

# UNIVERSITY LECTURE

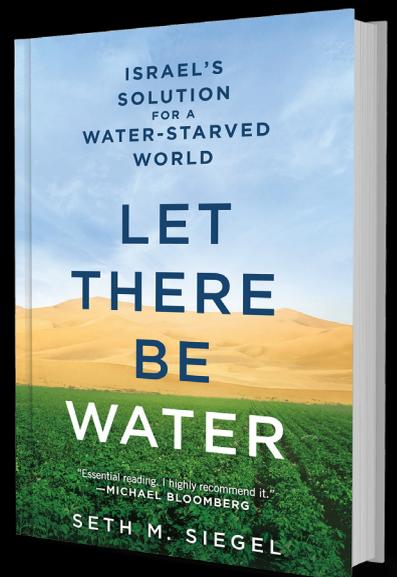
## A Global Water Crisis Is Coming: What Can We Do To Avoid It?

### Seth M. Siegel

ILR '74, JD '78



The world faces a global water crisis. Climate change, population growth, pollution of water resources and failing infrastructure all threaten our existing water supplies – and the problem is getting worse. Despite a rapidly growing population, a vibrant economy and its location mostly in a desert, Israel has arguably the world's best water resource management. In *Let There Be Water*, author Seth M. Siegel tells the story of how Israel has been jumping ahead of the water-innovation curve for decades. As the world enters a long period of water scarcity, Israel is a model for what the world must do with its precious water resources. Siegel has been a strong voice for action before audiences around the world, advocating awareness before the water problem becomes a humanitarian crisis.



### FEBRUARY 6TH, 2017

Lecture: 6 PM–7 PM

Reception: 7 PM–8PM

Location: The Alice Statler Auditorium

**FREE copy of "Let There Be Water" for the first 100 people to pre-register here: [www.bit.do/sethsiegelevent](http://www.bit.do/sethsiegelevent)**

This event is made possible by the Student Activities Funding Commission.

This event is endorsed and co-sponsored by:

Cornell Hillel

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Department of Near Eastern Studies

Cornell Institute of European Studies

The Department of Labor Relations

The Mario Einaudi Center for International Studies

### About the speaker

Seth M. Siegel is a writer, lawyer, activist, and serial entrepreneur.

Seth is the author of the New York Times bestseller *Let There Be Water: Israel's Solution for a Water-Starved World*. His essays on water and other issues have appeared in The New York Times, The Wall Street Journal, the Los Angeles Times, and in leading publications in Europe and Asia. He has spoken on water issues around the world and at venues in more than 60 US cities, including the United Nations, Davos, Google's headquarters, and at more than a dozen major college campuses, including Princeton, Yale and Stanford University.

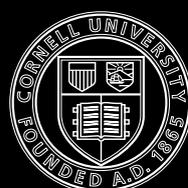
Seth is the co-founder of several companies, including Beanstalk, the world's leading trademark brand extension company, which he sold to Ford Motor Company. He was also a Producer of the Tony Award-nominated Broadway revival of *Man of La Mancha*. Seth sits on the board of several not-for-profit organizations. In addition, he is a member of the Council on Foreign Relations.

All of the profits from sales of *Let There Be Water* are being donated to charity.

For more information, visit [www.SethMSiegel.com](http://www.SethMSiegel.com). You can connect with Seth on Twitter @SethMSiegel.



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