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# 8TH ANNUAL BALLE BUSINESS CONFERENCE LIGHTING THE WAY TO A NEW ECONOMY MAY 21-23 2010 CHARLESTON SOUTH CAROLINA





## WELCOME TO THE 8TH ANNUAL BALLE CONFERENCE!

Everyone knows BALLE is about local work. Our heroes and movement leaders are innovating in their own hometowns and cities to reconnect eaters with farmers, investors with entrepreneurs, and business owners with the communities and ecosystems they serve.

But once a year, at this event, we all come together! It's here where we hear about the influential models emerging from the ground up for how to create and grow local living economies. It is here where we connect the dots to find the synergies, the partnerships, and the "ah-ha" moments that help us all go further, faster. And it is an important time to come together because it is an important time in our culture and our world.

Plus, as we like to say about BALLE, it's just a better party! From the decadent local delicacies we're going to experience - coconut pound cake, sweet potato biscuits (!!) - to the tours and dance parties, and the amazing Charleston hospitality, we promise you all the makings for a good time.

So engage deeply over the next three days. Keep your cell phones off and maximize your time in sessions, at the parties, and at breaks. Soak in the wisdom and experience that is present in this room. Make friends!

Together we can support the emergence of a new economic system, one that supports life. We look forward to more - together.

*The BALLE Team*

P.S. We know some people suffer from the fear of session-remorse... don't worry! You can own every morsel. The entire conference is available to purchase on pod-cast.

### BALLE STAFF

- **Michelle Long**, Executive Director
- **Alissa Barron**, Network Services Director
- **Michael Shuman**, Research & Economic Development Director
- **Christine Ageton**, Community of Practice Manager
- **Justine Ketola**, Events Manager
- **Alie Walker**, Administrative Coordinator

### BOARD OF DIRECTORS

- **Judy Wicks**, co-founder and chair emeritus, BALLE; founder, White Dog Café; founder, Sustainable Business Network of Greater Philadelphia
- **Merrian Fuller**, BALLE Chair; Lawrence Berkeley National Laboratory
- **Matt Bauer**, BALLE Vice Chair; founder, BetterWorld Telecom; co-founder, Lowcountry Local First
- **Derrell Ness**, BALLE Governance Committee Chair; CEO, NSA Distribution; co-founder, Sustainable Business Network of Portland
- **Paul Saginaw**, BALLE Treasurer and Finance Committee Chair; co-founder, Zingerman's Community of Businesses
- **Don Shaffer**, BALLE Development Chair; president and CEO, RSF Social Finance
- **Ellen Shepard**, BALLE Secretary; executive director, Andersonville Chamber of Commerce and the Andersonville Development Corporation
- **Baye Adofo-Wilson**, founder, Lincoln Park Coast Cultural Districts
- **David Korten**, acclaimed author; Positive Futures Network
- **Jamila Payne**, founder, Milla by Mail; founder, National Association of Sustainable Designers; board chair, Sustainable Business Network of Greater Philadelphia
- **Guillermo (Bill) Quiroga**, director, Rural and Tribal Entrepreneurship Initiatives, University of Arizona
- **Sandy Wiggins**, founder, Consilience LLC; chair, e3 Bank; former chair, US Green Building Council

### CONFERENCE COMMITTEE

Judy Wicks, Merrian Fuller, Matt Bauer, Lyle Estil, Eric Henry, Jamee Haley, Beth Richardson, Nancy Gottovi, Sandy Wiggins, Jamila Payne, Elph Morgan, and the BALLE staff team

### VERY SPECIAL THANKS

...to our incredible hosts and partners: Lowcountry Local First and specifically Kenda Sweet, Leanne Veach, and Jamee Haley. You made us believe in the term 'southern hospitality'...we literally could not have done this without you. Thank you.

# CONFERENCE OVERVIEW

## THURSDAY MAY 20

- 8:00 am - 7:00 pm Registration / Check in
- 9:00 am - 5:30 pm Pre-Conference Training Workshop - "How to Build a Local BALLE Network"
- 2:00 pm - 6:00 pm Living Economy Tour I - "Tour of North Charleston"

## FRIDAY MAY 21

- 8:00 am - 7:00 pm Registration / Check in
- 9:00 am - 3:00 pm Annual BALLE Network Leaders Meeting
- 12:00 pm - 4:00 pm Living Economy Tour II - "City Mouse Tour"
- 12:00 pm - 4:00 pm Living Economy Tour III - "Country Mouse Tour"
- 5:00 pm - 6:30 pm BALLE Conference Opening Reception at Pratt-Thomas Walker
- 7:00 pm - 8:15 pm BALLE Conference Opening Session
- 8:30 pm - 10:00 pm Dine Around Charleston
- 10:00 pm until... After Hours at Closed for Business

## SATURDAY MAY 22

- 7:30 am - 6:00 pm Registration / Check in
- 7:30 am - 11:00 am Breakfast available
- 7:30 am - 1:30 pm Local Living Economies Expo
- 8:30 am - 8:45 am Welcome from Michelle Long
- 8:45 am - 1:00 pm Main Stage Keynote and Plenary Panels
- 1:00 pm - 2:30 pm Lunch
- 2:30 pm - 3:45 pm Breakout Sessions
- 2:30 pm - 5:30 pm Snack available
- 4:15 pm - 5:30 pm Breakout Sessions
- 5:30 pm - 7:00 pm Happy Hour
- 7:00 pm - 10:00 pm Bluegrass, BBQ and Brew... and Dancing!
- 10:00 pm until... After Hours at Closed for Business

## SUNDAY MAY 23

- 8:00 am - 5:00 pm Registration / Check in
- 7:30 am - 11:00 am Breakfast available
- 7:30 am - 1:30 pm Local Living Economies Expo
- 9:00 am - 9:15 am Welcome from Merrian Fuller
- 9:15 am - 1:00 pm Main Stage Keynote Speakers and Plenary Panels
- 1:00 pm - 2:30 pm Lunch
- 2:30 pm - 3:45 pm Breakout Sessions
- 2:30 pm - 5:30 pm Snack available
- 4:15 pm - 5:30 pm Breakout Sessions
- 5:30 pm - 7:00 pm Happy Hour
- 7:00 pm - 10:00 pm Closing Reception and Dinner, "Taste of the Lowcountry"
- 10:00 pm until... After Hours at Closed for Business

## ALBERTA

- Province-wide - Live Local Alberta

## ARIZONA

- Phoenix, Tucson and Statewide - Local First Arizona

## ARKANSAS

- Greater Little Rock - Sustainable Business Network of Central Arkansas

## BRITISH COLUMBIA

- Victoria and Vancouver Island - Values-Based Business Network

## CALIFORNIA

- Berkeley - Buy Local Berkeley
- East Bay - Sustainable Business Alliance
- Los Angeles County - Green Business Networking
- McCloud Basin - McCloud Local First Network
- Oakland - Oakland Merchants Leadership Forum
- Santa Cruz County - Think Local First Santa Cruz County
- Sonoma County - Sonoma County GoLocal Cooperative
- Willits - Willits Chamber of Commerce

## COLORADO

- Denver - Mile High Business Alliance
- Durango and La Plata County - Local First
- Fort Collins - Be Local Northern Colorado

## FLORIDA

- Tampa Bay - Sustainable Interconnected Business Alliance

## HAWAII

- Honolulu Hawai'i - Sustain Hawai'i - Walk Story

## IDAHO

- Boise, Nampa and Statewide - Sustainable Community Connections of Idaho

## IOWA

- Fairfield - Fairfield First!

## ILLINOIS

- Chicago's Andersonville neighborhood - Andersonville Chamber of Commerce / Andersonville Development Corporation
- Chicago - Local First Chicago
- Quincy - Live Local Quincy

## MAINE

- Portsmouth, New Hampshire, & Kittery, Maine - Seacoast Buy Local

## MARYLAND

- Annapolis - Annapolis Sustainable Business Alliance
- Baltimore & wider Chesapeake Bay Region - Chesapeake Sustainable Business Alliance

## MASSACHUSETTS

- Greater Boston - Sustainable Business Network of Greater Boston
- Lower Cape Cod - Be Cape Cod
- Somerville - Somerville Local First
- Western Mass - Pioneer Valley Local First
- Worcester - Worcester Local First

## MICHIGAN

- Grand Rapids and Western Michigan - Local First Michigan
- Washtenaw County (Ann Arbor, Ypsilanti, Chelsea) - Think Local First

## MONTANA

- Missoula - Sustainable Business Council

## NEVADA

- Reno/Sparks - LiveLocal Reno Sparks

## NEW HAMPSHIRE

- Portsmouth, New Hampshire, & Kittery, Maine - Seacoast Buy Local
- Upper Connecticut River Valley (Vermont & New Hampshire) - Local First Alliance

## NEW JERSEY

- Hunterdon County - Hunterdon First

## NEW MEXICO

- Las Cruces - Las Cruces Green Chamber of Commerce
- Santa Fe - Santa Fe Alliance
- Silver City and Southwest New Mexico - Southwest New Mexico Green Chamber of Commerce
- Statewide - New Mexico Green Chamber of Commerce

## NEW YORK

- Buffalo - Buffalo First
- Capital District - Capital District Local First
- Ithaca - Local First Ithaca
- New York City - Sustainable Business Network of New York City

## NORTH CAROLINA

- Carrboro - Carrboro LocalMotive
- Greater Charlotte - Project for Innovation, Energy & Sustainability (PIES)
- Triad Region (Winston-Salem, Greensboro, High Point) - Buy Triad First

## NOVA SCOTIA

- Province-wide - BALLE Nova Scotia

## OREGON

- Greater Portland - Sustainable Business Network of Greater Portland
- Southern Oregon - The Rogue Initiative for a Vital Economy (THRIVE)

