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my working week

■ By YOCHED MIRIAM RUSSO

Job description: Professionally, I'm a real-estate appraiser, and together with my partner Alon Cassal we develop real-estate and energy projects in Israel, including solar homes all across the country, from kibbutzim in the north down through the Negev. At the moment we have 35 different projects under way, including some for tourists – not fancy hotels, but rather kibbutz tourism, close to nature and local attractions.

Education: Degrees in economics from Tel Aviv University.

What did you do in the army? I can't tell you, except that I saw way too much action in too many wars. Up until age 47 I was still volunteering, finishing as a reserve regimental commander.

How did you get into this? Totally by accident. I finished my degree and was looking for something interesting to do. I found some real-estate appraisers, but when I went to their offices, I pushed the wrong button in the elevator and ended up getting off on the seventh floor instead of the sixth. The rest is history.

First job? During vacations, at seven or eight, I worked in the family business, a printing company in Rehovot.

Worst job? In Israel, there are no bad jobs. We specialize in unique ideas. For example, together with Kibbutz Ein Dor in the north, we built 100 family homes, 200 square meters each, designed to solve a young family's problem in how to finance a home. Each house has a solar system cov-



Dori Davidovich

CEO of Solarit-Doral, Israel's leading solar energy company

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Age: Approaching 50

Marital status: married to Ronit, three children

ering the roof, and for 20 years the mortgage payment for the homes will be entirely paid by the sale of energy generated by the solar panels. It's simple: We sell the solar system to the family, it produces electricity, and 100 percent of the energy is sold to the Israel Electrical Company, which is required by law to purchase it. The average cost of the home is NIS 1.2 million. The homes aren't passive solar, they don't heat water. Instead, photovoltaic cells produce electricity – and mortgage payments.

Are these homes popular? (Laughing) You can't imagine. Everyone who hears about it wants one. They sold out in three months. Half the families have already moved in, mostly young families from all over the country.

High moment? If you really want to know, coming home every evening is my best moment. Other than that, in 2008, when the law passed requiring Israel Electric to buy the electricity, we jumped at it. No one else was paying attention, so we were the first to buy the panels from all over the world and to connect our homes to the grid. That was a big moment – we had a grand opening, dignitaries of all kinds came to see what we'd done.

Low moment? (Pause) I can't think of any. But call me in a couple of weeks and maybe I'll come up with something.

How did you acquire your expertise? Through experience. We've been in business 20 years. When you do things, you learn, and you get better and better every day. So OK, sometimes we learn from our mistakes, but we're still learning.

Controversial? If I were to tell you, even that will be controversial. Everything is controversial.

What's new and exciting? The Hippodrome, being built in the Gilboa area. The Hippodrome is a 400-dunam horse complex including facilities for raising and training horses, for research in horse breeding, for developing and improving horse feed, plus racing facilities. The goal is to develop Israel's horse industry, and make us an international leader in the whole sphere of horse-related industries.

The project will create many kinds of jobs in the area, not just in the horse farms but also in tourism. Just think, when Intel came to Israel, the government paid NIS \$1 billion to entice them, with Intel promising to hire 1,000 employees. But we're going to create five times that many jobs – without one shekel from the government.

What will you be doing in five years? Basically the same, but we're expanding into renewable projects in wind energy, too. We also want to export some of our ideas to developing countries, giving them the benefit of our experience. I'd also like to have a little more free time.

Perks in your job? I'm not motivated by the money, but rather by doing things. Maybe everything I do is a perk.

Biggest accomplishment? One third of my biggest accomplishments is sitting right beside me. My oldest daughter is 24, my son is 22 and my youngest is 15.

Dream? That we can do this interview again next year. ■