

LOCATION	Brick Room COMMUNITY	Athenaeum Art Center ASPIRATIONAL	Mixer Room OPERATIONAL
10:00	REGISTRATION		
10:30	Opening Remarks and Keynote by Gary Ware		
11:15	GETTING IN (AND OUT) OF CONVERSATIONS: THE SUBTLE ART OF NETWORKING	A CHAIN REACTION FOR GOOD: The Combined Power of Housing & Climate Policies	OWN YOUR BIZ'S FINANCIAL PLANNING
	<p>Learn the best ways to meet new connections in every setting from formal conferences to professional mixers, how to maintain those contacts, as well as how to gracefully exit conversations. Ideal for those who dread or fear networking.</p> <p>Presenter: Sandy Young, J. Walcher Communications</p>	<p>Explore the intersection between housing and climate policies and discuss how our climate policies have an impact on creating affordable housing in the San Diego region. Discussion of the challenges and the diversity of solutions available.</p> <p>Moderator: Dr. Cindy Lin, CEO & Founder, Hey Social Good</p> <p>Intro by: Assemblyperson David Alvarez</p> <p>Panelists: Conrad Kimball, ADUWorks Madison Coleman, Climate Action Campaign Kyle Heiskala, Environmental Health Coalition</p>	<p>Focus will be on day to day financial management, planning for maximizing taxes, and planning for a death or disability of the business/owner.</p> <p>Moderator: Sam Mazzeo, Principal & Founder, Better APC</p> <p>Panelists: Erin Cary, Northstar Resource Group Laura Schneider, CPA Collective Austin Evans, Life Law Partners</p>
12:15	LUNCH		
1:30	Open CommUNITY	BUILD YOUR SOCIAL GOOD BRAND / SHOP YOUR VALUES	COMPANY CULTURE, NOT HUMAN RESOURCES
	<p>Interact with other businesses, non-profits, and individuals who believe in doing business for good. Don't worry it will be way more fun than you think!</p>	<p>Talk with successful owners/founders who have built a sustainable business and explore how to build a business that offers your brand and consumers a way to make impact.</p> <p>Moderator: Dr. Cindy Lin, CEO & Founder, Hey Social Good</p> <p>Panelists: Jessica Waite, The Plot Restaurant Vivian Sayward, Vivacity Sportswear Kris Buchanan, Goodonya Restaurant</p>	<p>This breakout session will be focused on treating people as people, creating culture that empowers, and providing the benefits and pay that people need in the modern era of capitalism.</p> <p>Moderators: Sam Mazzeo, Principal & Founder, Better APC</p> <p>Panelists: Jason Roberts, Frontline Careers Olivia Casselini, Attorney, Better APC Christian Batista, Total Package Professional Services</p>
2:45	CREATIVE COLLABORATIONS	BUILDING AN AUTHENTIC "WALK THE TALK" ORGANIZATION: OVERCOMING PINK, GREEN, BLUE, AND SOCIAL CORPORATE WASHING...	HOW TO TELL YOUR BIZ'S STORY
	<p>In this session we'll discuss how your business can align with values-driven partners to create lasting impact, expand your customer base, and mobilize volunteers by working together. We'll share best practices, strategies, and real examples from local business owners, then lead you through a hands-on creative exercise designed to spark conversation and collaboration with each other.</p> <p>Moderator: Stacey Edelstein, Co- Founder & Design Director Made by Raygun</p> <p>Panelist: Nic Roc, CEO & Program Director You Belong Here Andrei Lucas, Dean of Automotive, Skilled & Technical Traders for San Diego Continuing Education</p>	<p>Deeply discuss what makes an authentic organization. What does it mean to create or sustain an authentic organization and stay above the fray of the greenwashing, pinkwashing, white washing sound bytes around us? Explore workplace values and company wide commitment. BFG is laser focused on helping businesses "walk the talk" with their business and advocate for the policies that support our communities and planet.</p> <p>Moderator: Dr. Cindy Lin, CEO & Founder, Hey Social Good</p> <p>Panelists: Hei- Ock Kim, The Kim Center Angel Stancer, San Diego Workforce Partnership Henkel Smith, Offset Alliance Adriana Brunner, My Point Credit Union</p>	<p>In the age of social media and short attention spans, these panelists will help you tell your business' story and how important storytelling and calls to actions are.</p> <p>Moderators: Sam Mazzeo, Principal & Founder, Better APC</p> <p>Panelists: Ramel Wallace, Creative Mornings Host / Sr. Community Manager, BAM Brandon Fortino, Imaginari Rachel Cross, Rachel K. Group</p>
4:00	The "Good, Bad, Ugly" AWARDS presented by Claire Johnson, CEO San Diego Magazine		
4:30	HAPPY HOUR (AND A HALF!) AT MUJERES BREW HOUSE		