

THE AIR SOCIETY 2018 BENEFIT

THE **SKY'S** THE **LIMIT**

SUPPORTING

NATIONAL JEWISH HEALTH

Thursday, June 7, 2018

Ascent Lounge New York

Honoring

David A. Falk

President New York Tri-State Region
Newmark Knight Frank

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We are honored to join with
National Jewish Health and
The New York AIR Society to
congratulate this year's
Irving Borenstein Memorial Award recipient
David A. Falk.

Your leadership, integrity and extraordinary
commitment to community are inspiring
to us all. We are proud to have you
as part of the Newmark family.



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Breathing Science is Life.®

**26TH ANNUAL
NEW YORK AIR SOCIETY PRESENTS
THE SKY'S THE LIMIT
Cocktail Party Benefit 2018**

BENEFITING
NATIONAL JEWISH HEALTH

**HONORING
DAVID A. FALK**
President New York Tri-State Region
Newmark Knight Frank

Open Bar • Music provided by DJ Yacine
• Dancing • Hand-Rolled Sushi Bar •
and More

THURSDAY, JUNE 7, 2018
Ascent Lounge New York

7 p.m.	Doors Open
8:15 p.m.	Speaking Program
8:45 p.m.	DJ & Dancing
11 p.m.	Benefit Concludes

David,

Congratulations to you and all
you have accomplished.

You are an amazing role model
to all of us and there is no one else
we would rather look up to.

We love you!



Love,

Mindy, Liza, Nicole and Halle

2018 HONOREE

DAVID A. FALK

President New York Tri-State Region
Newmark Knight Frank



In April 2009, David Falk was selected President New York Tri-State Region of Newmark Knight Frank. In addition to his management role at the firm, Mr. Falk's business is centered on both tenant and landlord representation in the acquisition and disposition of office space. His team handles in excess of 22 million square feet as leasing agent, including some of Manhattan's most transformative projects. Within the last two years, he has been involved in the leasing of more than 2.5 million square feet of space.

Mr. Falk was awarded membership to the prestigious 2008-2009 Class of David Rockefeller Fellows. He was also the winner of CoStar's Power Broker Award 13 years in a row, from 2004 to 2017. Additionally, Mr. Falk was the winner of REBNY's 2007 Most Creative Retail Deal of the Year Award.

Mr. Falk graduated from New York University and holds a bachelor of science degree in marketing.

He resides in Westchester with his wife and has three daughters.

Behind the Scenes Tour at National Jewish Health



David Falk gets a Behind the Scenes look at the care and research conducted every day at National Jewish Health. Akrum Al-Zubaidi, D.O., assistant professor in the Department of Pulmonary, Critical Care & Sleep Medicine, shows Falk how he uses innovative technology in the detection and management of lung nodules.

To learn more about our physician-scientists and the care and research conducted at National Jewish Health, visit njhealth.org.



Dear Friends and Colleagues,

We are happy to have the opportunity to acknowledge both our esteemed honoree, David, and the incredible institution for which we are raising funds this evening. National Jewish Health is the #1 respiratory hospital in the nation. It is changing lives all over the world through compassionate patient care and groundbreaking research. I am grateful that you have chosen to support this work.

We encourage you to page through this program and see all of the supporters 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 to all of our supporters, and to all of you who were able to attend tonight's festivities.

Have a wonderful evening and thank you for supporting this important cause!

With gratitude,

A handwritten signature in black ink, appearing to read "Jennifer & Kyle". The signature is fluid and cursive, with the first name starting with a large "J" and the last name starting with a large "K".

Jennifer & Kyle Widay
Co-Chairs



WE HOPE™

At **National Jewish Health**, the nation's leading respiratory hospital, we breathe hope. For 119 years, our personalized care and innovative treatments for respiratory, cardiac, immune and related disorders have transformed the lives of millions of patients and families.

Help us breathe hope. Your donation can help fund research and care for those with respiratory illnesses.



#1 in Respiratory Care

Breathing Science is Life.®

Dear Friends,

Thank you for being a part of The AIR Society 2018 Benefit THE SKY'S THE LIMIT. Your support enables us to continue to conduct the cutting-edge science and provide the compassionate care that make us the #1 respiratory hospital in the nation. Since we opened our doors 119 years ago, our physicians and researchers have intensively focused on breathing - how the lungs function best, how they are compromised by disease, and how we can help people breathe better.

