

The New York AIR Society presents

The Sky's The Limit

BENEFIT COCKTAIL PARTY
THURSDAY, MAY 1, 2014

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**The AIR SOCIETY committee,
Dr. Michael Salem, &
our friends and colleagues**

for their continued efforts and support

and

special thanks to

Michael Rodriguez

for his dedication this year

We are forever grateful to National Jewish
for the care and love they have
shown our family over the years.

Stacey and Roger Silverstein



Congratulations to our President

Michael Rodriguez

The Sky's The Limit
2014 New York AIR Society Benefit

"What you do has far greater impact than what you say."

—Stephen Covey

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Mr. Michael A. Rodriguez
President
Alliance Building Services

In 1995, Mr. Rodriguez joined Alliance Building Services in its founding years, working his way up from Night-Time Supervisor to President of the company. Under his leadership, Alliance has more than quadrupled in size, revenue and services offered by executing the vision of a one-stop shop of building services. From the ground up, he has been instrumental in building the company's portfolio from eight properties to over 100.

Alliance's revenue has soared to more than \$150 million a year and employs over 4,000 people in the New York City area. Under Mr. Rodriguez's watch, Alliance has acquired a painting company, a lighting/electrical company and a security technology company, adding to its family of businesses. He continues to look for integrative services that can be added to the Alliance portfolio of commercial services. Mr. Rodriguez's confidence in his ability to locate logical and profitable additions to the Alliance family has helped skyrocket Alliance as a top contender in the building services industry

Mr. Rodriguez has introduced innovative technology to an industry that is anything but technological, utilizing the most efficient advances in the tech industry. It was also his vision to implement an in-house Employee Service Center, where over 4,000 employees can get all their questions/concerns answered in person or online. His approach to leading has allowed him to create a successful team that is unmatched by many. Mr. Rodriguez credits the company's success to the people who work alongside him. Without everyone's hard work, dedication and drive, Alliance would not be the premier building service provider it is. Mr. Rodriguez emphasizes communication, transparency and accountability at every level of the organization. His coordinated service approach to management benefits the executives, staff and labor, utilizing clear and candid communication and a client- and employee-friendly work atmosphere. Mr. Rodriguez was chosen as one of "*Crain's* 40 under 40 New York's Rising Stars" and honored as a member of the 2009 class of rising stars. He also received the Los Niños 2010 Image Award for Business for the Committee for Hispanic Children and Families, Inc.

Mr. Rodriguez currently serves on the Board of the Committee for Hispanic Children and Families and the Diabetes Research Institute and donates to multiple charities throughout the New York area.

Mr. Rodriguez is married to Maria Rodriguez and has three children, Mariah, Michael Jr., and Matthew, and resides in Westchester County.



**23rd Annual
New York AIR Society Presents
The Sky's The Limit
Cocktail Party Benefit 2014**

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**Thursday, May 1, 2014
4 World Trade Center**

7 p.m.	Doors Open
8 p.m. - 8:30 p.m.	Speaking Program
8:30 p.m. - 8:45 p.m.	Live Auction
8:45 p.m.	Raffle Drawing
10 p.m.	Winners Posted at Check-Out Table



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Dear Friends,

Thank you for being a part of the AIR Society The Sky's the Limit Cocktail Benefit 2014. We are grateful for your generosity to the institution.

When National Jewish Health first opened its doors in 1899, our founders' vision was to provide unique services that did not exist in the Denver area – a free hospital for homeless patients with tuberculosis. That desire to create innovative programs that help people in need is a spirit that lives on at National Jewish Health – only today our reach is global.

Philanthropic support from our donors around the country helped us open our doors 115 years ago. Through your attendance tonight, you are helping to ensure that we can continue to make advances in research, that we never turn a patient away, and that we remain the leading respiratory hospital in the nation.

I hope you will have the opportunity to visit our campus, where you can meet our world-class physicians and researchers and learn more about their work. The National Jewish Health website (njhealth.org) is also a resource to stay informed about what is happening at the institution and to learn more about the conditions we treat.

