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Quarra Stone's Executive VP John Rodell

Invited to join Wisconsin Trade Mission to Israel led by Governor Doyle Quarra Stone Inks Deal in Israel to Purchase Signature Stone for the Wisconsin Institutes of Discovery Building

*Madison, WI—March 31, 2010 – John Rodell, executive vice president of **Quarra Stone**, recently joined a special delegation of state business and government leaders, led by Governor Doyle, to promote Wisconsin technology in Israel. The trade mission focused on industries that offer promising opportunities for increasing exports to Israel especially in the area of water technology. In a milestone achievement of the mission, Governor Doyle and Israeli Minister of Industry, Trade and Labor, **Benjamin Ben-Eliezer** signed a bi-lateral agreement forging collaboration between Israel's and Wisconsin's scientists, engineers and researchers to embark on research and development in many important and emerging fields.*

During the mission, Mr. Rodell signed a contract to acquire twelve overseas shipping containers of Ramon Grey -Gold stone, quarried in Israel that will be fabricated by Quarra Stone for the \$200 million Wisconsin Institutes of Discovery (WID) building currently under construction on the UW-Madison campus. The Ramon-Grey Gold is one of nine different types of dimensional stone Quarra is providing to highlight special architectural features throughout the building project. The Israeli stone was especially selected by Quarra in partnership with the WID design team for its warmth, texture and coloration to help create an inviting ambience for the building's signature lobby. Mr. Rodell will return to Israel on future trips to coordinate details for Quarra's initiative on the WID project.

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For additional details about the trade mission to Israel and the bi-lateral research and development agreement between the two countries, please click on the link for the Wisconsin Department of Commerce -DOT's newsletter: [Recent Trade Mission Promoted Wisconsin Technology in Israel](#)

About Quarra Stone

Headquartered in Madison, WI, Quarra Stone fabricates and supplies architectural and interior stone for signature building projects throughout the United States in collaboration with many of the country's leading institutions and premier architectural teams on some of America's most prominent architectural landmarks and new award-winning architecture. Quarra is recognized for its technological innovation and leadership in the world's stone marketplace and for its distinguished portfolio of high profile national projects such as Yale University's Bass Library and Harkness Tower, the U. S. Supreme Court and the restoration of the Kansas State Capitol. Recently, Quarra completed its largest project, the newly opened Capitol Visitor Center in Washington D.C. which is expected to host three million visitors a year. Please contact us at 608/246-8803 or visit us at www.quarrastone.com