We breathe science, so you can breathe life.

Our unsurpassed excellence in patient care and research, as well as our track record of success with lung, heart, immune and related diseases, have made National Jewish Health the destination for patients near and far.

We would appreciate the opportunity to show you in person how National Jewish Health is using precision medicine and coordinated care to change the way some of the world's most challenging diseases are treated. Please let us know if you are interested in a Behind the Scenes visit. Our website (njhealth.org) is also a good resource to learn about our work and the conditions we treat.

On behalf of the dedicated faculty and staff at National Jewish Health, thank you for joining us at THE SKY'S THE LIMIT. We are dedicated to the belief that Breathing Science is Life®. Best regards.

Sincerely yours,

A handwritten signature in black ink that reads "Michael Salem". The signature is fluid and cursive, with a long horizontal stroke at the end.

Michael Salem, M.D.
President and CEO

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 in Denver. 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. Since its inception, the New York AIR Society has raised more than \$4.5 million to fund research and patient care, as well as clinical and educational programs at National Jewish Health.

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 and dancing for nearly 400 professionals.

Previous Award Recipients

Jonathon K. Yormak	2016
Michael Lehrman	2015
Michael A. Rodriguez	2014
Peter G. Riguardi	2012
Jason D. Pizer	2011

New members are always welcome.

Connect with the New York AIR Society

airsociety.org

[#nyairsociety](https://twitter.com/nyairsociety)

[fb.com/njevents](https://www.facebook.com/njevents)

Contact Mattie Shephard, senior associate director of special events, at 212.297.0857 or ShephardM@njhealth.org.

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Council of National Trustees

Irving Borenstein Memorial award

For 32 years, Irving Borenstein was the guiding force of National Jewish Health in New York City, raising millions of dollars for patient care and research through the legendary Real Estate, Financial Industry and Retail Industry dinners. Irving's talent, dedication and integrity brought great honor to National Jewish Health and forged relationships of warmth and respect with some of the leading philanthropists in New York. Along the way, he earned the respect and esteem of the thousands his life touched.

Each year, we honor his legacy and those who follow in his footsteps.



Irving Borenstein
February 28, 1948 to January 17, 2011
A Man of Devotion, Talent and Integrity

**2018 AIR SOCIETY BENEFIT
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MINDY & DAVID FALK





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Breathing Science is Life.[®]

Our Mission since 1899 is to heal, to discover, and to educate as a 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 global 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 health care. 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.

njhealth.org

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David A. Falk

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and joins in honoring

DAVID A. FALK



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As one of the original founders of

The AIR Society

I am so proud of how far we have
come. This evening is a tribute to
our continuing commitment to

National Jewish Health

With deep appreciation to
everyone Involved...

Kathy Chazen and

Larry Miller

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Congratulations to this year's honoree
David A. Falk.
We wish you continued success!

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IN HONORING
DAVID A. FALK



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Congratulations

DAVID FALK

President of New York Tri-State Region
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The New York AIR Society and
congratulates honoree David Falk.

David,
We are honored to be a part of this event with you!
You rock!

— *The JKS Events Team*



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In honor of our
dear friend

David A. Falk

for his tireless work on
behalf of

National Jewish Health

and so many other
worthy causes



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Never Stop Searching for a Better Solution

Congratulations to our friend **David A. Falk** for his recognition by the New York AIR Society. We celebrate his dedication to National Jewish Health and their shared commitment to transforming the future of healthcare.

Marsh & McLennan is the world's leading professional services firm in the areas of risk, strategy and people. The company's nearly 65,000 colleagues advise clients in over 130 countries, helping them navigate an increasingly dynamic and complex environment.

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The Falk Team proudly supports
National Jewish Health and
The New York AIR Society
and extends its sincerest
congratulations to honoree
David A. Falk at the
2018 The Sky's The Limit Benefit

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We are proud to
support the
AIR Society 2018
and its honoree
David A. Falk

RFR

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To our longtime friend and
colleague

David Falk

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Jewish Health**
and congratulate you on this
important honor.



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MOUNT SINAI - NATIONAL JEWISH HEALTH

Respiratory Institute



The Mount Sinai - National Jewish Health Respiratory Institute is a collaboration between the Icahn School of Medicine at Mount Sinai, a top ranked academic medical center in New York City, and National Jewish Health, the nation's leading respiratory hospital, based in Denver.