## PENNSYLVANIA

- Lancaster and York counties - Susquehanna Sustainable Business Network
- Greater Philadelphia - Sustainable Business Network of Greater Philadelphia
- Southwest PA (Fayette, Greene, Washington, Westmoreland, and Somerset Counties) - Southwestern Pennsylvania Sustainable Economies Initiative

## SOUTH CAROLINA

- Charleston - Lowcountry Local First

## UNITED KINGDOM

- Chapel Allerton, Leeds - Sustainable Economies Alliance

## VERMONT

- Statewide - Vermont Businesses for Social Responsibility
- Upper Connecticut River Valley (Vermont & New Hampshire) - Local First Alliance

## WASHINGTON

- Bainbridge Island - Sustainable Bainbridge
- Bellingham and Northwest Washington - Sustainable Connections
- Jefferson County - Jefferson County BALLE
- Seattle - Seattle Good Business Network (formerly BALLE Seattle)
- Southwest Washington - Lower Columbia Alliance for Living Sustainably (LOCALS)
- Tacoma - Go Local Tacoma

## WASHINGTON DC

- Washington DC - Think Local First DC

## WISCONSIN

- Madison and Dane County - Dane Buy Local
- Milwaukee - Our Milwaukee

Plus dozens more local networks in formation

## THURSDAY MAY 20

### 8 am - 7 pm

**Registration Opens** - Johnson Center

We have many off-site events, so please remember to wear your name badge throughout the conference. Thank you!

### 9 am - 5:30 pm

**Pre-Conference Training Workshop** - Johnson Center, Room 206

"How to Build a Local BALLE Network" with Michelle Long, executive director, BALLE

### 2 pm - 6 pm

**Living Economy Tour I** - Meet at the steps of the Silcox Center

"Tour of North Charleston" - Visit businesses that have set up shop at the redeveloped Navy Yard at Noisette. This area is being reshaped to form a sustainable community - one that is equally attuned to social needs, environmental responsibility, and economic vitality.

## FRIDAY MAY 21

### 9 am - 3 pm

**Annual BALLE Network Leaders Meeting** - Johnson Center, Room 206

A day for peer-to-peer exchange between staff and board members of current BALLE networks.

### 12 pm - 4 pm

**Living Economy Tour II** - Meet at the steps of the Silcox Center

"City Mouse Tour" - Focus on the progressive preservation of Charleston's historic downtown. Charlestonians were among the most forward-thinking Americans when they took measures to preserve and protect their heritage as early as the 1800s. Bulldog Tours will lead the tour with stops at Meador Construction and the American College of the Building Arts.

**Living Economy Tour III** - Meet at the steps of the Silcox Center

"Country Mouse Tour" - A Farm-to-Table experience. Aside from being known for great culinary experiences, Charleston is known for having innovative chefs that source from area farms. Visit Thornhill Farm where Our Local Foods has partnered with chef Sean Brock to grow heirloom seeds and reintroduce these treasures back into the community. Maria Baldwin of Thornhill Farm is an instructor for Lowcountry Local First's apprenticeship program, Growing New Farmers. (Lowcountry Local First is our local network conference partner.)

## LIGHTENING OUR IMPACT

Working within the local system, we were able to take the following steps to lighten the impact of this event:

### TRAVEL

We off-set the carbon emissions of attendees traveling to this event, and of the event itself, using Native Energy carbon off-sets. Transport for our non-walking Living Economy Tours is via a converted bio-diesel bus.

### YOUR MEALS

Where available we exchanged Organic Valley products for the non-organic alternatives, and sourced from local farms, food businesses, and breweries. The coffee served is organic and Fair Trade. We invested in china where the caterers could supply our crowd and bio-degradable disposables where they couldn't. We're collecting and delivering to a farm for compost, the food waste and bio-degradable disposables from our off-site events.

### MATERIALS

Your name tags are bio-degradable and have 'eco-cords', but please leave them with us and we'll re-use them; your Eco-bags are Fair Wage and Fair Labor certified, and made of organic cotton, and your programs were printed on 100% post consumer waste recycled paper with soy inks.

### STAGING

We chose eco-cotton biodegradable cloth banners rather than vinyl, sustainably harvested bamboo banner stands, and partnered with local nursery Abide-A-While Garden Center to receive potted plant donations rather than using imported, cut flowers.

### BOOKS AND RECORDINGS

We asked for a special waiver to allow an independent bookstore to manage our on-site book sales, and our audio recordings are available as digital download to your jump-drives or computers.

- 8:00 am – 7:00 pm** **Registration Opens** - Johnson Center
- 9:00 am – 3:00 pm** **Pre-Conference Annual BALLE Network Leaders Meeting** (see previous page)
- 12:00 pm – 4:00 pm** **Pre-Conference Living Economy Tours** (see previous page)
- 5:00 pm – 6:30 pm** **BALLE Conference Opening Reception**  
A true southern welcome! Our hosted reception takes place on the lawn of the Pratt-Thomas Walker offices housed in a restored 1850s mansion in downtown Charleston with a welcome from Charleston Mayor Joseph Riley.
- 7:00 pm – 8:15 pm** **BALLE Conference Opening Session** - Physicians Auditorium
- Passing of the Prayer Bundle: Judy Wicks, co-founder, BALLE; Mickki Langston, Mile High Business Alliance; Jamee Haley, Lowcountry Local First
  - Gullah blessing from Carolyn White
  - Welcome from Don Shaffer, CEO, RSF Social Finance
  - We're More Together: the Local Living Economies Movement: Michelle Long, executive director, BALLE
  - Post Consumerist Society and Local Living Economies: Annie Leonard, the Story of Stuff
- 8:30 pm** **Dine Around Charleston**  
Explore Lowcountry Local First member restaurants! See the Dine Around flyer in your conference bags for restaurants holding reservation spots.
- 10:00 pm until...** **After Hours** - Closed for Business will stay open for BALLE

# can money heal?

WE BELIEVE THE ANSWER IS **YES**.  
AND WE INVITE YOU TO JOIN US IN DISCOVERING **HOW**.

RSF Social Finance is a community of investors, donors, and social entrepreneurs who share a belief in the power of finance to heal the planet and nurture the human spirit. Together, we are leading a movement to build something entirely new. Our goal is nothing less than to **reimagine money**.

Are you inspired to learn more?

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(888) RSF.3737



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Audio of the entire conference on a free jump drive only \$195

**7:30 am – 6:00 pm** **Registration Opens** - Johnson Center

**7:30 am – 11:00 am** **Breakfast** - Physicians Auditorium Promenade

**7:30 am – 1:30 pm** **Local Living Economies Expo** - Physicians Auditorium Lobby

**8:30 am** **Welcome** - Physicians Auditorium

- Michelle Long, executive director, BALLE

**8:45 am – 9:40 am** **Lighting the Way to the New Economy**

- David Korten, Agenda for a New Economy, The Great Turning
- Marjorie Kelly, Tellus Institute, The Divine Right of Capital

**9:45 am – 9:55 am** **Worker Ownership & Green Jobs: A Community-Owned Job Creation Strategy in Cleveland, Ohio**

- India Pierce Lee, Cleveland Foundation, Evergreen Cooperatives

**10:00 am – 10:40 am** **Bringing Feminine Energy into Our Economy**

A discussion between Jennifer Buffett, NoVo Foundation, and Judy Wicks, BALLE co-founder, moderated by Bob Dandrew, New World Foundation

**10:40 am – 11:00 am** **Intermission**

**11:00 am – 11:55 am** **Local Living Economy Manufacturing Supply Chains: Cotton of the Carolinas**

- Introduction: Elissa Sangalli Hillary, Local First West Michigan
- Eric Henry, TS Designs
- Ronnie Burleson, Thurman Burleson & Sons Farm
- Brian Morell, Mortex Apparel

**12:00 pm – 12:25 pm** **Network Innovation Spotlight**

- Introduction: Leanne Krueger-Braneky, Sustainable Business Network of Greater Philadelphia
- Kimber Lanning, Local First Arizona

**12:30 pm – 1:00 pm** **Local Living Economy Business Plans, Hosted by Organic Valley**

- Jamila Payne, Milla by Mail, National Association of Sustainable Designers
- Vicki Pozzebon, Santa Fe Alliance
- Dr. Mark Albion, Net Impact

**1:00 pm – 2:30 pm** **Lunch** - Silcox Center

**OPTIONAL** convening dialogue over lunch: **The Winds of Systems Change:** In recent years, many coalitions have emerged to transition North America (and the globe) to a new economic system that is sustainable and fair. Many of these groups are here, including the New Economy Network, New Economy Working Group, American Sustainable Business Council, New Economics Institute, New Voice for Business, Tellus Institute... and of course, BALLE! Join us for a conversation about who's doing what, how these efforts align, and opportunities for getting involved.

**2:30 pm – 3:45 pm** **BREAKOUT SESSIONS 1**

**Home Run State & Local Policies** – Education Center, Room 116

This workshop will focus on public policy innovations that support local living economies. Highlights will include refocusing stimulus spending on local businesses, developing new sources of local capital through industrial bonds and local stock exchanges, making sustainability an integral part of local land use policy, closing state tax loopholes that favor big businesses, establishing “Benefit Corporate Charters” for triple-bottom-line businesses, and shifting public procurement preferences to local business.

- Stacy Mitchell, Institute for Local Self-Reliance; Michael Shuman, BALLE; Will Patten, Vermont Businesses for Social Responsibility

**Communicating Your Impact for Better Network Fundraising** – Education Center, Room 114

Join BALLE network representatives and accomplished fundraising and development professionals to discuss how measuring and communicating network impact can lead to better fundraising results, as well as strategies to build a diverse funding base and get your board involved in the effort.