Once again, we appreciate your support. On behalf of everyone at National Jewish Health, thank you for joining us at the AIR Society The Sky's the Limit Cocktail Benefit. Warmest regards.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Michael Salem". The signature is fluid and cursive, written over a light gray rectangular background.

Michael Salem, M.D.
President and CEO



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Dear Friends and Colleagues,

We are happy to have the opportunity to acknowledge both our esteemed honoree, **Michael A. Rodriguez**, and the incredible institution for which we are raising funds this evening. National Jewish Health is a highly renowned medical center that is changing lives all over the world through its important research and care. Its compassionate patient care and groundbreaking research are second to none, and we are so pleased that you have chosen to support this work.

We encourage you to page through this program and see all of the subscribers who have helped make tonight possible. We would like to extend a special thank you to each of you, as you are generously helping to support the millions of people who suffer from respiratory, cardiac, immune and related diseases.

Again, thank you for being here tonight and for all you do to support National Jewish Health.

Have a wonderful evening!



Justin E. Magazine
Co-Chair



Roger A. Silverstein
Co-Chair

About the New York AIR Society *For Asthma, Immunology and Respiratory Medicine*

In 1991, a group of young professionals came together to form the New York AIR Society because some of them or their family members had been treated for asthma, allergies and/or immune system disorders at National Jewish Health. This common tie gave them the inspiration to assist National Jewish Health in its efforts.

The New York AIR Society is composed of a diverse group of ambitious young professionals from a variety of industries in New York. Since its inception, more than \$3.5 million has been raised to fund research, patient care, and clinical and educational programs at National Jewish Health, the **leading respiratory hospital in the nation.**

National Jewish Health is known worldwide for the treatment of patients with respiratory, cardiac, immune and related disorders, and for groundbreaking medical research. Founded in 1899 as a nonprofit hospital, National Jewish Health remains the only facility in the world dedicated exclusively to these disorders.

Each year, the Committee plans an exciting night to honor a local leader who has shown devotion, talent and integrity in his or her industry. The Benefit includes terrific food, drink, live music, dancing, live auction and raffle prizes for as many as 400 professionals.

Previous Award Recipients

Jason D. Pizer, 2011

Peter G. Riguardi, 2012

New committee members are always welcome.

For more information, please contact Mattie L. Shephard at 212.297.0857 or ShephardM@njhealth.org. Like us on Facebook and visit www.airsociety.org.

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The VIP Event Sponsors are a select company of individuals and private corporations who believe healthier lives are possible through research.

As National Jewish Health prepares to meet the economic and social challenges confronting medical and research institutions nationwide, the VIP Event Sponsors will play an increasingly important role. The support of the Sponsors will help ensure a second century of discovery and care at National Jewish Health.

Because of our faculty's basic science research and outstanding clinical care, National Jewish Health is recognized as the site of cutting-edge scientific investigation and a beacon of hope for those suffering from chronic respiratory and immune disorders. The VIP Event Sponsors support the work of these scientists and physicians.

The VIP Event Sponsors will be instrumental not only to the answers found today, but also to those discoveries made in the years to come. Thanks to our resolute supporters, National Jewish Health continues to make a healthful difference in the lives of hundreds of thousands of people.

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As one of the original founders of
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This evening is a tribute to our
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With deep appreciation to everyone
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Kathy Chazen and Larry Miller

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We salute the commitment to treating patients with respiratory, cardiac, immune and related disorders, and for ground-breaking medical research.

