Thursday, October 2, 2008

**10:30 – 11:45 am**  
**Conversations – Set A**

<table>
<thead>
<tr>
<th>Conversation Topic</th>
<th>Questions</th>
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| **Connecting to Local Community**               | • Is there a shifting definition of the local community? What is your local community and how is it defined?  
• How do you structure a life which is locally connected (especially given time constraints)?  
• What invitations most successfully create connection?  
• What about local communities creates intimacy?  
• Why is it important to be locally connected? | Sandy Moise  
Amy Zucchero  
Chuck Ridley  
Fiona Montagu  
Patricia Hurley  
Christine Rico  
Elizabeth McCance |
| **Show Me the Money: How Do I Match Structures to Funding?** | • How do you balance mission, risk and potential rewards in your structure?  
• Have you identified methods to the madness?  
• What have you found successful in asking for money through RFPs, pitches and presentations? What has not worked?  
• Do corporate or commercial partnerships help or hurt your requests? | Bruce Goldstein  
Charles Jones  
Michael Pergola  
Mark Grimes  
Jackie VanderBrug  
Ashesh Parikh |
| **Culture and HR Practices for Rapid Change**   | • What characteristics enable organizations to thrive in a changing environment – and to drive social change?  
• What are the unique structures /ways to organize HR in social change?  
• What does HR look like in hybrid business structures?  
• Where should you focus in periods of change and transition? For example, how does that change on boarding and training that you need to offer?  
• How well does your organization reflect its mission, outwardly and inwardly?  
• How do founders’ values get baked into the company’s DNA? | Deb Berman  
Ben Bingham  
Ajax Greene  
John Guidry  
Rebecca Hankin  
Benghia  
Daniella Levine  
Sarah Meyerrose  
Cindy Miles  
Judith Nutkis  
Chris Ruszkowski  
Duane Peterson |
| **Leading Causes of Life**                      | • In terms of audience receptivity to health messages, what are effective methods of communicating?  
• What initiatives have recently floored you?  
• What could we be doing a better job of promoting?  
• Do corporations have a social responsibility in this arena? | Nancy Arnison  
Cynthia Osborne  
Margaret Lukens  
Chinwe Onyekere  
Woody Bedell  
Wendell Potter  
Kathy Davison |
| **Investing Locally**                           | • Does local investment need to come from local investors?  
• Is mission insurance critical, or is any investment a good investment? Who decides?  
• Can the availability of options for investing/impacting on a hyper-local level unlock new capital?  
• Can we get beyond feel-good/self-agrandizement to real change? If so, how? | Lorenzo Lebrija  
Mark Reed  
Loren Blackford  
Claudia Grillo  
Vivian Vasallo  
Joy Anderson |
| **How Do You Name**                            | • What, in your opinion, is the best way to communicate a big idea?                                                                                                                                         | Linda Jenkinson |
### Breakout Room 5

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| **The Biggest Idea You Can Think?** | - What processes do you engage?  
- Are there examples of this that we can learn from?  
- Does scale matter? |
| **Breakout Room 5** | | Isaac Prilleltensky  
Paul Tarini  
Lisa Monzon  
McArthur  
Andrew Greenblatt  
Dawn Thomsen |

