Seth M. Siegel is a businessman, activist, and writer. His essays on business, political and cultural issues have appeared in the *New York Times*, the *Wall Street Journal*, the *Los Angeles Times* and other publications around the world. His book *Let There Be Water: Israel’s Solution for a Water-Starved World* was published by St. Martin’s Press in September 2015 and is the culmination of meticulous research and hundreds of interviews, including with world leaders. The book tells the story of how Israel turned its scarcity of water into an opportunity to become an innovative pioneer in the global quest for a new water paradigm.

JEWISH NATIONAL FUND, & THE COLUMBIA WATER CENTER AND EARTH INSTITUTE invite you to

“Innovation and Technology: Israel’s Solution to the Global Water Crisis”

featuring: Seth M. Siegel
Author: *Let There Be Water: Israel’s Solution for a Water-Starved World*

THURSDAY, NOVEMBER 5, 2015 · 12:00 PM
SCHOOL OF INTERNATIONAL AFFAIRS BUILDING · ROOM 501A

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PIZZA WILL BE SERVED

For more information, please contact Yocheved Kolchin at ykolchin@jnf.org or 516.678.6805 x246