Congratulations to this year's honoree
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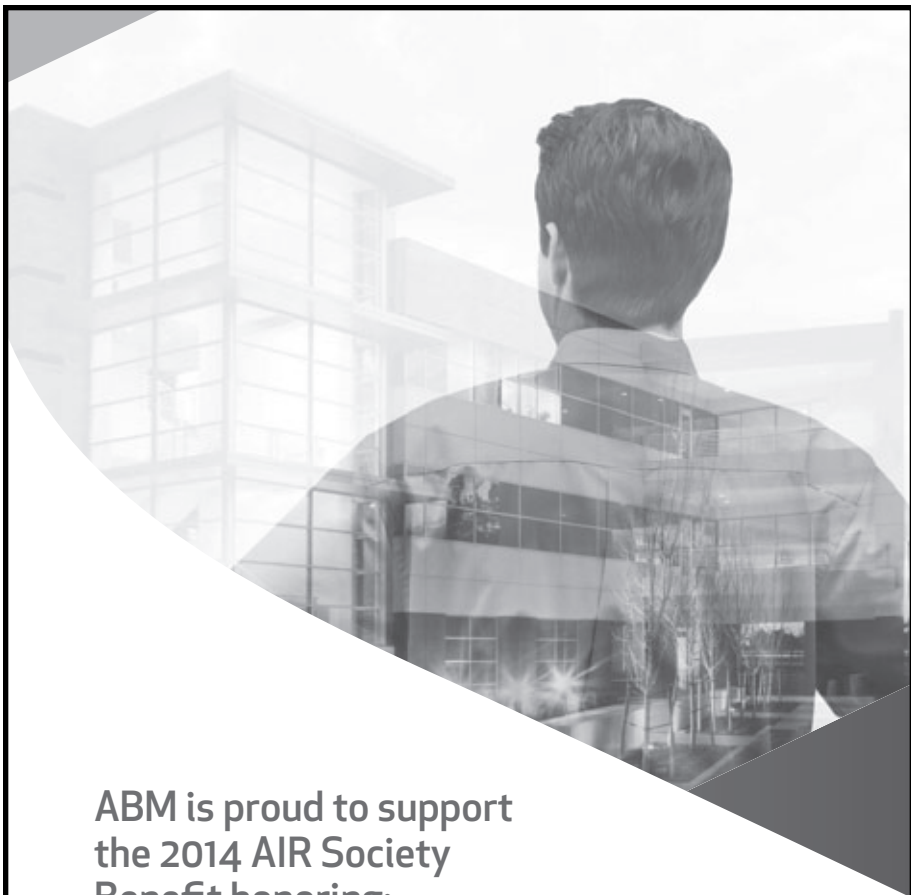
Roger Silverstein

for their dedication and continued efforts

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Michael A. Rodriguez

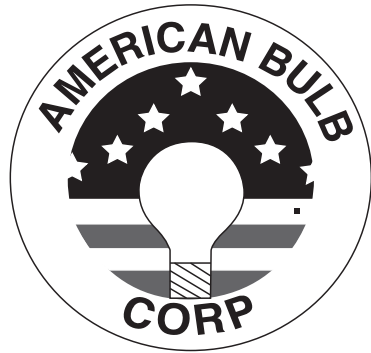
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We also salute our good friend
Roger Silverstein, for his tireless dedication
and for co-chairing a successful event

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- Andrew W. Singer

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To our dear friend

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The highest bidder acknowledged by the auctioneer shall be the purchaser. In the event of any dispute between bidders, the auctioneer shall have sole and final discretion either to determine the successful bidder or to re-offer and resell the article in dispute.

On the fall of the auctioneer's gavel, the highest bidder shall be deemed to have purchased the offered package subject to all of the conditions set forth herein, and thereupon (a) assumes full risk and responsibility, (b) will sign a confirmation of purchase, and (c) will pay the full purchase price. The auctioneer reserves the right to reject a bid from any bidder.

PAYMENT AND PICKUP OF ITEMS

All items must be paid for and removed from 4 World Trade Center premises on the night of the auction. We accept cash, personal check with identification, Amex, Visa, MasterCard, and Discover cards, although checks are preferred. ***Please make checks payable to NATIONAL JEWISH.*** No items will be released without payment.