- Shanna Ratner, Yellow Wood Associates; Derek Long, Sustainable Connections; Vicki Pozzebon, Santa Fe Alliance; Beth Geagan, Sustainable Community Connections

**Building the Movement to Create Sustainable Small to Mid-Sized Businesses & Communities** – Education Center, Room 118

Four visionaries will discuss common threads and different approaches to spur movement toward sustainability in the small to medium-sized business segment, here defined as 1 to 500 employees. This discussion will focus on certifications and measurement, standards, public policy, and how the movement will achieve critical mass. Take back the leading edge thinking and practices in sustainable business, as well as a defined roadmap for your own organization!

- Elliot Hoffman, Natural Capitalism; Genevieve King, Sustainable Business Council, Missoula, Montana; Jay Coen Gilbert, B Lab; Sara Dinges, eco-Andersonville

**Foundations for Credit & Finance in a Local Living Economy** – Johnson Center, Room J-207

Even in better economic times, obtaining the credit and capital to grow a local business was challenging. Unfortunately, arcane banking and securities legislation make it prohibitive for communities to invest in their local living economies. This discussion will explore locally scaled credit and capital structures and how they can support small business success.

- Derek Huntington, Sonoma County GoLocal Cooperative; Tom Greco, author, The End of Money and the Future of Civilization; Jenny Kassar, Katovich Law Group

**2:00 pm – 5:30 pm**  
**4:15 pm – 5:30 pm**

**5:30 pm – 7:00 pm**

**7:00 pm – 10:00 pm**

**10:00 pm until...**

**Arts, Music & Culture for a Thriving Local Living Economy** – Johnson Center, Room J-206

Local art and music is vital for growing a local living economy that is meaningful, thriving, and FUN. Join these pioneers who are using local art, music, and culture to transform environments and communities, and to engage participation in community economic development.

- Baye Adofo-Wilson, Lincoln Park Coast Cultural District; Lily Yeh, Village of Arts and Humanities; Matthew Lombardi, Investors' Circle and HeartLocal.com

**Mobilizing Communities to Save Energy & Create Jobs** – Education Center, Room 113

Spurred by rising energy prices, environmental damage, and the interest in green jobs, a growing number of communities are tapping federal stimulus dollars to encourage energy efficiency and renewable energy improvements to homes and buildings. Join this discussion about how to finance clean energy improvements, mobilize the participation of neighbors and small businesses, and create jobs.

- Alex Ramel, Sustainable Connections; Merrian Fuller, Lawrence Berkeley National Laboratory; Brian P. Sheehan, director of sustainability, City of Charleston

**Snacks and Coffee available in the Silcox Center**

**BREAKOUT SESSIONS 2**

**The Responsibility Revolution: How the Next Generation of Businesses Will Win** – Education Center, Room 116

For too long, our definition of what constitutes “responsible” corporate behavior has been dangerously timid – more about being “less bad” than truly “good.” To confront the economy’s and society’s daunting challenges, the responsibility revolution is about reimaging companies from within: innovating new ways of working; instilling a new logic of competing; redefining the very purpose and possibility of business.

- Introduction by Matt Bauer, BetterWorld Telecom; Jeffrey Hollender, Seventh Generation, author, The Responsibility Revolution

**Ownership Solutions** – Johnson Center, Room J-206

Real, proven, and effective options presented by practitioners of employee ownership and cooperative business models. What legal structures and forms of governance best reflect the values of progressive businesses – whether small enterprises or larger scale organizations? Learn how and what is possible through first hand stories of both the successes and challenges of being a more just and sustainable corporate entity.

- Moderator: Jerry Gorde, Virginia Textiles; India Pierce Lee, Cleveland Foundation and The Evergreen Cooperatives; Andrew McLeod, The National Cooperative Business Association; Eric Newman, Organic Valley/CROPP Cooperative

**Partnerships in the Movement** – Education Center, Room 114

More than anything else, BALLE network leaders are experts at synthesizing cutting edge ideas, connecting dots, and translating it all to their local business communities. Hear from three local networks who have piloted collaborative on-the-ground programs with national sister organizations – Transition Towns, Fair Trade Towns and B-Corporations.

- Billy Linstead Goldsmith, Fair Trade Towns and Genevieve King, Sustainable Business Council, Missoula, Montana
- Michael Weaver, Transition Santa Cruz and Kelley Rajala, Sonoma County GoLocal Cooperative
- Jay Coen Gilbert, B Lab and Leanne Krueger-Braneky, Sustainable Business Network of Greater Philadelphia

**Bartering to Build Community Wealth** – Johnson Center, Room J-207

Come learn from the experiences of leaders who are facilitating effective models for peer-to-peer business exchange. Hear how networks of businesses are using barter to exchange their goods and services using a complementary currency and how their community benefits. We will also discuss how your community can begin looking realistically and responsibly at beginning such networks.

- Gary Field, NuBarter; Mary Ellen Rosinski, TradeSource; Krista Vardabash, GETS Plus; Richard Logie, GETS, United Kingdom and TBEx

**Rebuilding Local Food Systems** – Education Center, Room 118

Fostering sustainable agriculture and fisheries is, at root, an economic development undertaking, which requires engaging with larger economic, political, and cultural realities at the community level and beyond. Panelists will share their experience building local and regional food systems, including their key challenges, insights, and opportunities for other communities interested in systems-level food work.

- Moderator: Alissa Barron; Will Raap, Gardener’s Supply; Glenda Humiston, California USDA Rural Development; Karen Marzloff, Seacoast Local

**Happy Hour!**

Catch a drink and meet some new friends at tonight’s watering hole, Fish, located in a beautifully renovated, 1837 Charleston single-style home in the heart of Charleston’s Upper King Design District, walking distance from our conference. **OPTIONAL:** If you’re working on community capital (or want to be), grab an iced tea and cookie and join the convening dialogue happening in the Ballroom at the Silcox Center. Community Capital goes beyond financial products and includes the social, environmental and human resources in our communities. A resilient economy requires systems for identifying, leveraging and expanding community capital. With many of the nation’s leading social finance innovators at this conference, this is an ideal time to make connections about the latest ideas and resources, including an overview from Mike Van Patten of Mission Markets on their new local investing platform. Facilitated by Mickki Langston of the Mile High Business Alliance.

**BLUEGRASS, BBQ and BREW....and Dancing!** Visitor’s Center Bus Shed

Jimmy Hagood of Food for the Southern Soul, a Memphis BBQ champion, will cook up some southern-style BBQ with music by Blue Plantation and the Scott Smith Band.

**After Hours** – Closed for Business will stay open again for BALLE

**8:00 am – 5:00 pm** **Registration Opens** - Johnson Center

**7:30 am – 11:00 am** **Breakfast** - Physicians Auditorium Promenade

**7:30 am – 1:30 pm** **Local Living Economies Expo** - Physicians Auditorium Lobby

**9:00 am** **Welcome** - Physicians Auditorium

- Merrian Fuller, BALLE Board Chair, Lawrence Berkeley National Laboratory

**9:10 am – 9:55 am** **Sustainable Communities**

- Sandy Wiggins, Consilience; e3 Bank
- David Orr, Oberlin College, Down to the Wire: Confronting Climate Collapse, The Nature of Design

**10:00 am – 11:00 am** **Community Food & Fuels Entrepreneurship**

The nation’s most inspirational food and fuel entrepreneurs will explain how their business models rebuild local ecosystems and develop local living economies.

- Moderator: Michael Shuman, BALLE, The Small-Mart Revolution
- April Harrington, Oklahoma Food Cooperative
- Ben Burkett, Indian Springs Farmers Association, Mississippi Association of Cooperatives
- Lyle Estill, Piedmont Biofuels, Small is Possible

**11:05 am – 11:25 am** **Intermission**

**11:30 am – 11:55 am** **Arts as Economic Revival**

- Introduction: Baye Adofo-Wilson, Lincoln Park Coast Cultural District
- Lily Yeh, The Village of Arts and Humanities, Barefoot Artists

**12:00 pm – 1:00 pm** **Local Exchange: the Future of Social Finance**

Hear from leaders in the field of social finance about the latest initiatives, investment vehicles, and opportunities to create new financial systems based on principles of local exchange.

- Moderator: Don Shaffer, RSF Social Finance
- Leslie Christian, Upstream21 & Portfolio21
- Bernie Mazyck, South Carolina Association of Community Development Corporations
- Joel Solomon, Renewal Partners
- Woody Tasch, Slow Money

**1:00 pm – 2:30 pm** **Lunch** - Silcox Center

**2:30 pm – 3:45 pm** **BREAKOUT SESSIONS 3**

**Local & Regional Wealth-Building Strategies** – Education Center, Room 116

Since early 2008, the Ford Foundation has supported the development of a wealth-creation approach to economic development meant to improve the livelihoods of low income individuals. The approach builds on the assets of specific places, and aims to: make communities more economically competitive; restore and conserve each region’s natural resource base; and draw more low income people into the social and civic life of their communities. This approach incorporates a comprehensive evaluation/measurement system, is replicable, and delivers a triple-bottom-line result.

- Wayne Fawbush, Ford Foundation; Marjorie Kelly, Tellus Institute; Shanna Ratner, Yellow Wood Associates

**Sustainable Community Design & Development** – Education Center, Room 113

This session will explore the benefits of community-level planning and spotlight exemplary case studies. We’ll explore some of the nation’s leading success stories and their sustainable planning frameworks. Participants, whether BALLE network leaders, local businesses, or economic development professionals, will all leave with practical “how-to’s” for building sustainable communities.