### 1:45 – 3:00 pm

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| **You Left your Shoes at the Rally and the Science Fair is Tomorrow? Parenthood and Balance** | - How do your kids inform your work towards social change?  
- Should we strive towards balance between work and parenthood or should we try to integrate them?  
- What lessons are you so glad you’ve learned about parenting – and where are your current challenges? |
| **Breakout Room 5** | | Claudia Grillo  
Sandy Moise  
Mark Reed  
Paul Tarini  
Kathy Davison |
| **What about the Finance Industry?** | - What will be the impact of the recent shotgun marriages of the government and private sector?  
- Is this the beginning of a new cycle, or of a new era altogether?  
- How do these changes bode for social entrepreneurship? |
| **Breakout Room 1** | | Sarah Meyerrose  
Christine Rico  
Vivian Vascallo  
David Sand  
Ashesh Parikh |
| **The Meaning of Food** | - How has the meaning of food changed?  
- What models of food preparation and food movements reflect social change? (examples: raw food, fast food, slow food)  
- How do food choices reflect socioeconomic status, or vice versa? |
| **Breakout Room 4** | | Ben Bingham  
Bruce Goldstein  
Charles Jones  
Judith Nutkis  
Andrew Greenblatt |
| **Online Collaboration** | - Where is the sweet spot between combining collaboration in the real world and the online world?  
- What are exciting examples of online collaboration? What supports or enables them?  
- Are there tradeoffs in moving collaboration online? If so, what gives and what gains?  
- What invitations actually convince individuals to join an online community and begin collaborating? |
| **Conference Room B** | | Mark Grimes  
McArthur  
Cindy Miles  
Chinwe Onyekere  
Wendell Potter  
Amy Zucchero  
Jackie VanderBrug  
Dawn Thomsen |
| **33 Days to the Election – Politics in Turbulent Times** | - What about this year’s election distinguishes it or not from previous elections?  
- How has politics been changed?  
- Where does politics bring hope?  
- What political engagements have brought you satisfaction? How would you dream of being involved? |
| **Conference Room A** | | Deb Berman  
Ajax Greene  
Linda Jenkinson  
Lorenzo Lebrija  
Chuck Ridley  
Chris Ruszkowski  
Duane Peterson  
Katie Drasser |
| **Oceans** | - How can we imagine the un-sustainability of the oceans? Name  
- What are the choices we want to influence to create sustainability oceans? Structure  
- What does the end of fish mean? Map  
- What will we learn by responding to the crisis around fish?  
- What can we learn from sustainable agriculture as we learn how we respond to fish? |
| **Reception Area** | | Woody Bedell  
Patricia Hurley  
Loren Blackford  
Fiona Montagu  
Lisa Monzon  
John Guidry  
Toni Page  
Elizabeth McCance |
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| **Caring for the Wounded While Changing the World**                           | • What alliances need to be created to respond and who are the unlikely partners?                                                                                                                          | Nancy Arnison  
Rebecca Hankin  
Benghiat  
Daniella Levine  
Margaret Lukens  
Cynthia Osborne  
Michael Pergola  
Isaac Prilleltensky  
Joy Anderson                                                                 |
| *Breakout Room 2*                                                            | • How do you do direct service while building systemic change? Who does both well?  
• How can the lessons learned on the street better guide the policy shapers in the state houses?  
• How can the policy-shapers better generate new approaches that work on the street?  
• What creates respect and relationships between caregivers and policy makers?                                                                 |                                                                                                          |
| **Bowling Alone**                                                            | • Around what do we see new communities forming?  
• What is today’s equivalent of the local bowling team? Is there one?  
• How do you try to connect with your neighbors? Community?  
• What are innovative ways of bringing people together?  
• Does the Internet make us feel more or less connected?                                                                 | Chinwe Onyekere  
Loren Blackford  
Deb Berman  
Elizabeth McCance                                                                 |
| *Breakout Room 4*                                                            |                                                                                                                                                                                                          |                                                                                                          |
| **Education: Climate for Change**                                            | • What enables schools to change?  
• How does school change relate to system change?  
• What levers are creating educational system change?  
• When and how can other stakeholders (businesses, civic groups, neighborhoods etc) play a role in creating change?  
• Where is there the most hope in the educational world?                                                                 | Cindy Miles  
Claudia Grillo  
Daniella Levine  
Sandy Moise  
Chuck Ridley  
Chris Ruszkowski  
Jackie VanderBrug                                    |
| *Conference Room B*                                                          |                                                                                                                                                                                                          |                                                                                                          |