Values listed are stated by the donor. Values indicated for some items are estimates and not warranted by the AIR Society nor National Jewish Health[®] for tax purposes. All applicable sales taxes are included. Payment in excess of the fair market value of cash auction package qualifies as charitable contributions, tax-deductible to the full extent of the law. Please consult your personal tax advisor as to the deductibility of contributed or purchase auction items.

CONDITIONS OF AUCTION SALE

All property is sold "as is" and all sales are final. Auction items and services must be used within the time limit stated, and are subject to the terms and conditions stipulated by the donors. Unless otherwise specified, all auction items are assumed to be used within one year, and dates and times are to be arranged at the mutual convenience of the donor and buyer. Purchasers may not request refunds or exchanges from any donor or from the AIR Society.

Neither 4 World Trade Center, the AIR Society, nor National Jewish Health[®] makes any representations or warranties of any kind with respect to the property, and in no event shall any of them be responsible for the validity or description, authenticity or condition of any item offered. Every effort has been made to provide accurate descriptions and values.

By participating in this auction, each bidder recognizes that neither 4 World Trade Center, the AIR Society, National Jewish Health[®], nor anyone who assists in the conduction of the auction shall be liable for any occurrence resulting from the use of auctioned items and/or services sold.

*The Event Committee wishes to extend its appreciation to the following
for the donation of auction/raffle contributions.*

The Bronx Museum of the Arts
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JetBlue Airways
Mark Joseph Steak
New York Islanders
New York Mets
Nick & Toni's
Noyac Golf Club
The Palm
Serious Strength
Stephen Siegel
Stacey & Roger Silverstein
Topping Rose
WWE Inc.

Our Mission since 1899 is to heal, to discover, and to educate as the preeminent health care institution.

We serve by providing the best integrated and innovative care for patients and their families; by understanding and finding cures for diseases we research; and by educating and training the next generation of health care professionals to be leaders in medicine and science.

Our Vision is to be the international leader in the research and treatment of respiratory, cardiac, immune and related diseases.

We pursue this vision by pioneering individualized medicine programs which embrace the paradigm shift from reactive medicine to proactive, personalized healthcare. These programs enable us to integrate the provision of outstanding patient care, the conduct of novel basic, translational and clinical research, and the education of health care and research professionals. Through our efforts, we seek to achieve cures for patients who seek treatment and to bring new knowledge and discoveries to help people worldwide.



Monday, June 23, 2014
18th Annual Fund to Cure Asthma Golf Tournament
Fresh Meadow Country Club
Lake Success, NY

Golf Co-Chairs
Robert E. Helpern
Stephen B. Siegel

Tennis Co-Chairs
Yao Fu Bailey
Roger Soo

Chair Emeritus
Samuel B. Lewis

Fund to Cure Asthma Founders
Nancy and James Berry Hill
Marjorie and Stephen Raphael

For more information, contact Mattie L. Shephard at 212.297.0857 or ShephardM@njhealth.org or visit www.fundtocureasthmagolf.com

Saturday, December 13, 2014
46th Annual Winter's Eve Real Estate and
Construction Industries' Dinner Dance
Grand Hyatt NY
Black Tie