- David Orr, Oberlin College and author, Down to the Wire: Confronting Climate Collapse; David Feldman, The Livability Project; Lyle Estill, The Abundance Foundation and author, Small is Possible

**Forging New Ground on the Path to Leading Local Networks** – Education Center, Room 114

This session will provide network leaders and board members with ideas and resources for effectively leading local networks. We’ll discuss how to nurture leadership toward shared accountability and successful impacts in your community. Topics will focus on transitioning from founding boards to elected boards, governing with collaboration, leading with local business owners, advocacy, and tips for minimizing misunderstandings and getting more done.

- Beth Geagan, Sustainable Community Connections of Idaho; Kelly Maurer, Buffalo First; Andrea Schneck, Lowcountry Local First

**BALLE Businesses Reinventing Growth** – Education Center, Room 118

Unlike ‘bigger is better’ brands that drain capital from local communities while diminishing local identity and character, BALLE businesses are growing in new ways that benefit their communities. Hear from two BALLE entrepreneurs who have modeled new forms of growth. Author Mark Albion will spotlight the fallacy that continual growth brings success and happiness, and share other innovative business models for reinventing growth.

- Moderator: Judy Wicks, founder, White Dog Café and BALLE; Paul Saginaw, Zingermans Community of Businesses; Mark Albion, Net Impact

**The Importance of Values-Aligned Financial Partners** – Johnson Center, Room J-206

When your business needs financing, one of the most critical factors to consider is whether prospective investors or lenders share the values that guide your business. In this panel, leaders of values-driven financial institutions will discuss how their firms approach financial relationships, the impact that shared values can have on the long-term success of a business, and how to ensure you are working with the right financial partners.

- Moderator: Don Shaffer, RSF Social Finance; David Reiling, Sunrise Community Banks; Leslie Christian, Upstream21 and Portfolio21

**Local Living Economy Business Models: Sustainable Agriculture** – Johnson Center, Room J-207

Locally owned food businesses help more people access healthy, sustainably grown food and strengthen local economies by fostering income, jobs, and resources within the community. Our panel will focus on four food businesses that represent replicable business models for local and community ownership in the food sector. Each entrepreneur will tell their story, with a focus on the challenges and opportunities for replicating their success in other communities.

- Moderator: Woody Tasch, Slow Money Alliance; Ben Burkett, Indian Springs Farmers Association; Martin Ping, Hawthorne Valley; Joseph Fields, Joseph Fields Farm; April Harrington, Oklahoma Food Cooperative

**Snacks and Coffee available in the Silcox Center**

**BREAKOUT SESSIONS 4**

**Unchambering National Business Policies** – Education Center, Room 116

Over the past year the U.S. Chamber of Commerce has fought health care reforms, financial reform, climate change legislation, and much more. Now, finally, new voices of business are becoming more visible and powerful and helping to reframe the national public policy debates. Hear how businesses across the U.S. are working together to advocate for policies that advance a just and sustainable economy, and how you can join them.

- David Levine, American Sustainable Business Council; Chuck Collins, Institute for Policy Studies; Holly Sklar, Business for Shared Prosperity

**Local First: Foundations & Innovations** – Education Center, Room 118

Come learn how communities across the nation are enticing people to support their local businesses. We’ll cover the tried-and-true basics, including grassroots efforts such as branding, business directories, and coupon books. We’ll also explore innovative new initiatives including the data-driven “10% Shift” campaign and a new smart phone application that allows people to easily locate local, independent businesses wherever they go.

- Moderator: Ellen Shepard, Andersonville Chamber of Commerce and Development Corporation; Elissa Sangalli Hillary, Local First West Michigan; Joe Grafton, Somerville Local First; Mike Gagnon, HyLo

**ZingTrain: Fun, Flavorful Finance & Open Book Management** – Johnson Center, Room J-206

During this session we’ll discuss the reasons to choose open book finance, how it differs from traditional models, and Zingerman’s own “recipes and rules.” You’ll leave with a sample of a solid, ethically-oriented way to make great finance a successful part of an organization at every level instead of just hiding it in the accounting office.

- Amy Emberling, Zingermans Bakehouse

**Building a Green Economy Task Force in Your Community** – Education Center, Room 113

Largely due to the leadership of SBN Philadelphia, Van Jones and Vice President Biden have both called Philadelphia the home of green jobs. In this session SBN Philadelphia will share their new BALLE Guide, The Green Economy Task Force Toolkit, focused on growing a trained, local, green jobs workforce. Advice will include how to engage unlikely allies, write competitive grants, create effective communication tools, and advocate for economic development policies for job growth.

- From the Sustainable Business Network of Greater Philadelphia: Leanne Krueger-Braneky, executive director, and Kate Houstoun, director of green economy initiatives; Seth Green, Job Opportunity Investment Network (JOIN)

**Integrating the Local Living Economies, Green Building & Sustainable Community Development Movements** – Johnson Center, Room J-207

This session will provide an overview of these converging movements, how each can support each other, and the partnership and program opportunities for local networks. www.Noisettesc.com (just North of Charleston) offers a successful local case study to illustrate what this can look like in an actual community and neighborhood.

- Convener: Sandy Wiggins, Consilience; John Knott, The Noisette Company; Derek Long, Sustainable Connections

**Happy Hour at the Maritime Center**

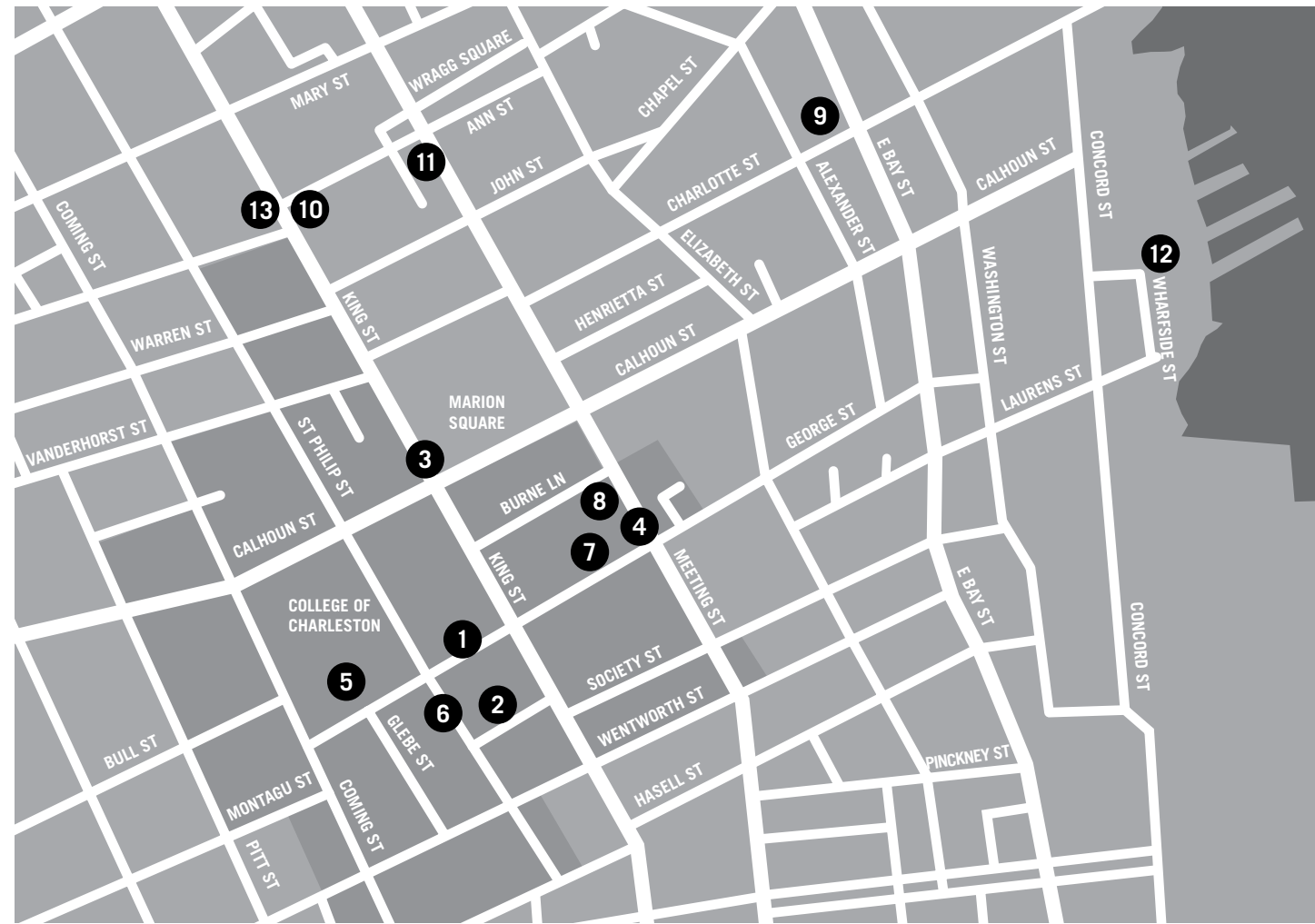
Head on over to the Maritime Center to kick off our Closing Reception with drinks and live music on Charleston’s historic waterfront.

**7:00 pm – 10:00 pm** **Closing Reception and Dinner, Taste of the Lowcountry** – Maritime Center

Duvall Catering is cooking up the great flavors of the region, and the music of the Ian Sanchez Jazz trio is featured at this closing celebration on the waterfront.

**10:00 pm until...** **After Hours** - If you can’t stop celebrating quite yet, Closed for Business will stay open for BALLE one more time...

