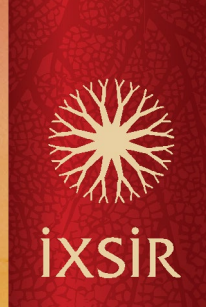


A watercolor illustration of wheat stalks and grain, rendered in shades of yellow, orange, and green. The stalks are long and slender, with some grain heads visible. The background is white, and the overall style is artistic and sketchy.

seal

PLANT TO HARVEST

EVENING PROGRAM
MAY 1, 2023



FROM THE HEART OF THE LEBANESE MOUNTAINS



PROUD SUPPORTER OF 

FIND IXSIR IN NEW YORK AT:

SOME GOOD WINE - BEACON WINES & SPIRITS - BROADWAY CELLAR - WINE AND UNWIND -
MONTAGUE WINES & SPIRITS - SCOTTO'S WINE CELLAR - SAHADI SPIRITS - FRANKLIN WINES &
SPIRITS - GRAND WINE & SPIRITS - PIER WINES - SAGE WINE & SPIRITS - ALL STAR WINE & SPIRITS

EVENING PROGRAM

6:00 pm COCKTAILS

7:30 pm DINNER

MC & Entertainment

Nataly Aukar & The Brooklyn Nomads

Welcoming Notes

Norma Haddad, SEAL Executive Director

SEAL 2023 Diaspora Achievement Award

Habib Kairouz, SEAL Board Member

Ambassador Sahar Baassiri, Award Recipient

SEAL Update

Rula Tamer, SEAL Board President

Call for Action: Food Security Fund

Robbie Gordy, Auctioneer

SEAL would like to thank Ixsir and Massaya for their generous donation of the wine and arak served this evening.

Gifts to our guests include donations of Sana Jardin fragrances as well as Zeed olive oil soaps made in Lebanon.



HE AMBASSADOR SAHAR BAASSIRI

2023 SEAL Award Recipient

Ambassador Sahar Baassiri is a distinguished diplomat, journalist, lecturer and author.

In 2017, She joined the Lebanese diplomatic corps and was appointed as the Ambassador and Permanent Delegate of Lebanon to UNESCO, where she currently serves.

She held various leadership roles within UNESCO, including Vice President of the General Conference since 2021- present, Vice President of the International Program for the Development of Communication, Vice President of the Intangible Cultural Heritage Committee from 2018 to 2020, and Vice President of the UNESCO Executive Board from 2018 to 2019.

Prior to her diplomatic career she worked at An-Nahar newspaper (1981-2009) as a feature writer, columnist, and foreign editor and served as the Beirut correspondent for United Press International (UPI) (1989-1991).

Her expertise and experience in journalism also extended to teaching. She worked as a part-time journalism professor at the Lebanese American University's Arts and Communication Division (1989-1990 and 2005-2006).

Additionally, she has authored two books in Arabic: "Lebanon on Hold" and "The Wandering Arabs."

Ambassador Baassiri holds an MS in Journalism, Graduate School of Journalism, Columbia University, New York (1987) and a BA in Political Science, American University of Beirut (1980)



NATALY AUKAR Writer and Performer

Nataly Aukar is a Lebanese born and raised writer and performer based in NYC. As a stand-up comic, Nataly has toured the world, opening for comedians such as **Ramy Youssef (Ramy)**, **Mo Amer (Mo, Black Adam)**, and **Gad Elmaleh** and was featured in *the Netflix is a Joke Festival* as part of the "Introducing..." showcase. She also starred, alongside Succession's Hiam Abbas, in Noa Osheroff's short film "*Sofa So Good*" which was highlighted in The New Yorker.

Nataly is currently touring her hour-long set after debuting the show to a sold out audience at The 2022 New York Comedy Festival. You can catch it next at Joe's Pub in NYC on May 19th.



BROOKLYN NOMADS Musicians

The Brooklyn Nomads is a cross-cultural ensemble rooted in Arabic music traditions.

Musicians from various cultural and artistic backgrounds from across the world with a focus on Arabic and Middle Eastern music, join the tribe of the Brooklyn Nomads as they put together a show of Arabic folk songs with captivating arrangements and magnetic energy. They have been featured on TED.com and were recently joined by Yo-Yo Ma as a guest artist for the Kennedy Center's Arts Summit in Washington, DC.