For more information, contact Jim Young at 212.297.0857 or YoungJ@njhealth.org



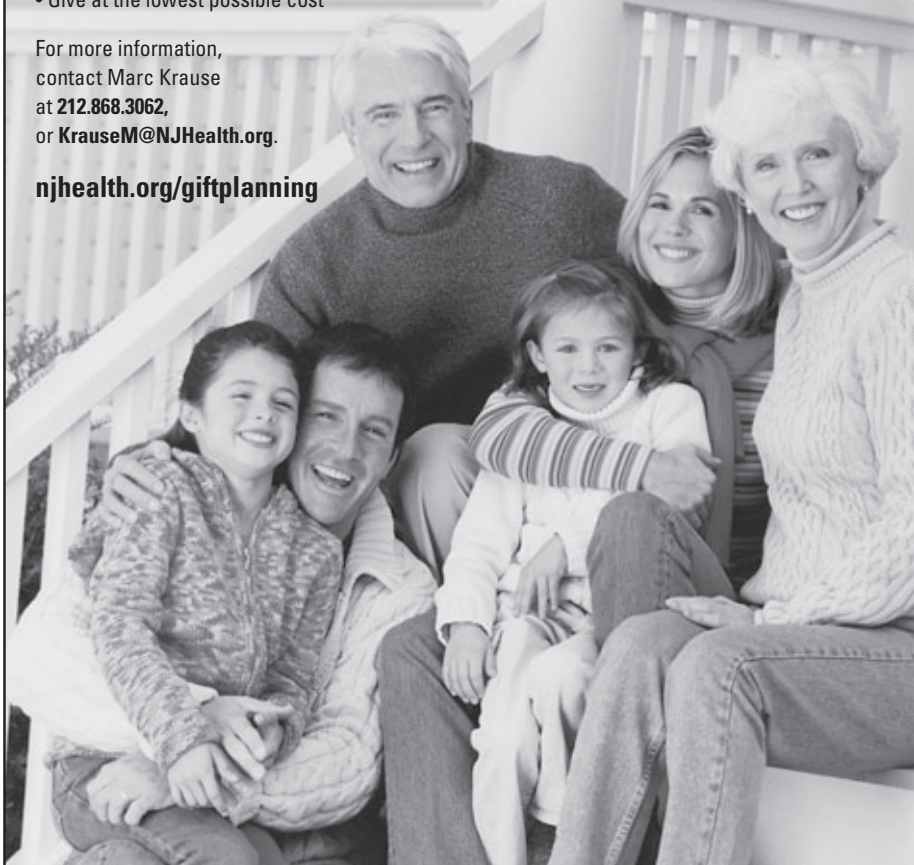
Explore Your Giving Options

Did you know that your gift to National Jewish Health can support compassionate care and groundbreaking research – **as well as benefit you and your family?** Learn how gift planning can:

- Increase your fixed income
- Supplement your retirement
- Create a personal legacy
- Receive tax deductions
- Avoid capital gains taxes
- Provide income to your family
- Give at the lowest possible cost

For more information, contact Marc Krause at **212.868.3062**, or **KrauseM@NJHealth.org**.

njhealth.org/giftplanning



Help National Jewish Health ‘One Bracelet at a Time...’

NJH ‘Life’ Sterling Silver Bracelet- \$75.00

Exquisite bracelet designed by
Catherine M. Zadeh for
National Jewish Health



Tonight, help support and promote awareness of the work of National Jewish Health by purchasing this beautiful bracelet. Proceeds will help fund the research and care of children and adults with asthma, allergies and immune system disorders at National Jewish Health.

Since 2008, jewelry artist Catherine M. Zadeh has used her talents to craft beautiful, unique bracelets to support charities worldwide as part of her "Live and Let Live" collection.

THE EVENT COMMITTEE GRATEFULLY
ACKNOWLEDGES THE SUPPORT OF THOSE
CONTRIBUTORS WHO JOINED US AFTER OUR
PRINTING DEADLINE.



For more information about the AIR Society, please contact:

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Phone 212.297.0857 / Fax 212.297.0861
ShepherdM@njhealth.org

Visit National Jewish Health's New York AIR Society **Facebook** page or
the **website** at www.airsociety.org





WE CONGRATULATE

MICHAEL A. RODRIGUEZ

President, Alliance Building Services

as he is recognized by the
NEW YORK AIR SOCIETY

for his continued generosity and support of the Hispanic community, Diabetes Research Institute, and the New York Air Society, the entire community salutes you.

The logo for SL GREEN REALTY CORP. features a stylized 'S' icon on the left, followed by the text 'SL GREEN' in a large, bold, blue sans-serif font, and 'REALTY CORP.' in a smaller, blue sans-serif font below it, all underlined.

Skadden, Arps, Slate, Meagher & Flom LLP

Skadden

is proud to support

National Jewish Health

and congratulates

Michael A. Rodriguez

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