# LOCATIONS



## CONFERENCE LODGING

## MAIN CONFERENCE LOCATIONS

## OFFSITE CELEBRATION LOCATIONS

- 1** **George Street Dorms**  
21 George Street  
Charleston, SC 29401-1489
- 2** **Liberty Street Dorms**  
Liberty Street between St. Philips & King Streets  
Charleston, SC 29401
- 3** **Francis Marion Hotel**  
387 King Street  
Charleston, SC 29403-6468
- 4** **Registration Location**  
Johnson Center  
26 George Street Entrance
- 5** **Main Stage Presentations**  
Physician's Auditorium  
72 George Street
- 6** **Breakout Session Location 1**  
Education Center  
25 St. Philip Street
- 7** **Breakout Session Location 2**  
Johnson Center  
30 George St Entrance
- 8** **Lunch and Snacks**  
Silcox Center Gymnasium  
Enter at 26 George Street Entrance of Johnsons Center
- 9** **Friday Opening Reception**  
Pratt-Thomas Walker Law Offices  
16 Charlotte Street  
Charleston, SC 29403-6331
- 10** **Saturday Happy Hour**  
Fish (Restaurant and Bar)  
442 King Street  
Charleston, SC 29403
- 11** **Saturday Dinner and Dancing**  
Visitors Center Bus Shed  
375 Meeting St  
Charleston, SC 29403-6238
- 12** **Sunday Dinner and Closing Reception**  
Charleston Maritime Center  
10 Wharfedale Street  
Charleston, SC 29401-1596
- 13** **After Hours Watering Hole (all days)**  
Closed for Business (Bar)  
453 King Street  
Charleston, SC 29401

# SPEAKERS



## Baye Adofo-Wilson

Baye Adofo-Wilson is an urban planner, community organizer, promoter, and lawyer. He is founder and executive director of Lincoln Park/Coast Cultural District, a community development corporation transforming a low-income neighborhood in Newark, NJ, into an arts and cultural district that will include 300 "green" mixed-income housing units, historic restoration projects, an annual music festival, and the Museum of African American Music. LPCCD is collaborating with strategic partners to form a Green Collar Apprenticeship Program (GreenCAP) to provide 100 residents with a trade license in HVAC, plumbing, and electrical trades.



## Dr. Mark Albion

Dr. Albion was a student and professor at Harvard for 20 years, after which he co-founded seven organizations, including Net Impact. Most recently, he served in the Office of the President at Babson College and is on several boards, including BGI. He has made over 600 speaking visits to business schools and written seven books. His 2009 animated short, "The Good Life Parable," won the sustainability award at four film festivals. In April, Dr. Albion was the first social entrepreneur to receive the Distinguished National Entrepreneur Of the Year award.



## Alissa Barron

Alissa Barron joined BALLE's staff in April 2009, and took over as network services director in September 2009. Before BALLE, she worked with Michael Shuman as a research and communications manager, and was lead researcher and co-author of Community Food Enterprise, a Gates- and Kellogg-funded study of local ownership in the food sector. She has ten years experience as a trainer, facilitator, and communicator in environmental management and community development, served as global chair of the International Year of the Reef 2008, and directed two capacity-building technical assistance programs at NOAA and at Dickinson College.



## Matt Bauer

Matt has been a social entrepreneur for 20 years. Before co-founding BetterWorld Telecom, Matt served as director of business development for the AES Corporation, a Fortune 500 global independent company. He has helped start and significantly grow a number of nonprofits including DC's Sitar Children's Arts Center, Atlanta's True Colors Theatre Company, and most recently, Lowcountry Local First, a BALLE network and a 2010 BALLE Conference partner.



## Jennifer Buffett

Jennifer Buffett is co-chair and president of the NoVo Foundation, a philanthropic organization focused primarily on the empowerment of women and girls. In December 2009, Jennifer and her husband Peter Buffett were named among Barron's top 25 most effective Philanthropists. In September 2008, Jennifer and Peter received the Clinton Global Citizen Award for their "visionary leadership and sustainable, scalable work in solving pressing global challenges." NoVo Foundation's approach is to invest in long-term strategic initiatives that lead to systemic and social change rather than short-term traditional granting.



## Ben Burkett

Ben is a fourth generation farmer, presently operating 255 acres in Petal, Mississippi. He is president of the National Family Farm Coalition (NFFC), and a cooperative-marketing-specialist member of the Federation of Southern Cooperatives Land Assistance Fund. He is a member and former manager for 16 years of his local coop, the Indian Springs Farmers Association. Ben represents NFFC on the Via Campesina Food Sovereignty Commission and is a board member of the Community Food Security Coalition (CFSC).



## Ronnie Burleson

A third generation farmer, Ronnie owns Thurman Burleson & Sons Farm along with his brother Dennis, son Andrew, and nephew Aaron. Ronnie continues his father's cutting edge farming techniques and practices; he and his family were the first to bring cotton back to the Piedmont region of North Carolina in 1991, having left the area 40+ years before because of the boll weevil. Of the 3,400 acres that make up Ronnie's farm, 2,000 of it is cotton, the rest a mix of corn and soybeans. The cotton grown by Thurman Burleson & Sons Farm is part of a local supply chain producing t-shirts for Cotton of the Carolinas.



## Leslie Christian

Leslie has more than 35 years of experience in the investment field, including nine years in New York as a director with Salomon Brothers Inc. She received her bachelor's degree from the University of Washington and her MBA in finance from the University of California, Berkeley. Leslie is chair of the board of Upstream 21 Corporation and Portfolio 21 Investments and serves on the RSF Social Finance Investment Advisory Committee.



## Chuck Collins

Chuck Collins is cofounder of Wealth for the Common Good, a national network of business leaders and wealthy individuals that support progressive taxation and other policies that broaden prosperity ([www.wealthforcommongood.org](http://www.wealthforcommongood.org)). He is a senior scholar at the Institute for Policy Studies and a national expert on economic inequality issues ([www.ips-dc.org/inequality](http://www.ips-dc.org/inequality)). He is co-author, with Bill Gates Sr., of *Wealth and Our Commonwealth: Why America Should Tax Accumulated Fortunes*.

# SPEAKERS



## Bob Dandrew

Bob Dandrew is director of the Local Economies Project at The New World Foundation. His work is centered on the exploration and promotion of sustainable communities. As a grant maker, he has collaborated with numerous organizations working to advance social justice, environmental stewardship, and progressive education. Before joining New World, Bob was executive director of the NoVo Foundation, a philanthropic organization funded by investor Warren Buffett and dedicated to education and the empowerment of women and girls. Bob also served as east coast director for RSF Social Finance, which focuses on community investing and philanthropic services. Bob's professional career began as a grant seeker for educational nonprofits.



## Sara Dinges

Sara Dinges is the managing director of the Andersonville Development Corporation. She manages ADC's work on economic development based on local, independent businesses; environmental sustainability; and historic preservation. Sara co-developed and leads ADC's groundbreaking environmental initiative, eco-Andersonville, which includes a sustainable business certification program developed specifically for small businesses. She presented eco-Andersonville at the National Main Streets and USGBC Greenbuild conferences. Sara also collaborates with neighboring communities and the City of Chicago on environmental initiatives.



## Amy Emberling

Amy Emberling is a managing partner at Zingerman's Bakehouse, a nationally acclaimed artisanal bakery in Ann Arbor, Michigan. The bakery is a member of Zingerman's Community of Businesses. Amy received her bachelor's degree from Harvard College in Social Theory and her MBA from Columbia University. She learned to cook at the Ritz Hotel in Paris and in numerous Michigan restaurants before joining Zingerman's Bakehouse in 1992 when it was formed.



## Lyle Estill

Lyle Estill is a traveling salesman who accidentally became an environmentalist, stumbled into being an activist, and went on to become what some refer to as a social entrepreneur. He has founded companies, grown enterprises as an intrapreneur, and has traveled successfully through the business world for several decades. Although he has written epistles, treatises, poetry, fiction, and essays he is best known as the publisher of 'Energy Blog,' and for his newspaper columns, and books. He is the author of Small is Possible; Life in a Local Economy, and Biodiesel Power; the passion, people, and politics of the next renewable fuel. His third book, Industrial Evolution, is scheduled to launch in the spring of 2011.



## Wayne Fawbush

Wayne Fawbush is a program officer with the Economic Opportunity and Assets Unit of the Ford Foundation, focusing on rural economic development. His work concentrates on helping families improve their livelihood and wealth-building opportunities through the employment of "triple bottom line" development practices that promote positive changes in equity, environment and the economy. Before joining the Ford Foundation in 2007, Wayne was executive director of the Vermont Sustainable Jobs Fund. Previously, in the Clinton administration, he was deputy for program operations for the Farmers Home Administration at the Department of Agriculture.



## David Feldman

David Feldman is CEO of Livability Project a firm dedicated to creating sustainable communities. He directs Bethesda Green, a model initiative with an engaged volunteer base, a green business incubator, and education/demo center.



## Gary Field

NuBarter provides both individuals and companies with the ability to successfully buy and sell goods and services using trade credits. Members enjoy access to online listings and utilize local trade brokers to solve business or personal needs. ([www.nubarter.com](http://www.nubarter.com))



## Joseph Fields

Joseph Fields is a certified organic farmer on Johns Island, South Carolina. His family has been farming all their lives and although a certified welder by trade, his love of farming brought him back to farming in 1973. Joseph farms 50 acres and sells to restaurants, at farmer's markets, and through a CSA (Community Supported Agriculture). He is a mentor farmer in Lowcountry Local First's Growing New Farmers Program, which is training the next generation of growers.



## Merrian Fuller

Merrian Fuller is a researcher at Lawrence Berkeley National Laboratory (LBNL). Prior to joining LBNL, she partnered with several clean energy projects including the Renewable and Appropriate Energy Laboratory (RAEL) and New Resource Bank. She is the past co-chair of the Berkeley Energy and Resources Collaborative (BERC) and founding chair of the UC Berkeley Energy Symposium. Merrian was the director of the Sustainable Business Network of Greater Philadelphia and the managing director of BALLE. Merrian has an MBA from the Haas School of Business, a Masters from the Energy & Resources Group at UC Berkeley, and BA in International Relations from Stanford University. She currently serves on the boards of BALLE and the Goggio Family Foundation, and is an adviser to the E.F. Schumacher Society.



