

Persian Garden Gala



November 15, 2008
The Westin St. Francis Hotel
San Francisco, California

Auction Catalogue

Live Auction Guidelines

PARSA Community Foundation welcomes our community to participate in our Live Auction at the November 15, Persian Garden Gala at The Westin St. Francis Hotel. The auction raises vital funds to help PARSA Community Foundation make grants to enterprising non-profits advancing Persian arts and culture, developing young people as community leaders, and encouraging active citizenship by Iranian-Americans.

PARSA Community Foundation reserves the right to withdraw any item from sale prior to the call for bids at the live auction.

You will be mailed a receipt of your purchase. It will provide requirements mandated by the IRS. The charitable deduction is limited to the excess of the purchase price of an item over its fair market value.

By his/her purchase, the buyer waives any claims for liability against either PARSA Community Foundation or the donor for property or services. Neither PARSA Community Foundation nor the donor is responsible for any personal injuries or damage that may result from the use of property or services sold.

Payment and Merchandise Claim

Payment for items purchased must be made in full by completing a Winning Bid Form on November 15, 2008. Checks may be made payable to PARSA Community Foundation.

Visa, MasterCard and Discover will be accepted. Alternative payment may be arranged directly with PARSA Community Foundation.

Winning bid envelopes containing certificates should be carefully checked before leaving the auction.

Bidding in Advance of the Live Auction

If you wish to bid on an item but are not able to attend the event, please print, complete and fax the following **Advance Bidding Form** to 650-367-9186. The auctioneer will be notified of your interest in the item, your highest price offer, and will use reasonable increments for bids to provide you the lowest possible price.

Advance Bidding Form

I would like to bid on (insert name of auction item): _____

I would like to purchase this item for the lowest price possible and no higher than: _____

I authorize PARSA Community Foundation to charge my credit card the sale amount at the live auction (the lowest price possible and no higher than the amount listed above).

Credit Card Options: Visa MasterCard American Express

Card Number: _____ **Expiration Date:** _____

Signature: _____ **3-Digit Security Code:** _____

Name: _____ **Company:** _____

Address: _____

City/State/ZIP: _____

Phone: _____ **Fax:** _____

E-mail: _____

Please contact Abdi Soltani, Executive Director of PARSA Community Foundation, at abdi@parsacf.org or 650-367-9105 if you have any questions.

GARDENS OF IMAGINATION: A VIP TOUR OF PIXAR

Ever wonder how the great stories of Pixar Animation Studios—from *Toy Story* to *Wall-E*, from *Finding Nemo* to *Cars*—are created and told? Where do the story ideas come from and how does the animation process bring the characters to life?

To answer those questions, Pixar itself cites a scene in *Toy Story 2* when the old man repairing Woody tells the impatient toy collector Al, “You can’t rush art.” From development through post-production, you will meet the talented people of Pixar and learn first-hand how they create and tell these magical stories through the stages of the development process.

Hosted by Ali Rowghani, the Chief Financial Officer of Pixar, you will get a unique behind the scenes look at one of the most celebrated creative companies in the U.S. This would be great for your kids and their friends.

Terms: Date to be mutually agreed upon with Mr. Rowghani. Tour is for six people and includes a hosted lunch.

Donated by: Mr. Ali Rowghani and Pixar Animation Studios

Value: Priceless!



PRIVATE ESTATE & GOLF WEEKEND GET-A-WAY

There are no tee times at the spectacular Vineyard Knolls Golf Club since this private golf estate is reserved exclusively for you and your guests. Enjoy two luxurious nights at the beautiful estate.

The property features a spectacular private estate that is surrounded by a one of a kind golf course. Vineyard Knolls is a traditional walking course that unfurls into 30 acres of tree-lined fairways and manicured greens. You'll enjoy acres of working vineyards, two stocked lakes and wildlife too.

Your group of twelve friends and family can romp in the clubhouse, golf the course, and lounge at the swimming pool. Tennis, anyone?

Vineyard Knolls is a USGA member golf course and is NCGA sanctioned with a rating/slope of 60/107.



Accommodation terms: Date subject to mutual agreement with owner in 2009. Estate offers six, double occupancy rooms.

Donated by: Jeff and Claire Mallett

Fair Market Value: \$6,000. Vineyard Knolls Estate and Golf Club are not generally available to the public.

