**Seth Siegel Introduction**

Ladies and gentlemen, it is now my privilege to introduce you to a man on a mission to make the most out of moisture…

He is a best-selling author, who wrote “Let There Be Water”, which delivers an urgent message on how the world can save itself from global water shortages using Israeli techniques and technologies, and who has partnered with JNF’s National Water Task Force to heighten American awareness on the issue of water scarcity…

He is a seasoned entrepreneur, who has co-founded numerous companies, produced a Tony-nominated Broadway play and an Emmy Award-winning TV show, and has won two of the coveted Clio Awards for his work in the advertising industry…

And he is sought-after commentator, whose articles on business, politics, and cultural issues have appeared in publications around the world, including the New York Times, the Wall Street Journal, and the Los Angeles Times…

Ladies and gentleman, please welcome Seth Siegel.