| **Using Creativity and Innovation for Social Change**                        | • Take 20 seconds to yourself and write down a concern where social change and you seek creative solutions to break through inertia.  
• Where do you go for ideas and creative inspiration?  
• Name one great example of creativity and/or innovation that you admire? What can we learn from that?  
• Can we cultivate creativity? How?                                                                 | Patricia Hurley  
Charles Jones  
Lorenzo Lebrija  
Rebecca Hankin  
Benghiat  
McArthur  
Lisa Monzon  
Cynthia Osborne  
Joy Anderson                                                                 |
| *Conference Room A*                                                          |                                                                                                                                                                                                          |                                                                                                          |
| **Social Conscience – Who Cares?**                                           | • Where is the outrage?  
• How to grow social conscience?  
• Are pain points the only place to spark action?  
• What are tools to foster common interest/collective good?                                                                 | Bruce Goldstein  
John Guidry  
Christine Rico  
Judith Nutkis  
Isaac Prilleltensky  
Amy Zucchero  
Duane Peterson                                                                 |
| *Breakout Room 5*                                                            |                                                                                                                                                                                                          |                                                                                                          |
| Breakout Room 2 | • What role does spirituality play in social change?  
• How does a connection to the transcendent change leaders?  
• Do spirituality and religion go hand-in-hand? Why or why not?  
• Does the message of spirituality help or hurt that of social change? What language communicates beyond religious divides to issues of ultimate meaning and purpose? | Ajax Greene  
Fiona Montagu  
Wendell Potter  
Michael Pergola  
Paul Tarini  
Kathy Davison |
|---|---|---|
| Bottom of the Pyramid  
Breakout Room 1 | • What strategies have been effective in creating sustainable solutions?  
• What lessons have you learned from unsuccessful BOP projects or strategies?  
• Why is important for the BOP to become self sustainable? And how can we compel others to see the importance?  
• How does language create mutuality or distance? | Nancy Arnison  
Ben Bingham  
Mark Grimes  
Linda Jenkinson  
Margaret Lukens  
Katie Drasser |
| Innovative Financial Services  
Reception Area | • “Financial justice” like environmental justice. How do we bring financial services to underserved populations?  
• What are financial services or structures that can improve social enterprises?  
• How can we continue to push for risk taking and innovation in a climate of uncertainty? | Sarah Meyerrose  
Mark Reed  
Vivian Vasallo  
Woody Bedell  
David Sand  
Andrew Greenblatt  
Ashesh Parikh |
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| Corporate / Non-Profit Partnerships | • What is the tension between for profit money and mission?  
• What are the most effective mechanisms of mission insurance?  
• What has taken these from corporate giving relationships to ones of mutual benefit? Or, conversely, what has prevented this from happening?  
• What are examples of successful corporate non-profit partnerships? What makes them successful? | Nancy Arnison  
Woody Bedell  
Ben Bingham  
Claudia Grillo  
Patricia Hurley  
Judith Nutkis  
Vivian Vasallo  
Jackie VanderBrug  
Ashesh Parikh |
| Megaphones and Portal: Grand Scale Communication on Social Change | • What makes mass communication in social change work?  
• Has the democratization of media (internet) gotten masses ahead of power structures?  
• Does mass communication cheapen the message of social change?  
• Does it work? Do the necessary people respond to mass communication? | Deb Berman  
John Campbell  
Daniella Levine McArthur  
Sandy Moise  
Chinwe Onyekere  
Chris Ruszkowski  
Dawn Thomsen |
| Thinking About the Brain | • Where are we in unlocking the secrets on how the brain becomes mind?  
• How does it affect our humanity and our sense of what it means to be human?  
• If you could load your mind on a computer and live forever would that computer be human? Would it be you?  
• With this research, where do you draw the line between helping and harming humanity? | Charles Jones  
Margaret Lukens  
Michael Pergola  
Isaac Prilleltensky  
Andrew Greenblatt |
| Sustainability for All | • What’s the new language of sustainability?  
• How can we invite a broader group into conversations and engagement around sustainable solutions? Who is not currently at the table?  
• What are effective frameworks for sustainability?  
• Where does language/class get in the way? | Ajax Greene  
Christine Rico  
Loren Blackford  
Lisa Monzon  
Elizabeth McCance |
| Community Organizing | • What leadership qualities lead to successful community organizing?  
• Have the motivations for this become solely political?  
• What audiences have been less participatory or less apt to heed the message? Why?  
• Name some successful organizations / campaigns. What, if anything do these have in common?  
• Can these efforts be sustained, or do they have expiration dates? How can you keep a message “fresh?” | Bruce Goldstein  
Mark Grimes  
Chuck Ridley  
Duane Peterson |
| “Life Chapters” – | • Where did you see yourself 10 years ago versus where you are today? | Cindy Miles |
### Vocations, Callings and Career Directions