DARIOUSH WINERY EXPERIENCE

Darioush and Shahpar Khaledi welcome you and seven of your closest friends to a celestial evening at their winery estate. Start by exploring the winery after-dark with Darioush as your guide, and learn the secrets behind making standout Cabernet Sauvignon in Napa Valley.

Then, descend into his private cellar to feast on a four-course meal prepared by Eric Torralba, visionary private chef to the Khaledi Family, who trained beside culinary greats Jean-Louis Palladin and Paul Bocuse. And of course, your entire experience-from reception to the very last forkful-will be expertly paired with Darioush Signature wines.

Passionate about fine wines, Darioush Khaledi founded Darioush in 1997. Darioush's Persian heritage is the inspiration for the distinctive and luxurious architectural design of the winery. Noted for its Bordeaux style estate wines, Darioush implements old world labor-intensive, micro-vineyard management and new world state of the art technology to craft fine wines from its estates located in the appellations of Napa Valley, Mt. Veeder and Oak Knoll.

Focused on, and most renowned for, the limited production of Cabernet Sauvignon and small lots of Chardonnay, Viognier, and Shiraz, Darioush employs minimal intervention or 'ancien' winemaking techniques. The Darioush Estate is committed to

hand-harvesting and handsorting each grape cluster prior to crushing. This is a meticulous and labor-intensive method, but it ensures that only the finest, fully matured grapes are used. This minimalist approach preserves and expresses the true varietal character of Darioush Signature wines.

Terms: Limited to a dinner party of eight. To be scheduled on a mutually agreed upon date. Eight weeks notice of redemption is kindly requested. Expires 12/31/2009.

Donated by: Mr. Darioush Khaledi

Value: \$10,000





AN INSPIRING VISION: ANOUSHEH ANSARI, FIRST IRANIAN ASTRONAUT

Anousheh Ansari captured headlines around the world as the first female private space explorer, and she earned a place in history as the fourth private explorer to visit space and the first astronaut of Iranian descent.

As a guest speaker, Anousheh will prepare a unique 45-minute speech tailored to your event and offer a 15-minute QA session. She will also be available for autographs and photos for up to 30 minutes before or after the engagement.

Ansari dreamed of space exploration since her childhood in Iran. On September 18th, 2006, she blasted off on an eight-day expedition aboard the International Space Station. While in space, Ansari wrote a blog at spaceblog.xprize.org, which captured international attention.

An active proponent of world-changing technologies, Ansari co-founded Telecom Technologies, Inc. in 1993, which created a product called a "softswitch" that allowed voice communications over the Internet. The company was sold in 2001 for over \$750M. She is now the CEO, chairman, and co-founder of Prodea Systems.

She has received multiple honors, including the World Economic Forum Young Global Leader, Working Woman's National Entrepreneurial Excellence



Award, George Mason University's Entrepreneurial Excellence Award, George Washington University's Distinguished Alumni Achievement Award and the Ernst and Young Entrepreneur of the Year Award for the Southwest Region. Speech options:

- The Virtues of Space Exploration
- Reaching for the Stars and Getting There
- Entrepreneurial Success as a Woman
- Space Commercialization and its Future
- Be the Change You Want to See

Terms: Mutually agreed upon date and U.S. location

Donated by: Ms. Anousheh Ansari

Value: Priceless!

COURTSIDE SEATS: MEN'S BASKETBALL EXPERIENCE

Enjoy four courtside seats to the January 27, 2009 University of Maryland Terrapins Men's Basketball Game vs. Boston College. These highly coveted seats are not available to the public. Enjoy a guided tour of the facility and a chance to meet the players and coaches before or after the game. The University of Maryland is the first college basketball team in the country to offer a full basketball scholarship to an Iranian, Arsalan Kazemi, who is being recruited by University of Maryland as well as other Universities.

The University of Maryland Terrapins men's basketball team has been one of the most successful college basketball programs in the country since hiring Coach Gary Williams before the 1989-1990 season. Since the hiring of Williams, the Terrapins have gone to twelve NCAA Tournaments, including eleven straight from 1994-2004, highlighted by the school's first Final Four appearance in 2001, and its first National Championship in 2002.



Donated by: University of Maryland Terrapins Men's Basketball Team
Value: Priceless!



NAPA VALLEY EXPERIENCE: AUBERGE DU SOLEIL

This package includes a two-night stay at the Michelin-rated Auberge du Soleil in Napa. The accommodations are complemented with a unique dining experience and the chance to meet the managing culinary director for Auberge du Soleil, as well as the executive chef. You will also enjoy a tour of the kitchen and property. Finish your stay with a spa package for two.