By combining the strengths of both entities, the integrated Respiratory Institute brings together leading expertise in diagnosing and treating all forms of respiratory illness and lung disease, including asthma, chronic obstructive pulmonary disease, interstitial lung disease and bronchiectasis. The Respiratory Institute has two locations in New York City - on the Upper East Side and at Union Square.

therespiratoryinstitute.org.

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The Sky's The Limit 2018!

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A silhouette of a city skyline with various building shapes and windows, set against a dark background.

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CONGRATULATIONS TO OUR DEAR FRIEND

DAVID

ON THIS WELL-DESERVED HONOR

WE ARE PLEASED TO SUPPORT AND SALUTE

ALL WHO WORK SO HARD FOR

THE NEW YORK AIR SOCIETY AND

NATIONAL JEWISH HEALTH

WITH LOVE,

LESLIE, JEFFREY, NIKKI AND JASON

"THE MENDYS"

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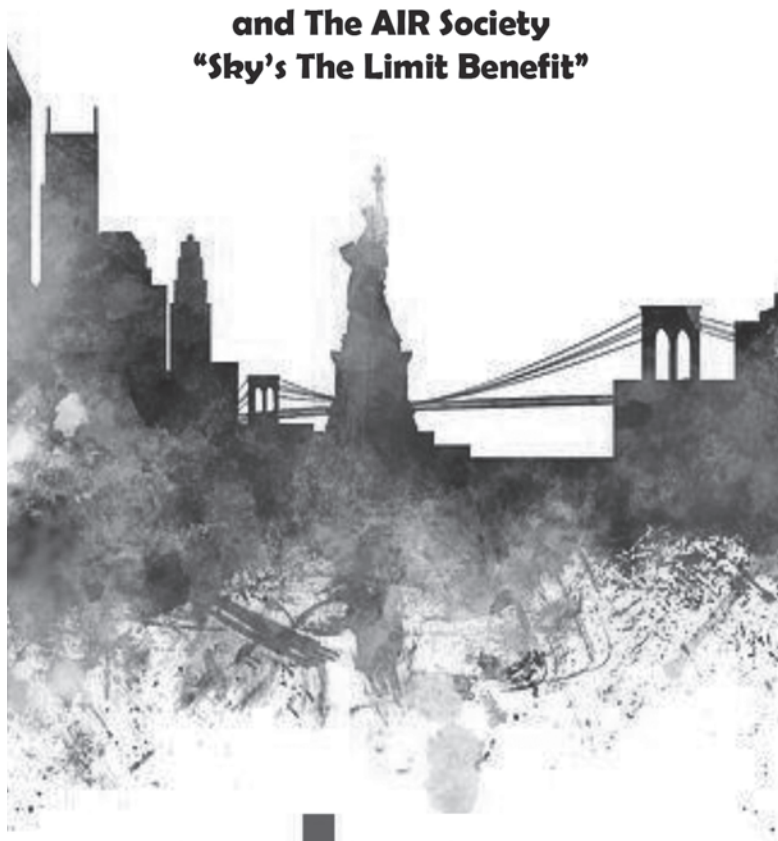
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We applaud and salute

David A. Falk

And are proud to support

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and The AIR Society
“Sky’s The Limit Benefit”**



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David A. Falk



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David A. Falk

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We congratulate **David A. Falk**, president, New York Tri-State Region of Newmark Knight Frank, on receiving the Irving Borenstein Memorial Award.

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WISHING LIMITLESS SUCCESS
TO THE NEW YORK AIR SOCIETY
IN SUPPORT OF
NATIONAL JEWISH HEALTH

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TO OUR FRIEND AND HONOREE
DAVID FALK
FOR HIS IMPACT ON NYC REAL ESTATE



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National Jewish Health**

And are proud to salute

David A. Falk

On his continued commitment
and dedication for
this great cause



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We would like to
congratulate
David A. Falk

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MAZEL TOV TO

David Falk

For this well deserved recognition by

National Jewish Health

MAY YOU CONTINUE TO GO FROM STRENGTH TO STRENGTH !

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Congratulations
To Our Good Friend

David A. Falk

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our friend,

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Roger & Stacey Silverstein and their family for their
tireless dedication to a great cause.