## Mike Gagnon

Mike and his HyLo Team are helping local business organizations connect with nearby consumers through the use of next-generation technologies.



## Beth Geagan

Beth Geagan has managed all areas of business operations over the past 25 years. As a management consultant and owner of Balance Business she works with local business, nonprofits, and municipal and state governments to help people and organizations develop effective strategies to sustain their lives, work, and community. Beth is the cofounder of Get It Local...Think Boise First (TBF) and Think Nampa First (TNF), business alliances for locally owned and independently operated businesses.



## Jay Coen Gilbert

Jay Coen Gilbert is a cofounder of B Lab, the nonprofit that certifies and supports B Corporations, companies that are using the power of business to solve social and environmental problems.



## Billy Linstead Goldsmith

Billy spent eight years in the grassroots environmental movement. As senior staff and outreach director with Clean Water Action he trained hundreds of organizers, facilitated issue and electoral campaigns nationally, statewide, and locally, and mobilized fence-line communities. Upon traveling to Venezuela with his wife Rachel, Billy was inspired to move his focus to international justice and has found Fair Trade Towns USA to be the perfect combination of local advocacy with a global focus.



## Jerry Gorde

Jerry Gorde was an early pioneer of employee ownership practices starting as early as 1976 in Richmond, Virginia. He founded VATEX, a 4-time INC.500 company occupying 45,000 square feet of new construction in a former environmentally, and economically challenged inner city neighborhood. The business employed upwards of 150 people, many from the adjacent neighborhoods. With economic education programs, an in-house wellness center and a community garden, VATEX endeavored to thrive and stretch within its own corporate values, culture and industry.



## Joe Grafton

In the past 2 years, Joe Grafton has founded Somerville Local First, a fast-growing network of over 160 locally owned and independent businesses, artists and community-based nonprofits, co-chaired the New England 10% Shift campaign, which has inspired similar campaigns in at least 10 US states, produced a documentary project called Shift Across America, traveling across the country interviewing community organizers, artists and entrepreneurs, and was the founding operations manager for Together: The New England Electronic Music Festival.



## Tom Greco

Tom Greco is a community and monetary economist, educator, and former college professor at Rochester Institute of Technology. He is a leading authority on cashless exchange systems, monetary history and theory, credit clearing systems, complementary currencies, statistical analysis, and community economic development. He is the author of several books, including Money and Debt: A Solution to the Global Crisis and The End of Money and the Future of Civilization.



## Seth Green

Seth Green is the director of the Job Opportunity Investment Network (JOIN), a \$4 million public-private partnership that seeks to build career pathways for low-skilled workers and a talent pipeline for businesses in Greater Philadelphia. Prior to leading JOIN, Seth was a consultant at McKinsey and Company, where he received their "Community Fellowship," allowing him to support nonprofits in developing earned revenue strategies, creating social investment funds, and building urban renewal plans. Seth is the founder and board chair of Americans for Informed Democracy (AID), a non-partisan organization that empowers young people to tackle pressing social challenges from poverty to climate change. For his leadership, Seth has been named one of 50 "visionaries who are changing your world" by Utne Reader and received the Search for Common Ground Award for International Understanding.



## Jamee Haley

Jamee has a bachelors degree in economics from Oklahoma State University and an associates degree in culinary arts from Johnson and Wales University. Ms. Haley has not only been instrumental in creating a solid foundation for Lowcountry Local First, she is responsible for developing the "Directory of Local Independent Businesses," has produced three successful Buy Local annual campaigns, launched the Sustainable Agriculture Initiative, and created awareness throughout the community about the importance of supporting our local economy.



## April Harrington

April Harrington founded Earth Elements in 1998, starting as an organic farm and has grown into a processor specializing in the preservation and value adding of local foods, utilizing seconds and surplus from Oklahoma farmers. For the last three years she has volunteered as treasurer for the Oklahoma Food Cooperative, establishing accounting procedures and policies for the 3000+ membership. Her mission is to aid the establishment of an alternative "LOCAL FOOD SYSTEM".



## Eric Henry

Eric Henry, president of TS Designs, is one-half of the dynamic duo that owns TSD. Alongside his business partner and TSD CEO Tom Sineath, Eric has been in the screenprinting business for over 30 years. The foremost public face of TSD, his boundless enthusiasm and energy won him the Sustainability Champion award from Sustainable North Carolina in 2009. Outside of TS Designs, Eric devotes much of his time volunteer organizations, serving on the boards of several community associations. He founded the Burlington Biodiesel Co-op and his latest project is working to establish Company Shops Market in downtown Burlington, a local co-op grocery whose goal is to reconnect local agriculture to Alamance County.



## Elliott Hoffman

Elliot Hoffman is cofounder and former CEO of Just Desserts, as well as cofounder and current CEO of New Voice of Business, which is committed to becoming one of the most trusted voices of the business community in America. The New Voice founders believe in the power and creativity of business and business people to take a new and positive leadership role in addressing the enormous challenges and opportunities facing society and the world today. Elliot is also vice-chair of the Presidio School of Management, the fully accredited MBA program with a core focus on business and sustainability.



## Jeffrey Hollender

Jeffrey Hollender is the cofounder, executive chair, and chief inspired protagonist of Seventh Generation, the leading brand of natural household and personal care products in the U.S. Hollender is a director of several organizations including Greenpeace USA and Environmental Health Fund. Hollender recently cofounded the American Sustainable Business Council, a progressive alternative to the Chamber of Commerce that currently has over 40,000 members.



## Kate Houstoun

Kate leads SBN Philadelphia's Green Economy Department including research, education, outreach, and partnership programs. Kate also manages the Green Economy Task Force. She led the development of SBN's Emerging Industries Project, an ongoing, business-focused study of green industries that show a strong potential for growth in the region, including sustainable manufacturing, construction and demolition waste recovery, and energy efficiency.



## Glenda Humiston

Dr. Glenda Humiston was appointed by President Obama to serve as the California State Director at the U.S. Department of Agriculture, Rural Development. Humiston previously served as a Peace Corps volunteer in Tunisia, as executive director of a nonprofit advocating farmland preservation and value-added agriculture development, and has taken on many difficult challenges throughout the western states as a consultant on environmental and agricultural issues. In that capacity she developed a Rangeland Water Quality Management plan for California that has become a model in many western states. From 1998 - 2001 as Deputy Under Secretary for Natural Resources and the Environment at USDA, she received national honor awards from USDA and EPA as well as two "Hammer" Awards from Vice President Gore for outstanding government programs.



## Derek Huntington

Derek Huntington graduated from San Diego State University in 2005 with a BS in corporate finance and a minor in international politics. After graduating, Derek became a Series 7 and Series 66 licensed investment professional, working with investors of all types at a locally owned investment management company before leaving to pursue his passion for local economy. Since 2006, Derek has been researching and developing community-friendly credit and financing structures, culminating in the development of the Sustaining Capital model and the formation of Sustaining Technologies, LLC. He was one of the main organizers of the Sonoma County relocalization effort, and now serves as president of the Sonoma County GoLocal Cooperative.



## Jennifer Kassan

Jenny Kassan is an attorney and community development consultant, specializing in environmentally friendly and socially responsible ventures. She is the managing director of Katovich Law Group. Her legal practice areas include small business start-up and financing, securities regulation, nonprofit law, business agreements, real estate development, franchising, cooperatives, and assessment districts.



## Marjorie Kelly

Marjorie Kelly is with the Tellus Institute in Boston, where she cofounded Corporation 20/20, an initiative to envision and advocate enterprise designs integrating social, environmental, and financial aims. She was cofounder and for 20 years publisher of Business Ethics magazine, and is author of The Divine Right of Capital (Berrett-Koehler, 2001), named one of the Best Business Books of the Year by Library Journal. She is at work on a new book on alternative enterprise design.



## Genevieve King

Genevieve King is the executive director of the Sustainable Business Council in Missoula Montana. She is the CEO of Advantage Academic Academy, an alternative preschool specializing in an early childhood sustainable curriculum. Genevieve is a member of Missoula Developers for Sustainability, of the United States Green Building Council (USGBC) and is working on her masters in environmental journalism.



## John Knott

As president, CEO, and cofounder of the Noisette Company, LLC, Mr. Knott leads the Noisette Project development team, which is collaborating with the City of North Charleston, South Carolina, in the sustainable restoration of 3,000 acres of the city's historic urban core and areas of the former Charleston Naval Base. A third generation developer, John has 36 years of experience in urban redevelopment, historic preservation, and community rehabilitation fields.



## David Korten

David Korten is cofounder and board chair of YES! magazine, co-chair of the New Economy Working Group, president of the People-Centered Development Forum, and a founding board member of the Business Alliance for Local Living Economies (BALLE). His books include Agenda for a New Economy: From Phantom Wealth to Real Wealth, The Great Turning: From Empire to Earth Community, and the international best seller When Corporations Rule the World.



## Leanne Krueger-Braneky

Leanne Krueger-Braneky is the executive director of the Sustainable Business Network of Greater Philadelphia (SBN), a 530+ member business organization working to build a just, green, and thriving economy in the Greater Philadelphia region. SBN accomplishes this by educating and growing a broad base of local, independent businesses and educating policy makers and the public. For eight years, SBN has offered green technical assistance and support for local businesses in the Philadelphia region.



