Will Frank, Aviva Frye, Michael Gillette, Darcy Hirsh, Julie Krachman, Larry Krakover, Chuck Lessin, Abby Moore, Kevin O'Holleran, Aaron Roberts, Ralph Robbins, Nathan Shor

Attended Via Conference Call: Aliza Asher, Mark Dreyfus, Eileen Filler-Corn, Jay Myerson, Steven Valdez

1. Mel Chaskin, Chairman, called the meeting to order at 10:05 AM.
2. The Board Minutes of July 26, 2016 were presented. Board Member Nathan Shor requested that the Minutes reflect that BDS was discussed at the last meeting. The minutes will be amended to reflect this.
3. New Meeting Format - Executive Director Ralph Robbins made a brief presentation on the new meeting format. He thanked our Board Member Steven Valdez for helping VIAB to prepare the new format. He pointed out that with this new format, Board Members can add their thoughts to the presentation and more easily engage with VIAB activities.
4. Energix - Ralph introduced Asi Levenger, CEO of Energix, to the Board. He mentioned that VIAB arranged for the Governor to meet with Energix during the Governor's visit to Israel in July 2016. Since the Governor's visit, Energix has visited Virginia several times and is engaged in discussions for several sites. Ralph also mentioned that Board Member Aviva Frye has been engaged by Energix on a private basis to assist with their business development and that the VIAB has consulted with the AG's office. Aviva will excuse herself from any Board votes relating to Energix. Ralph then turned the meeting over to Mr. Levenger.

Mr. Levenger gave a brief presentation on Energix and the company's corporate goals. Their business plan is to build and retain ownership of large power plants using alternative energy. They have built the largest solar plant built on polluted land in the world in Southern Israel. They can duplicate their successful solar farm on Virginia "brownfields" and Virginia has a few places for wind.

Ralph mentioned that Virginia does not yet have even one wind farm. He also added that the Energix technology builds on brownfields with their own technology that prevents damage to subsurface areas.

Ralph added that “green energy” availability is becoming a prerequisite for economic growth and that rural Virginia therefore should be aggressive in attracting Energix, who unlike other companies in the Solar business, has financial resources that enable them to execute their projects.

5. Oran Safety Glass - Ralph reported that Oran is finalizing their current plans for expansion in Virginia. He stated that there had been a freeze on the decision to move forward because of an internal review of an unexpected offer to the company. In November, the CEO of OSG called Ralph to convey that they completed their review and have decided to continue the expansion process in Virginia. Ralph also expressed that the Governor’s visit to OSG during his visit to Israel was very helpful.
6. Project Innovation – Ralph reported this project involves a leading company in Israel who wants to establish a cyber security innovation center in Fairfax County. The company will work with Virginia universities to attract talent.
7. MOU Agreement: Strauss and Virginia Tech – Building on the MOU that was signed during the Governor’s visit, Ralph met in Blacksburg with Sabra & Virginia Tech representatives to discuss the next steps. VIAB is currently working on 5 projects and expects 3 more in FY2017. Activation of MOU will begin with a visit of Virginia Tech experts in January 2017 to Israel who will team with Strauss representatives to interview 7 - 10 companies and determine which are the best candidates for expansion in Virginia. VIAB is managing the process by publicizing the program and working with Strauss and Virginia Tech to pick the very best companies to participate in the program.
8. Smart Greenhouses – Ralph announced that the VIAB has recently begun working with another Israeli company on a “smart greenhouse project.” The Virginia side of the project recently committed to purchasing 70 acres to build a 20 acre greenhouse. We expect significant job growth in this area – close to 100 positions in the first year of operation and 300 over the following 3-5 years.
9. EPC – Ralph reported that EPC is in the process of installing their proprietary water treatment system in Cavitt’s Creek Recreational Center, Tazewell. The VIAB is encouraging the company to hire a sales professional in order to reach their sales goals that will enable the company to begin assembly and manufacturing in Tazewell.
10. Exigent - Exigent is a boutique multi-strategy investment manager that during the Governor’s visit in July 2016 announced a \$10 million investment in ImmunArray, a

company that VIAB brought to the Bio Park in Richmond. Exigent's management has committed to organizing a group of their investors representing over \$350 million of private equity to visit strategic institutions in Virginia to seek advanced research and collaborative agreements. Board member Charles Lessin noted that Exigent investors have already bought part of a company that is doing cutting edge research on targeted ultrasound in Charlottesville, Virginia and that this new medical technique is showing great promise.

11. Melodea - Melodea has developed a proprietary technology for the economically viable industrial-scale extraction of nano crystalline cellulose (NCC) from the waste of the paper industry and wood pulp. VIAB has connected Melodea with Tranlin, a Chinese company building a \$2 billion paper mill in the Richmond area and is working on getting a second meeting for these two companies with the idea that Melodea could build a plant adjacent to Tranlin's plant and use the waste created by Tranlin's plant for their processing. Ralph will meet with Virginia Tech experts to explore other opportunities for the company.
12. El Al Direct Flight from Dulles – VIAB arranged for the Governor to meet with El Al's CEO along with representatives from the Metropolitan Washington Airports Authority. El Al reiterated that Washington is on their short list but Miami and Chicago are ahead because of a perception that the greater Jewish population will lead to greater profitability. VIAB and Virginia continue to make the case that Virginia has a greater corporate flying base which is far more lucrative than the tourist base. VIAB will continue to press on this subject and keep the Board updated on progress.
13. Retention of ZIM Shipping – VIAB has suggested to Secretary Haymore that he should meet the new CEO of Zim America as part of Virginia's retention activities.
14. Minds in Motion - The Richmond Ballet raised \$16.5 thousand to help cover the operational aspects of the **Virginia-Israel MIM Program**. The VIAB is assisting with planning the 2017 program which is tentatively scheduled for January 15 - 27, 2017. The findings of the Brookdale Institute Meyers-JDC-Brookdale research into the Minds and Motion program are expected to be published in 2017. Annie Sandler of Virginia Beach made the contribution that enabled the research.

The Board will meet on the following dates in 2017:

April 4, 2017 [which was subsequently changed to March 30, 2017]

July 18, 2017

November 28, 2017

The VIAB 2016 Annual Report can be accessed at: [VIAB FY 2016 Annual Report](#)

The meeting was adjourned at 11:45.