

## **Workshops with Educators**

**Thursday, January 26, 2012**

**2:00-3:30 PM**

**Various locations in McCardell Bicentennial Hall**

*Please select one workshop to attend*

### **David Hopkins '06.5: "Career Empowerment Workshop: How to Do Well While Doing Good"**

*McCardell Bicentennial Hall 303*

This workshop will focus on your future by presenting case studies of social entrepreneurs, especially young millennials, who are leading successful careers "doing well" for themselves while "doing good" for others to solve social and environmental issues.

David Hopkins '06.5 worked with Professor Jon Isham to initiate the idea for a student-led degree in social entrepreneurship at Middlebury College. He is co-author of *The Tactics of Hope: How Social Entrepreneurs Are Changing Our World*, and is featured for his work promoting social entrepreneurs and topics including next generation leadership, corporate social responsibility, social enterprise, and intergenerational collaboration.

### **Margaret Crotty: "Can you Define Social Entrepreneurship?"**

*McCardell Bicentennial Hall 305*

Social entrepreneurship has meant different things to me as I have worked in the non-profit and private sectors, in international development, public health, workforce development, and education-- and led me to ask questions: Do you have to start a new enterprise to be a social entrepreneur? What is scale, and how important is it when addressing major societal issues? What does that mean vis a vis impact?

Margaret Crotty has run start-up internet companies and has established non-profit organizations, in China, Indonesia, France, Hong Kong and the US. Currently running an online education company, she recently launched Save the Children's \$2 billion initiative to reduce child mortality, and previously served as President & CEO of AFS. She graduated from Princeton and Harvard Business School.

### **Freeman White '03: "Crowdfunding for Social Ventures"**

*McCardell Bicentennial Hall 220*

Join us for a presentation and discussion on crowdfunding. This session will demonstrate how it can be used to raise seed capital for new social ventures and world changing projects. You will learn the top tips for successful crowdfunding. You will also be able to use a part of the time to outline a crowdfunding pitch for your idea and get feedback from others. There will be plenty of time for Q&A, so even if you're just curious about crowdfunding, you should come join us.

Freeman White, Launcht.com CEO, believes that social entrepreneurs are our best hope for solving the biggest problems in the world. He envisions a world where the funding of social enterprises is market-driven and democratic. While at Middlebury, Freeman majored in Theater and Minored in Biology, he acted in and/or directed plays every semester, sang in a Tanzanian running choir, played on the Ultimate Frisbee team, started a small recycled products business, and mentored students in local schools. After college he dove headfirst into the world of education and education reform and he was named a StartingBloc fellow in 2005. Since then he has worked as an architect and builder of cloud computing solutions to support the work of socially responsible businesses.

**Jacob Park: “Sustainable Investing and Entrepreneurship: Current Challenges, Future Opportunities”**

*McCardell Bicentennial Hall 148*

The workshop will highlight the intersection between investing/finance and sustainability issues and will be of a special interest to students interested in (or who want to learn more about) microfinance, impact investing, socially responsible investing, and other related issues in the U.S. and global context.

[Jacob Park](#) is Associate Professor of Business Strategy and Sustainability at Green Mountain College and Chair of U.S. Sustainable and Responsible Investment Forum’s International Working Group Steering Committee. He has worked as an ethical research consultant for Green Cay Asset Management and as a senior research consultant/Japanese and Asian equity specialist for a London-based investment company.

**Sara Minard: “Social Entrepreneurship Among the Working Poor: What Do we Know (and Don't Know) about Value Creation at the Bottom of the Pyramid?”**

*McCardell Bicentennial Hall 338*

What do we know about social entrepreneurship and social enterprise in developing world contexts? How do the poorest harness markets for social outcomes, and what can their stories tell us about our own policies, research, social business models and visions for social change? This workshop will explore through cases, research and open discussion some of the main ideas around what makes a market 'social', what 'scale' means and why 'context' is important in our understanding of social

entrepreneurship and social enterprise. We will wrap up the workshop talking about how SE in the context of the new Center at Middlebury, can provide a platform to allow all of us to work in different ways in the service of social impact by tapping into and learning from social innovations at the Bottom of the Pyramid.

Sara Minard teaches courses on Methods of Development Practice, Social Enterprise and Social Entrepreneurship for Development. She is currently finishing a doctoral degree in Applied Economics at Sciences Po in Paris on social entrepreneurship in the informal economy in Senegal. With more than 15 years of experience in economic, environmental and social policy with a focus on private sector development in West Africa, Minard most recently worked for the OECD in Paris as a socio-economist. Minard has consulted for multinational companies and social enterprises, universities, the World Bank, UN agencies, international and local NGOs and regional institutions. Minard holds a Bachelor's degree in Sociology and Women's Studies from the University of San Francisco, a Master of International Affairs from Columbia University (Political and Economic Development, African Studies) and a Masters in International Affairs from Sciences-Po, Paris.

**Hal Colston: “Social Entrepreneurship – Connecting Passion and Creativity to Solve Tomorrow’s Challenges”**

*McCardell Bicentennial Hall 219*

By knowing your core values and discovering your passion, engage in a creative process that involves listening, immersion, discovery, and birthing a new idea. Build a community in solidarity with meaningful relationships and you can change the world as we know it.

Hal's life long interests of social justice and entrepreneurship have been blended in his career path by creating the Good News Garage in 1996 to address the need of transportation equity for people economically distressed and NeighborKeepers in 2006 to create an inclusive community built on meaningful relationships empowering families to create a sustainable path to adequate resources. Hal has taught a community service course at Champlain College as a part-time adjunct professor for six years. In January 2011 Hal was appointed by Governor Peter Shumlin to serve as the Executive Director of SerVermont, which oversees the AmeriCorps State and VISTA programs.