**Breakout Room 5**

- Is it really “who you know,” or does “what you know” play a significant part?
- Name a big risk that you have taken professionally. If you cannot, name what is keeping or has kept you from doing so.
- What themes have woven through your life – and how might they drive your next vocational “chapter”?

Fiona Montagu  
Cynthia Osborne  
Amy Zucchero  
Wendell Potter  
Kathy Davison

### Cosmopolitan: The New Metropolis

**Conference Room A**

- What systems, for you, define the new metropolis?
- To achieve it, what must come first, public or private sector investment?
- Are certain areas primed to become cosmopolitan? Why?
- Which current areas do you see falling out of favor or being marginalized?

John Guidry  
Rebecca Hankin  
Benghiat  
Linda Jenkinson  
Lorenzo Lebrija  
Sarah Meyerrose  
Mark Reed  
David Sand  
Paul Tarini  
Joy Anderson

### 11:00 – 12:15 pm Conversations – Set E

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| Green Washing or True Change: Corporate Social Responsibility in a Time of Global Challenges | - What are the different forms of corporate social responsibility? Which ones more impact or provide the more promise for the future?  
- How can campaigns and coalitions influence corporate social responsibility?  
- How do corporations move from defensive crouch to stretch?  
- What amount of information can consumers absorb? What role does independent evaluation play? | Deb Berman  
Ajax Greene  
Claudia Grillo  
Wendell Potter  
Toni Page  
Andrew Greenblatt |
| Forward to the Future: Spotting Innovation | - What are different lenses for searching out and identifying innovation?  
- Where are the innovation hot spots – and how can we grow them?  
- When do you know to “Trust your gut” and when is it better to develop consensus? How can we get beyond our own “boxes” to see from new eyes? | Mark Grimes  
John Guidry  
Lorenzo Lebrija  
Daniella Levine  
Paul Tarini  
McArthur  
Cindy Miles  
Lisa Monzon  
Dawn Thomsen  
Duane Peterson |
| Teaching/Coaching                                                                                                           | - Does mentoring still matter?  
- What traits do you look for in a good teacher? In a receptive student?  
- In teaching / coaching, does style or substance take precedence?  
- Once engaged, how do you keep your audience’s attention?  
- How to make the experience benefit equally the teacher/coach and student? | Patricia Hurley  
Charles Jones  
Margaret Lukens  
Sandy Moise  
Fiona Montagu  
Chris Ruszkowski  
Kathy Davison |
| Healthcare Access                                                                                                           | - What is the most pressing barrier to healthcare access in your mind?  
- How much does scale matter?  
- What will be a more successful agent of change: government policy, social initiative or corporate involvement?  
- In your opinion, who is not involved or considered in the conversation of healthcare access that should be?  
- How to get large businesses to weigh in for real healthcare change? | Bruce Goldstein  
Rebecca Hankin  
Benghiat  
Sarah Meyerrose  
Amy Zucchero  
Isaac Prilleltensky  
Christine Rico  
Chuck Ridley  
Elizabeth McCance |
## How Do you Sell Social Investing?
**Breakout Room 5**
- What makes funding good or even sexy?
- How do you sell within your network?
- What are the successful corollaries?
- What are the differences between celeb-driven and not (“live strong” versus “go pink”)?