## Mickki Langston

Recognizing the need to reclaim our power to create community wealth, Mickki cofounded the Mile High Business Alliance in 2007. Currently serving as executive director, Mickki combines her passion for social and environmental sustainability with her experience as a small business owner and entrepreneur. Her work with the business alliance focuses on organizing local business owners in working together to build a more locally focused and stable economy that doesn't sacrifice people and the planet for the sake of profit.



## Kimber Lanning

Kimber Lanning is an entrepreneur, arts advocate, and community activist who works to cultivate strong, vibrant communities and inspire a higher quality of life throughout Arizona. Lanning is actively involved in fostering cultural diversity, economic self-reliance, regional planning, and responsible growth. In 2003, Lanning founded Local First Arizona, and has secured both a 501c6 and 501c3 for the organization. She is executive director of both organizations and oversees their 1,800 business members statewide.



## India Pierce Lee

India Pierce Lee, program director for Neighborhoods, Housing and Community Development at the Cleveland Foundation, has 22 years of experience in the community development field. She holds a master of science in social administration from Case Western Reserve University. In 2009, she completed the Loeb Fellowship at Harvard's Graduate School of Design. India helps lead the foundation's Greater University Circle Initiative, a comprehensive neighborhood strategy with a focus on sustainability, community wealth, and economic inclusion.



## Annie Leonard

Annie is currently the director of The Story of Stuff Project, created around her web-based film The Story of Stuff, about the consequences of our consumer culture, which has been seen by millions of people all over the world. Prior to this, Annie coordinated the Funders Workgroup for Sustainable Production and Consumption, a funder collaborative seeking to address the hidden environmental and social impacts of current systems of making, using and throwing away all the stuff of daily life. Annie has spent nearly two decades investigating and organizing on environmental health and justice issues. She has traveled to 40 countries, visiting literally hundreds of factories where our stuff is made and dumps where our stuff is dumped.



## David Levine

David is the cofounder of the American Sustainable Business Council, a growing coalition of business networks, including BALLE, committed to public policies that promote a vibrant, just, and sustainable economy. ASBC's organizational members represent over 30,000 businesses and social enterprises, and more than 150,000 entrepreneurs, owners, executive, investors, and business professionals. David is also the director of sustainable economies at the Environmental Health Fund. David is a founding partner of Green Harvest Technologies, a B Corp, working on producing sustainable bio-based consumer products.



## Richard Logie

Richard Logie is the founder of Global Exchange Trading Systems (GETS) and has been operating peer-to-peer mutual credit clearing systems since 1993. He has operated The Business Exchange (TBEx) in Scotland since 1995.

# SPEAKERS



## Matthew Lombardi

Matt Lombardi is cofounder of Hear It Local, a startup that supports local, independent music in several markets around the country. Hear It Local's first online community in the Twin Cities was launched in March featuring over 4,000 local musicians and 20,000 local fans. By day, Matt is co-director at Investors' Circle, a national nonprofit that connects mission-based startups with socially responsible investors. Matt is also on the advisory board of Galeforce Capital, a philanthropic investment fund dedicated to providing support to LGBT organizations seeking to launch social enterprises.



## Derek Long

Derek Long has a track record of entrepreneurship and program development in the public, private, and not for profit sectors. Most recently he co-founded Sustainable Connections in 2002 and is the current executive director. Derek, along with Michelle, served as the first co-National Coordinator of BALLE from 2001 to 2003. In 1999, Derek co-founded Viatru (formerly World2Market.com), as a company to create opportunities for consumers to shop for products consistent with their values.



## Michelle Long

Michelle Long was BALLE's first co-director, transitioned to the BALLE board starting in 2003, and returned as our executive director in September 2009. Over the last eight years she served as co-founder and director of Sustainable Connections in Bellingham, WA. A regular keynote speaker, co-author of Local First: A How-to Guide, and author of the forthcoming Building a Community of Businesses: A BALLE How-to Kit, she was recently named one of the west coast's "top five leading ladies of sustainability" by Sustainable Industries.



## Karen Marzloff

Karen Marzloff has been working in local media for 15 years, including six years at The Wire, a weekly paper in Portsmouth, NH. As a co-founder of Seacoast Local, she brings a deep understanding of the link between local media, local business, and local people. In 2008, she helped convene a community food network covering three counties, which now links together Seacoast Local, Seacoast Eat Local, Slow Food Seacoast, the local fishing industry, hunger relief programs, and policy efforts. That same year, she also co-hosted a conference inviting AMIBA and BALLE networks across New England to collaborate on regional food and manufacturing initiatives. Together, they launched the dynamic 10% Shift campaign.



## Kelly Maurer

Kelly is currently the assistant treasurer of the Buffalo Cooperative Federal Credit Union. A theatrical lighting designer by trade (she has been lighting designer for Pick of the Crop Dance for nearly 25 years), Kelly is a cooperater by vocation. She managed a 30 person-housing cooperative while in college. She worked at both the North Buffalo Food Co-op and the Lexington Co-op. She has also been a member of the Brattleboro Co-op in Vermont and the High Falls Co-op in the Hudson Valley. She currently serves on the board of BALLE network Buffalo First.



## Bernie Mazyck

Bernie Mazyck is president and CEO of the South Carolina Association of Community Development Corporations, the state's trade association for CDCs and grassroots economic development organizations. Bernie has also served on staff for the N.E.W. (Neighborhoods Energized to Win) Fund, established to empower low-income residents to effect change through neighborhood organizations. Bernie is the former vice president of community development of the Charleston Metro Chamber of Commerce. In 2004, Bernie received the Order of the Silver Crescent from Governor Mark Sanford. The Order is the highest honor given to a citizen of South Carolina for community service.



## Andrew McLeod

Andrew McLeod is communications specialist for the National Cooperative Business Association and the assistant editor for the Cooperative Business Journal. Andrew has nearly 18 years experience in worker and consumer co-ops, as well as co-op development and food systems. He is also enrolled in the Master of Management - Co-operatives and Credit Unions at St. Mary's University in Halifax. His first book, Holy Cooperation!: Building Graceful Economies, was published in 2009.



## Stacy Mitchell

Stacy Mitchell is a senior researcher with the New Rules Project, a program of the nonprofit Institute for Local Self-Reliance that challenges the wisdom and inevitability of economic consolidation, and works with communities around the country to advance policies that support strong, sustainable local economies. She's the author of Big-Box Swindle and produces a widely read monthly newsletter, the 'Hometown Advantage Bulletin'. She lives in Portland, Maine.



## Brian Morell

Brian Morrell has worked in textile mills and apparel manufacturing factories since he was old enough to walk. Brian manages Mortex Apparel Manufacturing, a North Carolina private label manufacturer started by Brian's father Ed in 1984. With over 400 employees, Mortex is one of a only few fully domestic and vertical apparel manufacturers left in the United States.



## Eric Newman

Eric Newman has been involved with organic food sales and marketing for over 25 years. An advocate for small farmers, he was the president of the Southwest Montana Chapter of the Organic Crop Improvement Association (OCIA), and worked with the Alternative Energy Resources Organization (AERO). For the past fourteen years, Eric has worked for CROPP Cooperative as the Vice President of Sales, responsible for domestic and global sales. CROPP is the largest organic farmer owned cooperative in North America and owns the Organic Valley® and Organic Prairie® brands, and manages the Stonyfield Fluid Milk Brand under a licensing agreement.



## David Orr

David W. Orr is the Paul Sears Distinguished Professor of Environmental Studies and Politics and Special Assistant to the President of Oberlin College and a James Marsh Professor at the University of Vermont. He has served as a trustee for many organizations including the Rocky Mountain Institute, the Aldo Leopold Foundation, and the Bioneers. David has recently engaged in a two-year \$2.2 million collaborative project to define a 100 days climate action plan for the Obama administration. He is also active in efforts to stop mountaintop removal in Appalachia and develop a new economy based on ecological restoration and wind energy. He is the author of Down to the Wire: Confronting Climate Collapse (Oxford University Press, 2009).



## Will Patten

Will Patten has served as executive director of Vermont Businesses for Social Responsibility since May of 2007. For 22 years prior to VBSR, Will was working with Ben & Jerry's. He began as a franchisee in Rutland, Vermont in 1985 and retired as Global Director of Retail Operations.



## Jamila Payne

Board member of the Sustainable Business Network of Greater Philadelphia and president of Milla by Mail, Jamila has had a passion for fashion and entrepreneurship since she was a little girl. She honed her entrepreneurial skills with the National Foundation for Entrepreneurship, and went on to work for fashion houses such as FUBU, Anthropologie, and Mimi Maternity. As the consulting director of business services for the National Association of Sustainable Designers, she develops programs that assist nearly 2,000 entrepreneurs a year.



## Martin Ping

Martin Ping is the executive director of Hawthorne Valley Association, a not-for-profit corporation promoting social and cultural renewal through the integration of education, agriculture, and the arts. Hawthorne Valley is situated on a 400-acre biodynamic farm in New York's Hudson Valley and employs 150 people in a variety of enterprises.



## Vicki Pozzebon

Vicki Pozzebon is the executive director of the Santa Fe Alliance. Her background includes arts administration, nonprofit development, marketing, and public relations. Honors include Young Careerist '06, and 40 under Forty Business Executive by NM Business Weekly. In 2008, Vicki was appointed to the City Business and Quality of Life Committee by Mayor Coss. Board positions include Southwestern College, Capital City Business & Professional Women, American Independent Business Alliance, Santa Fe SBDC, and Capulin Business Cooperative.