Deepak & Viren Patel
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Congratulations to our friend

David A. Falk

on this wonderful honor.

May you continue
to do good things!

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for receiving this prestigious honor.

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***Cindy & Ronnie Katz
and Family***



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*Congratulations to the 2018 AIR Society Honoree
David A. Falk*

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Congratulation to our friend

David Falk

for his ongoing efforts and support of
The AIR Society and
National Jewish Health

*Lisa and Mark Neporent
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We proudly support
the
National Jewish Health AIR Society
and
join in honoring our friend,
David Falk for this well deserved recognition

YOUR FRIENDS AT



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Congratulations to our
dear friend David.

Love,
Melissa and Jeff Fishman

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Congratulations to David Falk
as Honoree of the AIR Society 2018 Benefit.

We appreciate all the hard work that David along
with the Board of Trustees and members of the
National Jewish Health conduct on our behalf.

Best wishes for long term success in
fulfilling the mission.

Love,
Susan and Martin Berger, Alexander, Julia and Matt.

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Best wishes to

David Falk

An honor well deserved.

Sachs and Shapiro Families



**CONGRATULATIONS
DAVID!**

YOUR FRIENDS,
ROBIN HIRSCH AND
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DAVID FALK
ON THIS WELL DESERVED HONOR



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Congratulations to the honoree

David A. Falk

for being presented with the
Borenstein Memorial Award



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CONGRATULATIONS TO

David Falk



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Congratulations
David Falk
on a well deserved honor.

Your leadership and integrity
inspire all who know you.

Rick and Vicki Birdoff

For as long as I can remember
I have been truly honored
by my friendship with

Roger Silverstein

I salute him,
and your outstanding organization
on this momentous occasion.

May your vital efforts continue to grow.

Love,
Debrah Lee Charatan
Steven I. Holm

Congratulations to our
friend and colleague

David A. Falk

You are most deserving of this
honor for your tireless work
supporting National Jewish
Health and we are privileged
to lend our support to such a
worthy cause

Eli, James and Hiram Haddad



Congratulations

Friedman LLP salutes **National Jewish Health and The AIR Society 2018 Benefit**. Congratulations to tonight's honoree, **David A. Falk**, for his devotion, talent and integrity in his industry and community.




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TO OUR DEAR
FRIEND AND
TONIGHT'S HONOREE

DAVID A. FALK

AND WE ARE
PROUD TO SUPPORT
**NATIONAL JEWISH HEALTH
AND THE AIR SOCIETY**

— THE CHARTASH FAMILY

We are so thrilled to honor our dear friend David Falk, who sets the bar so high for all of us, and to support your important contributions to National Jewish Health.

We are so proud of your special recognition, David, for such an important cause!

Cheers to David and the Falk family!

*With love,
Susan, Shelly, Dani and Eric Ganis
and Bradley Lerman*



FROM ONE MITZVAH
TO ANOTHER, WE ARE
SO VERY PROUD OF
YOU DAVID.



WITH MUCH LOVE,
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Early Halebua
for all her work
and effort with the
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*With our Love
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We are proud to support
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David A. Falk

as he is honored for his
dedication to this
wonderful cause.

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Congratulations to

David Falk

on this most deserved honor. We applaud
his many achievements and his service to
the community throughout a most
distinguished career.



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**Congratulations to our dear
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**We are so happy to celebrate
this special honor with you.**

Love,

Nancy & Jeff

*Our heartiest congratulations to
David Falk on this wonderful honor!*

Jeff and Eva

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Congratulations to our dear
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DAVID
on this great honor!

Your dedication and contribution
to
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outstanding.

Much Love
Michelle Cohen & family

Mazel Tov David



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50th Anniversary

A Winter's Evening

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Grand Hyatt New York

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For more information, contact Dru Finkelstein at
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The committee gratefully acknowledges the support of those contributors who joined us after our printing deadline.

For more information about the New York AIR Society, please contact:

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The Falk Family is proud to support National Jewish Health and thanks its staff for positively impacting so many lives.

With tremendous affection,
David, Mindy, Liza, Nicole
and Halle



**WE CONGRATULATE OUR GOOD FRIEND
DAVID A. FALK
AS OUR 2018 HONOREE**

**We commend David for his leadership in the fight
against respiratory and immunological diseases
on behalf of National Jewish Health**

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