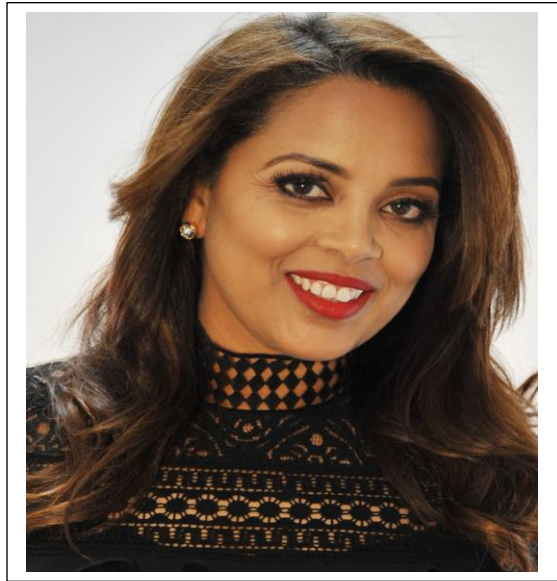


**SEED honoree Helen Mesfin TV Talk Show Host
and Sr. Executive**



Helen Mesfin is a multi-faceted Destination Sales, Marketing and Business Development professional, Helen has over 18 years of experience in the Tourism and Destination Management industry representing major US cities like Washington, DC and New Orleans.

SEED Honors Mrs. Helen Mesfin:

In appreciation of her significant contributions to the lives, hearts and minds of many Ethiopians by facilitating honest conversations on The Helen Show on Ethiopian Broadcasting Service, EBS TV that attempts to eradicate cultural taboos, with a mix of deeply personal and in-depth discussion to inform, inspire, empower and entertain her viewers to help transform and improve their lives; in recognition of her of inspiring “Empower” weekend in DC and her passion to connect the African Diaspora community; as a role model to the Ethiopians in the Diaspora as well as in the homeland, and all of her positive attributes.