ROBBIE GORDY Auctioneer

Robbie Gordy is an auctioneer and emcee for live and virtual events across the United States. A Fulbright Scholar and graduate of the Courtauld Institute of Art in London, Robbie spent nearly a decade as an auctioneer at Christie's in New York, where he presided over some of the company's most prestigious fine art sales. Robbie has raised over \$200 million for philanthropic, civic, and cultural organizations since 2013.

FOOD SECURITY

Lebanon is currently facing a severe food security crisis that is affecting a large portion of its population. This crisis has arisen due to the country's complete financial and economic collapse, coupled with inadequate long-term planning and investment in creating a sustainable agricultural sector.

In August 2020, the explosion in the port of Beirut compounded the already dire situation by completely destroying the country's major grain silos and port, which accounted for over 70% of Lebanon's trade. As a result, procuring basic goods and foodstuff has become incredibly complex for this import-dependent country, causing food prices to skyrocket.

According to the World Food Program (WFP), food prices in Lebanon have risen by 1,000% in just two years. The removal of governmental subsidies and the sharp depreciation of the Lebanese pound, which has lost over 90% of its value, have only added to the despair of the people.

To address this crisis and help Lebanon achieve food security, SEAL is supporting small-scale farmers and cooperatives through projects that encourage land cultivation, job creation, and import substitution. These initiatives also focus on protecting remaining livestock and promoting the production of high-nutrient, low-cost food staples.

We urge you to join us in our mission to invest in sustainable initiatives in Lebanon and help small farmers achieve food sovereignty.





Massaya

OUR ANCESTORS ARE OUR INSPIRATION

Massaya is so much more than Arak and Wine.
It is a family story: a taste of history, pain, persistence, and success.



Available at select Restaurants, Hotels and liquor stores across the USA
massaya.com

EVENT SPONSORS

GOLD

Elisabeth & George Altirs • Claudia & George Bitar • Carmen & Ray Debbane
Interaudi Bank • Lara & Habib Kairouz • Maya & Marc Malek
Tina & Khaled Nasr and Rula & Fouad Tamer • Kamil Salame • Fuad Sawaya
Ghida & Bassam Yammine

SILVER

Gabriella & Anthony Abdelnour • Nadine & Nicholas Sayegh
Marie & Mario Soussou

BRONZE

Dana Barakat • Karine & Charles Boorady • Katherine & Eli Curi
Joelle & Wissam Kairouz • Loeb & Loeb LLP
Adla, Alexander & Philippe Massoud • Joumana & Philippe Tager

IN-KIND

Ixsir • Sana Jardin • Tara Khattar • Massaya • Stephanie Tager • Zeed

PLANT TO HARVEST BENEFIT DINNER COMMITTEE

Claudia Fleming Bitar • May Daouk • Nayla Hadchiti • Norma Haddad
Lara Kairouz • Tara Khattar • Maya Malek • Adla Massoud • Joumana Tager

The beautiful program cover
illustrations were provided by
artist Stephanie Tager.



Stephanie Tager is an architect and artist based in New York City. Her work has been published in books and featured in galleries and exhibits in Miami Art Basel, New York City, Paris, as well as in virtual exhibitions.

She has been commissioned to create pieces for publications and brands such as The New York Times, Sports Illustrated, the NFL Super Bowl After Party, and Social Economic Action for Lebanon.

For more of her work (or even just to say hi!), please visit www.stephanietager.com or her instagram, @stephtager



SANA JARDIN
PARIS

Mission driven, clean & elevated fragrance that
empowers women

Sana Jardin is honoured to support
Social and Economic Action for Lebanon



Sana Jardin is a vehicle for social change. We are a luxury fragrance house that
empowers women at the grassroots level via the Sana Jardin cooperative model.

Saks Fifth Avenue

bluemercury

Neiman Marcus

SANAJARDIN.COM



Experience Authentic
FLAVOURS



PROUD SUPPORTER OF **seal**

From small family farms of Lebanon
Passionate about sharing the taste of
Lebanese mezze, traditions and heritage.



Social and Economic Action for Lebanon

seal-usa.org
seal-usa@seal-usa.com

#SEALNYBenefit2023



sealforlebanon

STEPHANIE
TAGER

SEAL is a 501(c) 3 non-profit, non-political, and non-sectarian organization. It was founded in New York City in 1997 to assist underserved Lebanese communities facing severe social and economic hardships in post-war Lebanon. SEAL focuses on community-driven economic development and funds projects in all geographical locations in Lebanon.