**Brian Concannon Jr '85: “Human Rights and the Fight Against Poverty”**

*McCardell Bicentennial Hall 403*

Part A will use Haiti's earthquake as a case study to explore the importance of human rights and the rule of law in reducing vulnerability to natural disaster and poverty, for individuals and societies. Part B will explore the most effective roles that individuals from the U.S. and other powerful countries can

play in efforts to improve lives in less powerful countries. Discussion topics will include sustainability, addressing root causes, and bringing the struggle back to the U.S.

Human rights lawyer and activist Brian Concannon Jr. ('85) directs the Boston-based Institute for Justice & Democracy in Haiti (IJDH), which promotes human rights in Haiti by litigating cases in Haitian, U.S. and international courts, documenting human rights violations and training lawyers and grassroots activists in Haiti.

**Becky Castle '91: *"How to Leverage Philanthropy for Social Venture"***  
*McCardell Bicentennial Hall 411*

What is the best way to engage philanthropists in social ventures? What are possible revenue models for social ventures? Becky focuses on identifying partnerships to allow innovative, mission-driven organizations to reach their goals. Her clients include organizations in international development and global health. She has orchestrated partnerships with impact investors, entrepreneurial and traditional foundations, and the corporate and government sectors.

Becky has an MBA from Emory's Goizueta School of Business and a BA from Middlebury.

**Jerry Hildebrand: *Starting a University-based Center of Social Entrepreneurship from Scratch: Land Mines and Lessons Learned***  
*McCardell Bicentennial Hall 430*

The founder of the Global Center for Social Entrepreneurship at the University of the Pacific in CA will give a firsthand account of the challenges and obstacles encountered in introducing an emerging new field on a university campus. This is not the traditional "how-to" guide to establishing a new entity in an academic setting. Rather it recounts the adventures of integrating experiential and academic learning in an environment where the complementarity is often not valued or appreciated. This is a tale of hardcore survival and extraordinary opportunities.

Jerry is the founder and Executive Director of the Global Center for Social Entrepreneurship in the School of International Studies, University of the Pacific, Stockton, CA. His responsibilities include management and administration of the Center, program design and development, formation of the Council of University Social Entrepreneurs (student arm of the Center), establishment of the Board of Stakeholders composed of social entrepreneurship professionals, development of the Mentorship Program, creation of the privately funded Ambassador Corps international internship program, coordination of sustainability workshops for local non-profit organizations, and installation of the Foundation Center database open to

the campus and community. Previously, Jerry was the CEO for 17 years of the Katalysis Partnership, a microfinance organization that provides training, technical assistance, and credit to non-governmental microfinance institutions (MFIs) in Central America.

**Sarah Kureshi: “Creating Healthy Communities: Social Entrepreneurship in Public Health”**

*McCardell Bicentennial Hall 216*

Dr. Kureshi will draw on her experiences of working with refugee communities, asylum seekers, sex trafficking victims, and urban, inner city populations to examine the inspiration, skills, and networks needed to create healthy communities. Participants will leave with a better understanding of how to make a social impact through innovation and entrepreneurial pursuits in the fields of public health and global health.

Dr. Sarah Kureshi is a graduate of Mayo Clinic College of Medicine (M.D.) and Harvard School of Public Health (M.P.H, International Health). She completed her residency in Family Medicine at UCSF in 2010 where she provided care to a multicultural, urban, underserved population. Dr. Kureshi has a special interest in gender-based violence, health & human rights, and empowerment, especially pertaining to refugee/immigrant populations and survivors of trauma. Being a former NCAA college athlete and the first US female athlete to compete in Iran since the 1979 revolution, she has a strong passion for using sports as a tool for development, peace, and health education. Dr. Kureshi is finishing her Fellowship in Community Health at Georgetown where she is also an Assistant Professor teaching Health & Human Rights.

**Rashmir Balasubramaniam: Turning Passion & Interests into Inclusive Business Models**

*McCardell Bicentennial Hall 6<sup>th</sup> floor lounge*

We will reflect on our passions and interests – finding them and knowing whether to follow them. After reflecting on some exciting business models being used by social entrepreneurs, we will then start to create and play with potential inclusive business models of our own.

Rashmir Balasubramaniam is founder of Nsansa, a firm that advises individuals and organizations on creativity, entrepreneurial thinking, and market-based solutions for realizing transformational change. She is a visionary and passionate leader, facilitator and coach with expertise across the fields of business, finance, philanthropy, global health & development.

**Michael Woolcock: *Firefox or DOS? Crafting 21st Century Solutions to Ancient Problems.***

*McCardell Bicentennial Hall 309*

Many of the vexing challenges we face today are manifestations of perennial concerns -- violence, tyranny, destitution -- but our dominant 'operating system' for solving them (our international aid architecture) was designed in the mid-20th century. How can we harness 21st century technologies, skills and sensibilities to build not just better individual programs but an entirely new operating system?

Michael Woolcock (PhD, Sociology, Brown) is Lead Social Development Specialist in the Development Research Group at the World Bank, where he has been worked since 1998, and also a (part-time) Lecturer in Public Policy at Harvard University's Kennedy School of Government. An Australian national, he is a co-founder of the World Bank's global 'Justice for the Poor' program, which focuses on improving the quality, legitimacy and accessibility of local justice systems.