

## ABOUT SETH GOLDMAN AND JULIE FARKAS

The Irene and Abe Pollin Humanitarian Award is presented annually to individuals or an organization that have been involved in public service and have made a positive difference to society.

We are honored to recognize Seth Goldman and Julie Farkas for their efforts to make our community a better place.



Seth Goldman co-founded Honest<sup>®</sup> Tea in 1998 with Professor Barry Nalebuff of the Yale School of Management. Honest Tea's mission is to create and promote great-tasting, healthy, organic beverages. In 2011, Honest Tea was acquired by The Coca-Cola Company, becoming the first organic and Fair Trade brand in the world's largest beverage distribution system. Today, Honest Tea is the nation's top selling ready-to-drink organic bottled tea and Honest Kids<sup>®</sup> is the nation's top-selling organic kids' juice drink. The brands are carried in more than 130,000 outlets in the United States. Last year, distribution expanded to Europe.

In 2015, Seth was named the #1 disruptor by *Beverage World*, and beverage executive of the year by *Beverage Industry* magazine. He was also inducted into the Washington DC Business Hall of Fame. Seth was recognized by the United States Healthful Food Council with a REAL Food Innovator Award.

In 2016, Seth transitioned to a role at Honest Tea as TeaEO Emeritus and Innovation Catalyst for Coca-Cola's Venturing & Emerging Brands business unit. He has also assumed the position of executive Chair of Beyond Meat, a privately-held California enterprise on the cutting edge of plant-based protein research and development.

Seth serves on the advisory boards of Ripple Foods, the Yale School of Management, the American Beverage Association, and Bethesda Green (a local sustainability nonprofit he co-founded). He graduated from Harvard College and the Yale School of Management and is a Henry Crown Fellow of the Aspen Institute.

Julie Farkas has worked at the Urban Alliance, where she serves as Chief Strategic Growth Officer, since March 2013. In this position, she cultivates strategic partnerships with community leaders, institutions and businesses to help create professional internships for first-generation-to-college high school seniors. Prior to joining Urban Alliance, Julie worked as Senior Program Officer at the Consumer Health Foundation, where she created and managed strategic grants initiatives for 12 years. Before that, Julie designed and directed the LifeWorks employment program at the Arlington-Alexandria Coalition for the Homeless. Julie began her career at the Enterprise Foundation where she helped launch a national network of employment programs in low-income communities.

Julie co-founded and continues to be actively involved in a tree canopy restoration and stewardship initiative in her neighborhood which has planted more than 150 trees over the past 15 years. Julie also helped launch Jobs Have Priority, an organization based in Washington, D.C., which moves homeless individuals to independence through employment. Julie is a graduate of the University of Virginia.

Seth and Julie share a passion for providing education and economic opportunity for all, addressing racial equity and environmental sustainability. Their philanthropic focuses include the Urban Alliance, Parkinson's disease research at Georgetown University, Net Impact, Jewish organizations, and educational institutions.

Seth and Julie are parents to three sons and live near Honest Tea's Bethesda headquarters in an eco-friendly house.