Auberge terms: To be redeemed within one year of auction date.

Donated by: Auberge du Soleil

Fair Market Value: \$3000



LEGENDARY SOCCER PLAYER BRANDI CHASTAIN: ENJOY A PRACTICE LESSON AND LUNCH!

Enjoy a one-hour lesson and one-hour lunch with Brandi Chastain in Northern California for one person or your child's team. Lunch can be hosted at a park or in the privacy of your home. Your choice. Bid now on this once-in-a-lifetime opportunity!

This is a dream opportunity for any soccer enthusiast or team to get on the field with legendary soccer player, Brandi Chastain.

Brandi Chastain has been part of the U.S. National Team since 1987 and with that team has won two World Cups, an Olympic gold, and an Olympic silver medal. She was one of the founding players of the WUSA, the country's first women's professional soccer league, and, as team captain, led the San Jose CyberRays to a first-ever championship in that league.

At Santa Clara University (SCU), she won the 1990 Hermann Award, the most prestigious honor in collegiate soccer. She resides in San Jose with her husband, Jerry Smith, coach of the nationally ranked SCU women's soccer team, and her soccer-playing stepson, Cameron.

Terms: Based on Ms. Chastain's availability.
Lunch provided and arranged by winner.

Donated by: Ms. Brandi Chastain

Value: Priceless!



HOST A PERSIAN AFFAIR TO REMEMBER: MEDALLION RUG GALLERY PRIVATE SHOWROOM

Imagine an unforgettable night where up to 100 guests will enjoy fine Persian cuisine, surrounded by the beauty of Persian artistry. Guests will be entertained by classical Persian musicians and dancers.

A fortune teller and henna-ink artist complete the experience. You've had parties before but never like this. Your guests will be dazzled and charmed.

Located in downtown Palo Alto, Medallion Rug Gallery houses the world's most refined and sought after rugs by collectors and designers worldwide. With over 9000 rugs on site, our private gallery exhibits our most magnificent and rare hand woven works of art.

Terms: Up to 100 guests will have exclusive use of the private gallery for this event.

Donated by: Medallion Rug Gallery

Fair Market Value: \$12,500



BETWEEN A ROCK & A SOFT PLACE:

THE RED MOUNTAIN SPA

Find your spirit within while at Red Mountain Spa in Utah. Few places on earth match the beauty and tranquility of the area. Recognized for its majestic Southwestern beauty and destination spa experience, the spa features stunning red rock cliffs, black lava beds and vivid desert exploration under big blue skies.

Take advantage of daily guided hikes, rock-climbing outings, canyon-hugging bike rides and group fitness classes for multiple fitness levels. All meals are included.

Enjoy the unique Sagestone Spa, walking trails, swimming pools, whirlpools, lecture auditorium, Spa Boutique, a retail shop and the latest in fitness equipment.

Terms:

- Three nights stay and meals for 10 people
- Five standard deluxe rooms
- Valid: 12.1.08-12.31.09
- Gift package provided upon arrival
- Spa services are not included
- Excludes taxes and gratuity

Donated by: Mr. Francis Najafi

Fair Market Value: \$12,000



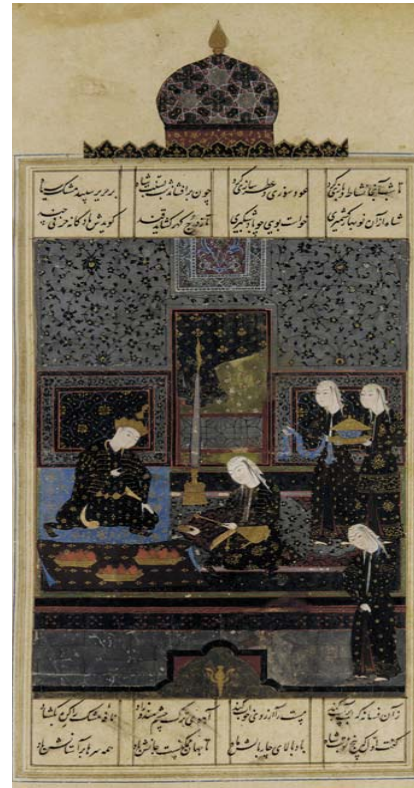
TREASURES OF PERSIA: PRIVATE TOURS OF PERSIAN ART & ANTIQUITIES

Immerse yourself in Persian culture and antiquity by touring private-museum collections. Over the next 18 months, you and your group will be personally guided through each of three collections, see the work behind the scenes, and speak directly with the curators. You may participate in all three tours with your choice of guests or you may split the package and make gifts to friends, family or colleagues.