## Will Raap

Activist and "restorationist" Will Raap founded Gardener's Supply Company, an award-winning online and catalog gardening equipment retailer, and Vermont's Intervale Center, a pioneering community farming and sustainable business organization. His Green Business Incubator advances local food, waste recycling, and land restoration enterprises in the U.S. and Costa Rica. ([www.willraap.org](http://www.willraap.org))



## Kelley Rajala

Kelley has a degree in environmental studies with an emphasis in renewable energy and planning, holds a permaculture certificate, has Transition Town training, and is a self-taught graphic designer. Kelley is a master project incubator and has started a yoga studio, green retail store, clothing line, biodiesel co-op, community food security garden, and a BALLE network. She was part of the initiating committee for Transition Sebastopol, the 9th official "Transition Town." She is the founder of the Livability Project and currently the executive director of the Sonoma County GoLocal Cooperative.



## Alex Ramel

Alex Ramel is the energy and policy manager with Sustainable Connections where he is coordinating the Community Energy Challenge, a Whatcom County green jobs and energy efficiency program. Previously Alex was with ICLEI-Local Governments for Sustainability where he helped dozens of local governments conduct baseline greenhouse gas emissions inventories and climate action plans. He was one of the lead authors of the Local Government Greenhouse Gas Protocol, which is the nationally recognized standard for emissions quantification.



**Shanna Ratner**

Shanna Ratner is the principal and founder of Yellow Wood Associates, a consulting firm located in St. Albans, Vermont, specializing in rural community economic development since 1985. Shanna has over 25 years experience managing complex research initiatives and analyzing rural economic development opportunities. She holds a master of science degree in agricultural economics from Cornell University and a bachelor's degree in value systems from New College in Sarasota, Florida



**David Reiling**

David Reiling is the chief executive officer of Sunrise Community Banks where he is responsible for three individually chartered banks and their holding company. Sunrise Community Banks' mission is to be "The Leader in Improving Our Urban Community." Under David's leadership the banks aggressively lend to economically challenged communities in St. Paul and Minneapolis. David has created several lending and depository products to assist underserved neighborhoods gain access to capital and cash. Reiling's bank was awarded the 2004 Corporate Citizenship Award and he was Ernst & Young's Socially Responsible Entrepreneur of the Year in 2002. David serves on the board of the Community Development Bankers Association and is a trustee of Breck School. He is an active member of the Social Investment Forum, Green America, and the Young President's Organization.



**Mary Ellen Rosinki**

Mary Ellen Rosinski has been active in the barter industry for more than 20 years and has built TradeSource to be one of the largest and most trusted exchange networks in Phoenix with more than 800 members. TradeSource provides businesses of all sizes an entirely new avenue to generate new business, offset cash expenses, and increase profits.



**Paul Saginaw**

Based in Ann Arbor, Michigan, Paul inadvertently began his career in the food service industry when he left a graduate program in public health to assume a position in a seafood restaurant. In 1982, he launched Zingerman's delicatessen, which started as 1,300 square feet of combined restaurant and specialty food retail space, run solely by Paul, his partner Ari Weinzweig, and two employees. The Zingerman's Community of Businesses now has 16 partners, employs over 500 people, and generates over \$37 million in annual sales from nine separate businesses: Zingerman's Delicatessen, Mail Order, Bakehouse, Zingerman's Training Inc., Zingerman's Coffee Company, Roadhouse, Creamery, Zingerman's Candy Manufactory, and Dancing Sandwich Enterprises.



**Elissa Sangalli Hillary**

Elissa Sangalli Hillary serves as the executive director of Local First West Michigan and the Local First Educational Foundation. Under her leadership, Local First has grown to a network of 550+ locally-owned independent businesses, and nonprofits working to create a sustainable West Michigan economy. Local First has attracted national media recognition for its efforts, and is regarded as the premier organization advocating for local businesses in the Midwest. She serves on the boards of the Blandford Nature Center, the West Michigan Strategic Alliance, and the City of Grand Rapids Economic Development Corporation/ Brownfield Development Authority.



**Andrea Schneck**

Andrea Schneck cofounded Pacifica Human Communications, LLC nearly 20 years ago. Pacifica advances individuals and organizations to perform on the highest level, providing consultation in three areas: intercultural communications, organizational effectiveness, and conflict management. In addition to her professional activities, Andrea has been an active member in the communities where she has lived. She has served on the board or worked with a number of nonprofit organizations.



**Don Shaffer**

Don Shaffer is president and CEO of RSF Social Finance. Prior to joining RSF, Don served as executive director of BALLE, and currently serves on its board of directors. Don has also held senior management positions building social mission companies such as Comet Skateboards, a designer and manufacturer of products committed to local and sustainable business practices. He has led sales, marketing, and general-operations teams in both the education and software sectors. Don served as interim executive director of Investors' Circle, a network of angel investors, venture capitalists, foundations, and family offices who invest private capital into companies addressing social and environmental issues.



**Brian Sheehan**

In key government and nonprofit roles, Brian has won recognition for leadership and creativity in tackling renewable energy, environmental, affordable housing, urban redevelopment, regional transportation, and climate change challenges. Leading planning, urban development, and sustainability efforts for communities in Salem, OR, San Diego, CA, Chula Vista CA, Portland, OR, and now Charleston, SC, Brian has spearheaded award winning sustainability programs and projects including creation of a \$250 million Smart Growth Incentive Program, development of the National Energy Center for Sustainable Communities, and numerous other innovative public private partnerships.



**Ellen Shepard**

During Ellen's eleven years as executive director of the Andersonville Chamber of Commerce and Development Corporation, Chicago's Andersonville neighborhood has gained national acclaim for its development strategy based on environmental sustainability and recruitment and retention of locally owned, independent businesses. Other work includes consulting for the City of Chicago Department of Housing, LISC and the League of Chicago Theatres. She has an MA in urban studies and has been a featured speaker at dozens of conferences. She has been a BALLE board member since 2005.



**Michael Shuman**

Michael is research and economic development director of BALLE, holds an AB with distinction in economics and international relations from Stanford University and a JD from Stanford Law School. An economist, attorney, author, and entrepreneur, Michael has authored, coauthored, or edited seven books, including *The Small Mart Revolution: How Local Businesses Are Beating the Global Competition* (Berrett-Koehler, 2006) and *Going Local: Creating Self-Reliant Communities in the Global Age* (Free Press, 1998). The *Small-Mart Revolution* was awarded a bronze medal for best business book by the Independent Publishers' Association.



**Holly Sklar**

Holly Sklar is director of Business for Shared Prosperity, a network of forward-thinking business owners, executives and investors committed to building enduring economic progress on a strong foundation of opportunity, equity and innovation. Holly is also the author of *Streets of Hope: The Fall and Rise of an Urban Neighborhood* and *Raise The Floor*.



**Joel Solomon**

Joel Solomon is chairman for Renewal2 and president and CEO of Renewal Partners. Based in Vancouver, BC, Renewal2 builds upon Renewal Partners' 15 years of high impact investment experience and has delivered superior financial returns by investing in some of North America's leading environmental and social mission businesses. Joel was instrumental in the development of Renewal Partners and the Endswell Foundation and has led them since their inception in 1994. Renewal Partners has invested in over 75 companies that share its commitment to socially responsible growth.



**Woody Tasch**

Woody Tasch is chairman and president of Slow Money, a 501c3 nonprofit formed in 2008 to catalyze the flow of investment capital to small food enterprises and to promote new principles of fiduciary responsibility to support sustainable agriculture and the emergence of a restorative economy. Tasch is chairman emeritus of Investors' Circle, and an experienced venture-capital investor and entrepreneur. His new book, *Inquiries into the Nature of Slow Money*, is available at [www.chelseagreen.com](http://www.chelseagreen.com).



**Michael Van Patten**

Michael Van Patten is the CEO and founder of Mission Markets, which operates a private investment exchange platform that provides companies access to investors and provides these investors with an efficient way to identify, evaluate, invest in, and monitor sustainable investment opportunities.



**Krista Vardabash**

Krista Vardabash is the US liaison for GETS Plus, LLC, a company committed to the stewardship of a culture that supports sustainable, mutually-owned, credit-clearing networks.



**Michael Weaver**

Michael is a cofounder of Transition Santa Cruz (CA) and facilitates its working group on local food systems. He worked in independent bookstores for 15 years and currently is the west coast sales manager for Chelsea Green Publishing. Interests include vegetable gardening, sauerkraut making, cob building, and solar cooking.



**Judy Wicks**

Judy Wicks founded the White Dog Café on the first floor of her house in 1983, and grew it into a Philadelphia landmark known for its leadership in the local food movement. In 2001, she founded the Sustainable Business Network of Greater Philadelphia and cofounded the Business Alliance for Local Living Economies that same year. In 2009, she sold the White Dog through a unique agreement that preserves local, independent ownership and maintains sustainable business practices.



**Sandy Wiggins**

Sandy is founder and principal of Consilience, LLC, a national consultancy with a mission to build environmentally, socially, and economically sustainable communities. During his three-decade career in the real estate industry, he has led the development, design, and construction of projects totaling more than a billion dollars. In 2001, he cofounded the Philadelphia-based Delaware Valley Green Building Council. He is a director and immediate past chair of both the USGBC and the Green Building Certification Institute. He is also chair of the newly formed e3bank, a triple-bottom-line bank with a mission to facilitate the transition to a green economy.



**Lily Yeh**

Lily Yeh is an internationally celebrated artist whose work has taken her to communities throughout the world. As founder and executive director of the Village of Arts and Humanities in North Philadelphia from 1968 to 2004, she helped create a national model of community building through the arts. In 2004, Yeh pursued her work internationally, founding Barefoot Artists, Inc., to bring the transformative power of art to impoverished communities around the globe through participatory, multifaceted projects that foster community empowerment, improve the physical environment, promote economic development, and preserve indigenous art and culture. ([www.barefootartists.org](http://www.barefootartists.org))

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EAST BAY EXPRESS

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