Participants:
- Ben Bingham
- Linda Jenkinson
- David Sand
- Mark Reed
- Jackie VanderBrug
- Ashesh Parikh

## Making Elephants Dance
**Conference Room B**
- What are key sources of power within large organizations?
- What are the pros and cons of being a large organization versus a small organization?
- How do you coordinate heterogeneous personal mission when trying to create a more homogenous sense of shared vision?
- Better to begin the dance among rabbits and then show the elephants the steps?

Participants:
- John Campbell
- Cynthia Osborne
- Judith Nutkis
- Michael Pergola
- Vivian Vasallo
- Loren Blackford
- Nancy Arnison
- Woody Bedell
- Chinwe Onyekere
- Joy Anderson

## Sustainable Leadership
**Conference Room A**
- Who are great leaders in your life and what specifically made them great?
- When you have been proudest and most concerned of your leadership ability? Where were you successful, what was your source of leadership?
- Name the challenges (personal or professional) that you see before you.
- Does a lack of success in one arena (personal, professional) affect your perception of success in the other? Must you be a superhero?
- Does leadership in social change necessarily come with a title?
- What would play a greater role in your development into this leader: being part of an established organization and rising through the ranks, or entering a more obscure or less settled organizational structure? Why?

Participants:
- Loren Blackford
- Linda Jenkinson
- Charles Jones
- Daniella Levine
- Sarah Meyerrose
- Isaac Prilleltensky
- Mark Reed
- Paul Tarini
- Vivian Vasallo
- Amy Zucchero
- Jackie VanderBrug

## How Do We Partner, Scale and Replicate?
**Conference Room B**
- What’s the value in going to scale? What is the risk in going to scale?
- How do structures promote replication and scalability?
- What characteristics are needed for a venture to be successfully scalable?
- When is it not appropriate to bring something to scale?
- What stories of partnerships and frameworks can we learn from?
- Where and how do you find partners for your ventures?

Participants:
- Deb Berman
- Bruce Goldstein
- Claudia Grillo
- Patricia Hurley
- Sandy Moise
- Cynthia Osborne
- Chris Ruszkowski
- Duane Peterson
- Elizabeth McCance

## Change Versus Transformation
- When does change become transformative?
- What defines transformative?

Participants:
- Nancy Arnison
- Ajax Greene
| Breakout Room 2 | • Are there any circumstances in which change as opposed to transformation is the preferred option?  
• Have you ever brought about a transformation? What did it involve?  
• From your experiences with failed transformation, what are common barriers and lessons learned? | Lorenzo Lebrija  
Margaret Lukens  
Cindy Miles  
Fiona Montagu  
Judith Nutkis  
Michael Pergola  
Kathy Davison |
|---|---|---|
| Youth: Deviance and Criminality | • Can we identify criminality versus deviance in a person’s development? If so, what, if anything, can be done?  
• What adequate deterrents in place (criminal punishment, social ostracism, etc.) to safeguard society? What’s missing?  
• What are public perceptions about the direction of deviance / criminality? Are these true?  
• Are these correlated to ills in the education system? If so, can social entrepreneurs help? | Lisa Monzon  
John Guidry  
McArthur  
Chuck Ridley  
Chinwe Onyekere  
Katie Drasser  
Joy Anderson |
| Breakout Room 1 | • Most new things fail: what do you need to do to prepare yourself before you begin? What’s the value and opportunity in NOT preparing for failure?  
• How do you match the structure of your organization (non profit, for profit, hybrid) with the opportunities for capital?  
• What are effective early media strategies?  
• How might partnerships play into organizational starts? | Woody Bedell  
Ben Bingham  
John Campbell  
Mark Grimes  
Rebecca Hankin  
Benghiat  
Christine Rico  
Wendell Potter  
Dawn Thomsen  
Andrew Greenblatt |