- University of Chicago:** Persian Gallery
- Los Angeles County Museum:** Islamic Art
- Smithsonian Institution:** Freer Gallery of Art and Arthur M. Sackler Gallery

Terms: See each listed item for terms.

Value: Priceless!



UNIVERSITY OF CHICAGO: ANCIENT NEAR EAST PRIVATE COLLECTION TOUR & RECEPTION

This is a unique opportunity to enjoy a guided tour of off-display antiquities at the University of Chicago. The collection includes Persian antiquities, including a large collection from Persepolis. A hosted cocktail reception for ten guests in the Persian Gallery may be arranged (and paid for) by the winner. Your host will be professor and director Dr. Matt Stolper.

Terms: Blackout periods will apply. Preferred catering list is provided.

Donated by: University of Chicago



LOS ANGELES COUNTY MUSEUM OF ART:

OFF-DISPLAY PERSIAN ANTIQUITIES

This second museum tour, in your package of three, is a unique opportunity to enjoy a guided tour with the curator of Islamic Art at the Los Angeles County Museum of Art. The collection includes Persian antiquities as well as many off-display items. Your host will be Dr. Linda Komaroff, Curator of Islamic Art and Department Head, Art of the Middle East, LACMA.

Terms: Blackout periods will apply.
Donated by: Los Angeles County Museum



SMITHSONIAN INSTITUTION:

FREER GALLERY OF ART &
ARTHUR M. SACKLER GALLERY

The third in your series of museum tours offers an unforgettable opportunity to tour the famed Smithsonian collection with Dr. Massumeh Farhad, Chief Curator of the Freer Gallery of Art & Arthur M. Sackler Gallery.

Terms: Blackout periods will apply.
Donated by: Smithsonian Institution



PRIVATE FILM SCREENING: *GLOBAL MOMS IRAN*

Enjoy a private, prerelease screening of the feature-length film: *Global Moms Iran* (working title). A 30-minute QA with the director, Justine Shapiro, will follow. Arrange the screening at your home or a venue. Get a chance to screen it before it airs on PBS.

The film took filmmaker Justine Shapiro, a Jewish-American mom and her six-year-old son Mateo, to Iran. Before becoming a mom, she worked as a documentary filmmaker and host of *GlobeTrekker*, an internationally televised travel series that covered more than 40 countries. Shapiro was nominated for an Academy Award and won two Emmy awards for *PROMISES*, a documentary film about seven Palestinian and Israeli children living in and around Jerusalem.

For three months, Justine and Mateo shared daily life in Tehran with three middle class families from diverse backgrounds. Other characters in the film include Orang, Mateo's Iranian babysitter; Marjaneh, the film's Iranian-American producer; and Tehran itself—an urban metropolis where tradition and modernity sit uncomfortably side by side.

Part poetry, part travelogue, part family drama, *Global Moms Iran* takes us behind the headlines, into the fascinating, and yet strikingly familiar homes of Iranian families.

Terms: Winner to arrange location/logistics in 2009.

Donated by: Justine Shapiro

Value: Priceless!



GARDENS OF ISFAHAN: INSPIRATIONS OF PERSIAN DESIGN WITH MEHDI EBRAHIMIAN

I sfahan is noted for its historic architecture and classic Persian gardens. Spend a day with Mr. Mehdi Ebrahimiyan, a leading expert on Persian design and architecture.

Commissioned in 1966 to restore and remodel the old Safavid Caravansari in Isfahan, Ebrahimiyan worked with over 300 craftsmen and artisans. The two-year restoration was completed to international acclaim as the Shah Abbass Hotel, more recently named Abbasid Hotel.

Enjoy your private tour with Mr. Ebrahimiyan learning about the wonders of Persian design in Isfahan, including the Shah Abbass Hotel as well as other regional architectural wonders. Enjoy this unique experience yourself or make a gift to family or friends in Iran.

Or, invite Mr. Ebrahimiyan to your home in the U.S. where he will share his knowledge of Persian design as applied to your home or garden. This consultation will provide you a wealth of design ideas that your own designer can incorporate into your home.

Terms: Several months notice is required for a mutually agreed upon date.

Donated by: Mr. Mehdi Ebrahimiyan

Value: Priceless!

