

UNIVERSITY OF HAIFA

Hereby presents the

University Award of Merit

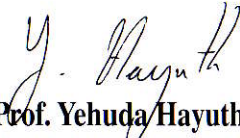
to


Shimon Linial

in acknowledgment of his varied public involvement and activity on behalf of the welfare of society, and in admiration of his long-time contribution to deepening the relationship between the University and the community and to realizing the goals of the University.

15 Sivan 5762

May 26, 2002


Prof. Yehuda Hayuth
President


Prof. Aaron Ben-Ze'ev
Rector

Shimon Linial

Born (1922) in Magdenburg, Germany, he arrived in Israel in 1934 and two years later started to work in the Shemen edible oil factory, one of the largest industrial enterprises in the country at that time. He became a member of the Haganah, and then served in the medical corps for 36 years, being discharged as a major and given a medal in recognition of his activity on behalf of wounded Israeli soldiers and war invalids.

In 1952, he set up the advertising firm of Bing-Linial, today Linial-DDB, of which he is chairman. Operating in the framework of an international network, it is one of the largest advertising firms in Israel.

Mr. Linial has lectured on the subjects of advertising, image building, public relations, and marketing in various contexts. He served as national chairman of the Israel Advertising Society, chairman of the Public Relations Society of Northern Israel, and a member of state committees examining government advertising and the advertising of alcohol.

Shimon Linial has also engaged in varied public activity: he was one of the heads of the Bnai Akiva youth movement; he set up an evening school for working religious youth, established the religious sports movement Elizur in Haifa, and helped found the religious defense unit Elizur Guard. He was also involved in helping to set up the Haifa Theater, was a member of various voluntary organizations, and served on the boards of Variety Haifa, Variety Israel, and the Council for a Beautiful Israel-Haifa branch. He has also been chairman of Kaye House Nahariya for IDF wounded; chairman of the Friends of Loewenstein House in Raanana, a member of the boards of the Friends of the Weizmann Institute, the Haifa Symphony Orchestra, and the Haifa Foundation; and president of Rotary Haifa. Public missions have sent him to Jewish communities in Romania and the United States.

Currently Shimon Linial serves, among others, as deputy and acting chairman of the Association of Friends of the Rambam Medical Center in Haifa, chairman of the Haifa Distinguished Citizens Forum, member of the board of the Friends of the Ofer School for Autistic Children, and chairman of the organization for the care of Jewish and Arab children at risk in the Hadar section of Haifa.

His activity on behalf of the University of Haifa, carried out in various frameworks, has continued for a quarter of a century. He served as president of the Israeli Friends of the University from 1991-2001, as a member of both the Board of Governors and the Executive Committee, and on a variety of other committees.

His multifaceted activities have gained Shimon Linial a list of awards: Distinguished Citizen of Haifa (1993), Paul Harius Rotary International Fellow, Zim-Israel Navigation Co. Worthy, Lifetime Achievement Award of the Israeli Public Opinion Institute (1992), certificates of honor from the Israeli Advertising Society and the International Advertising Association, and an Honorary Fellow of the University of Haifa.

He and his late wife Rivka had three children and eight grandchildren.

