

SEASIDE

EVENING PROGRAM & CATALOG

SEPTEMBER 27, 2018

EVENING PROGRAM

MASTER OF CEREMONIES

Richard Roth *Senior New York Correspondent, CNN*

7 pm COCKTAILS

8 pm DINNER

9 pm WELCOMING NOTE

Celebrating the talents of our women beneficiaries in Lebanon

George Bitar *President of SEAL*

Dana Barakat *Member of SEAL's Board of Directors*

Diners will be joined by Young Friends of SEAL.

9:20 pm LIVE AUCTION

3 SEAL projects focusing on Women in the Workforce
2 hotel lots: Las Ventanas, Mexico and Mayfair, London

Robbie Gordy *Christie's*

9:30 pm MUSIC PERFORMANCE

Introduction by:

Nahla Khaddage Boudiab *COO, AM Bank*
(SEAL's Headline Corporate Sponsor)

Music:

Mayssa Karaa and her band

Cover image:

Nadim Asfar "CEDAR FOREST OF TANNOURINE" 2014

This photograph is part of the artist's exclusive edition of photographs for SEAL, "Experiencing the Mountain," which are currently on sale with all profits going towards SEAL's projects in Lebanon. Please visit page 12 for more details about this initiative.

SEAL (Social & Economic Action for Lebanon) is a 501(c)3 non-profit, non-political organization with a 21-year history of projects investing in rural enterprise in order to take action against Lebanon's social and economic problems. We focus on community-driven economic development by providing grants and business support directly to local Lebanese groups to help them jumpstart or expand an economic venture.

SEAL was founded in 1997 in New York City by a group of Lebanese-Americans. Our funding is primarily thanks to the generosity of Lebanese-Americans and friends of Lebanon in the United States, as well as our supporters in Lebanon and around the world.

MAYSSA KARAA



Photo: Jazek Moukadden

It is our great pleasure to welcome Mayssa Karaa and her band to perform tonight in celebration of the creative and professional contributions of women in Lebanon.

With her captivating multi-octave voice and persuasive cross-cultural message, vocalist and songwriter Mayssa Karaa defines a new era of musical inclusion. Her songs tell of a story connecting her origins in the ancient land of Lebanon to her adopted home of Los Angeles, California. Cinema audiences might identify Mayssa's voice from the hit film *American Hustle*, where her Arabic version of the Sixties classic "White Rabbit" was a standout track on the Grammy-nominated soundtrack album. Mayssa is currently putting the finishing touches on her full-length English solo debut.



RICHARD ROTH

Master of Ceremonies

Richard Roth serves as CNN's senior U.N. correspondent and also covers international stories in New York City. Roth has covered the U.N.'s role and responses to the Arab Spring, the unfolding Syrian crisis, the wars in Iraq and Afghanistan and a variety of reports about American politics including the 2008 US presidential elections.

Roth is tied for the second longest-serving CNN employee. He joined CNN when it launched in 1980 as deputy bureau chief and assignment editor in the network's New York bureau.



ROBBIE GORDY

Auctioneer

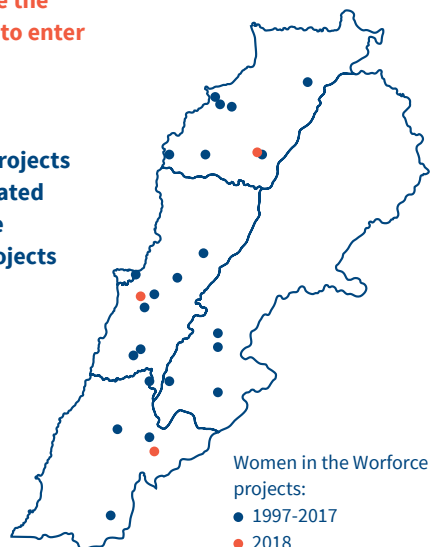
Robbie Gordy is an Associate Vice President and Auctioneer at Christie's New York.

A Fulbright Scholar and graduate of London's Courtauld Institute of Art, Robbie studied nineteenth-century European painting and sculpture, as well as international Modern and Contemporary art, before joining Christie's London salerooms. In addition to auctioneering Christie's sales, Robbie is an enthusiastic Charity Auctioneer. In the past three years alone, Robbie has raised over \$30 million for charitable causes.

PROJECTS 2018

We are raising funds tonight to complete the following 3 projects supporting women to enter the Lebanese workforce.

Please note that SEAL has many more projects in the pipeline, which are regularly updated on our website at www.seal-usa.org; we have chosen tonight to spotlight our projects focusing on Women in the Workforce.



I. APPLE BY-PRODUCTS AND OTHER MOUNEH PRODUCTION IN BAZOUN Bcharre, North Lebanon



\$ 47,850 Budget

- ▶ 6 full-time jobs will be created
- ▶ 35 women are direct beneficiaries



The project aims to support women and families in Bazoun through the establishment of a food production center geared towards converting unsold apples into derivative products (including apple chips, vinegar, cider and molasses), as well as producing diverse other types of mouneh.

The cooperative has close links with a food distributor, who has committed to supporting it in accessing markets across Lebanon for its products, ensuring a steady flow of sales.

