



Yotveta strauss ref  
22/04/07

## Recommendation

We invited Lay Z Gordon, who we knew for many years while playing his basketball career in Eilat (1991-94), to share some of his experience as a coach with our employees at Yotvata dairy.

The mission set was to have 2 groups from our Plant reunite as a group, and go through a session of coaching with Lay Z, using exercise and Basketball for a better life style for our workers.

We were very happy with the results, and got some great feedback from those who joined the activity.

Lay Z also used his own Music "Boogie Twist" in the background to motivate everybody in order to lead them on to a new experience of exercising while having fun doing it.

Lay Z addressed many issues that opened up some interesting discussions about the individuality, and how it can eventually contribute to the team.

We recommend this activity to every company that invests in its Human recourses.

Sincerely,  
Inbar Morag,  
Human resources manager  
Yotvata Dairy

-1-

מחלבות יטבתה ע"ש אורי חורזו ז"ל בע"מ

88820 יטבתה קיבוץ יטבתה Tel :972-8-6357440 טל. Fax.972-8-6357600 פקס. Yotvata Dairy Ltd. Kibbutz Yotvata 88820, Israel

E-mail: office@yotvata-dairy.co.il



Yotveta strauss ref  
22/04/07

-2-

**מחלבות יטבתה ע"ש אורי חורזו ז"ל בע"מ**

**88820 יטבתה** Tel :972-8-6357440 .טל. Fax.972-8-6357600 .פקס. **Yotvata Dairy Ltd. Kibbutz Yotvata 88820, Israel**

**E-mail: office@yotvata-dairy.co.il**