Equipment includes:

Oven • fruit press • tomato juicer • grinder • capping machine • sealing machine
stainless steel washer • corer • slicer • tables • dryer • stainless steel tanks
refrigerator

II. EQUIPMENT FOR AL TAYBEH MOUNEH PRODUCTION

Marjeyoun, South Lebanon



\$ 24,325 Budget

- ▶ **6 full-time jobs will be created**
- ▶ **38 women cooperative members will increase their production by 50% and save an extra 30% in production costs.**
- ▶ **Local farmers also gain extra income from selling produce to the cooperative**



Women will be provided with industrial equipment to support them in the making of their homemade products, with a focus on zaatar, sumac and sesame. The project will maintain the Lebanese tradition of making these homemade products, and will also increase production, allowing a rise in sales and incomes.

Al Taybeh's economy mainly relies on agriculture and with this project, its farmers will be able to sell their produce locally. The machines will be fully used throughout the year.

Equipment includes:

Kishek grinder • stove • mixers • peeler • table • oven • tank • distiller • thyme and sumac mill • juicer

III. ISO CERTIFICATION IN BAYSSOUR

Bayssour, Mount Lebanon



\$ 10,000 Budget

- ▶ **2 full-time jobs will be created**
- ▶ **24 women cooperative members benefit from a 20% increase in production and a 30% increase in profits**
- ▶ **10 farmers benefit from increased sales to the cooperative**



Bayssour Association has produced homemade mouneh including zaatar, hummus, kishek and juices for many years. The cooperative is now ready to begin to export its products outside Lebanon and SEAL will help it secure ISO certification in order to be able to do so.

This is the second project SEAL has implemented with this cooperative, after our highly successful zaatar production project in 2016 reached 26 women, multiplying zaatar production by a factor of 10.

You can see Joumana, project leader, talking about her work in the short film screened tonight.

AUCTION 2018 - LAS VENTANAS

3 Night Escape to Las Ventanas Al Paraiso (Windows to Paradise), a Rosewood Resort, Mexico

Value: \$10,000, includes:

- Roof Top Terrace Suite accommodation
- Breakfast for two
- Dinner at award winning Arbol restaurant
- Airport transportation



Ensuring captivating ocean views, these luxurious suites are situated beside the white sands of Las Ventanas. Each luxurious suite presents 1,400 sq. ft. of living space, a king bed, a well-appointed bathroom and a rooftop terrace. On the ground level at the Oceanfront buildings, guests ages 16 and above can enjoy two infinity pools or relax in hammocks under the shade of a palapa.

Located between the two capes that gave Los Cabos its name - San José del Cabo and Cabo San Lucas - Las Ventanas al Paraiso sets the standard for the luxury hospitality industry with its unparalleled level of service, innovative amenities and romantic ambiance. The resort offers 84 luxurious accommodations, including Signature Beach Villas and the acclaimed, 28,000 square foot Ty Warner Mansion. The resort also features five distinct dining venues, and The Spa at Las Ventanas featuring a variety of holistic treatments.

Recipient of top 100 Hotels in the World, Travel & Leisure, Top Five Hotels in Mexico Travel & Leisure, and Best Villa 2017 Travel & Leisure Mexico.



AUCTION 2018 - MAYFAIR

Four night stay for two at Mayfair Hotel, London

Market value: \$5,000

Deluxe room for four nights including breakfast, a dinner for two, an afternoon tea for two and tickets to many wonderful exhibitions in London and museums including the Royal Academy, the British Museum and the Victoria & Albert Museum.



NADIM ASFAR: “EXPERIENCING THE MOUNTAIN”

A series of 12 limited edition photographs by French-Lebanese photographer Nadim Asfar, from his project “Experiencing the Mountain” (2015-ongoing). Each image is sold in an edition of two, with a portion of the proceeds benefitting SEAL’s projects in Lebanon.

Asfar’s large-scale photographs are drawn from a monumental research project and database. The result of ongoing conversations with agricultural communities, the photographs offer a deeply personal view of Lebanon’s often neglected rural regions.

BIOGRAPHY

Nadim Asfar is a French-Lebanese photographer and filmmaker. Born in Beirut in 1976, he lives and works in Paris and Beirut. His work has been shown at many international institutions and events, including Paris Photo, the New Museum in New York, the Kunst-Werk Institute in Berlin and the International Documentary Festival in Marseille.

He was appointed the Chevalier des Arts et des Lettres distinction by the French Ministry of Culture in 2014.

Inkjet Print

Unframed: \$4,000 (120 x 86cm | 47.25 x 34")

Framed: \$5,000 (124 x 90cm | 49 x 35.5")

For more information or to make a purchase please visit <http://www.seal-usa.org/experiencingthemountain>, or email seal-usa@seal-usa.org.



Jabal Moussa, 2016



Ras Chekka, 2017

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SPECIAL THANKS FOR THEIR PRESENCE

Honorable Majdi Ramadan
Consul General of Lebanon in New York

H.E. Dr Amal Mudallali
Ambassador of Lebanon to the United Nations

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SEAL GALA COMMITTEE 2018

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Joumana Tager

SEAL commissioned two of our 2017 grantees – from Al Souweni and Gharifee villages – to produce the bars of 100% natural olive oil soap you will receive tonight. SEAL funded the launch of two new artisanal soap factories in these villages, which have collectively allowed over 30 women to enter the workforce, as well as indirectly supporting 200 farmers who sell their olive oil to the cooperatives.

A huge thank you to Mayssam Karaa, and Sevin Ceviker of FJK Dance, for thrilling us tonight!