



## Welcome to the Irish Impact Social Entrepreneurship Conference 2013!

We were elated with the tremendous energy at last year's event—generated by practitioners, Notre Dame faculty and staff, and most importantly, Notre Dame students. It reinforced the idea that WE ARE ND! With such momentum initiated, we knew that the inaugural Irish Impact Social Entrepreneurship Conference would be the first of many.

It's one year later, and we promise that the 2013 conference will be bigger, yes, but in many important ways, even better. We have a focused program for practitioners and students alike, and want to take a moment to thank the many practitioners who are leaving their entrepreneurial pursuits to spend a few days sharing their narratives with the wider Notre Dame community.

In addition, we are blessed to have tremendous support for Irish Impact 2013 from **The Robert L. (ND '65) and Frances J. Zielsdorf Family**. More detail is provided about the Zielsdorf Family on the opposite page, as well as the many social concerns their family supports. We are grateful that they view social entrepreneurship as we do – as an engine providing access through opportunity, whether through microcredit, health-care initiatives, technical assistance and training, education, the food movement or the environment. Business is our tool, but social entrepreneurs represent many industries, disciplines and models. It is our intention to share those models with our students.

In addition to the on-campus conference program, we hope you will stay in touch with us virtually. We have established various social media channels for that very purpose. We have been tweeting about the conference and the world of social entrepreneurship for many weeks now, updating our Facebook page, posting social entrepreneurship profiles to our blog, and launching our new Irish Impact microsite. We will be refreshing content on a consistent basis, and invite you to continue the conference dialogue for many months after the event is successfully completed.

Finally, we ask you to tell us about YOUR Irish Impact in the form of a video that will be posted to our YouTube channel. For details and the chance to win an iPad Mini, please visit <http://irishimpact.wordpress.com/2013/09/13/whats-your-irish-impact/>.

The Notre Dame Family (and extended family) is changing the world, and that includes YOU!

### *What's Your Irish Impact?*

**Melissa Paulsen**  
Social/Micro Venturing Programs

**Brendan Maher**  
Founder, Fellow Irish Social Hub, Inc.

# IRISH IMPACT ORGANIZERS



The Gigot Center for Entrepreneurship was founded in 1998 for the purpose of fostering innovation and infusing aspiring entrepreneurs with a sense of the possible. Through rigorous coursework, our business plan competitions, extensive networking and mentorship, and hands-on learning experiences, we provide students and the Notre Dame community with the knowledge and necessary skills so vital to entrepreneurship.

We seek to develop individuals who have a vision for a for-profit venture, as well as “intrapreneurs” who seek to bring innovation to an existing enterprise. And in keeping with the Mendoza College mission to Ask More of Business™, the Gigot Center actively supports the social entrepreneur who uses business skills and knowledge to serve the greater good.

The Gigot Center is associated with the Mendoza College of Business Department of Management.

## **GIGOT CENTER FOR ENTREPRENEURSHIP** [business.nd.edu/gigot\\_center/](http://business.nd.edu/gigot_center/)

University of Notre Dame  
Mendoza College of Business  
Room 126

Notre Dame, Indiana, 46556

**Phone:** (574) 631-3042

**FAX:** (574) 631-3979

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The Fellow Irish Social Hub, or FISH Inc., is an independent, nonprofit organization that invites University of Notre Dame students, faculty, administrators and alumni, as well as local community members to develop socially innovative ideas into for-purpose enterprises. FISH provides a full suite of incubation services to promising social entrepreneurs through a centralized infrastructure. This support hub connects inspired intellectual and human capital with vital sources of professional and financial capital to deliver positive, sustainable change to the afflicted populations amongst us.

## **FELLOW IRISH SOCIAL HUB** [www.ndfish.org](http://www.ndfish.org)

Innovation Park at Notre Dame  
1400 East Angela Boulevard  
South Bend, IN 46617

**Phone:** (574) 807-0090

## IRISH IMPACT AWARDS

The Irish Impact Awards recognize an institutional or community partner, distinguished alumni, faculty, administrator and/or student who have demonstrated entrepreneurial spirit and significant social impact.

The award recipients embody the multitudinal topics from this conference – from startup and incubation issues to scaling and partnerships. These social entrepreneurs have built social innovations from the ground up, created scalable and replicable social

impact, fought for financial sustainability, and acted as true transformational change agents, partnering with universities, government, businesses and/or non-governmental organizations. These practitioners are impassioned and visionary, but also down-to-earth individuals.

Award winners will be announced at the opening reception on Wednesday evening, October 2, and will be included in the Irish Impact Hall of Fame.

## ZIELSDORF FAMILY PITCH COMPETITION

Every social enterprise – whether for-profit or nonprofit – requires startup funding. As a result, the Irish Impact Social Entrepreneurship Conference has assembled a panel of expert judges to hear live funding pitches from a select group of seasoned social entrepreneurs.

These social enterprise practitioners will attempt to convey specific needs as they seek to tackle a broad array of global challenges. Conversely, the judges will

be asked to evaluate each presentation upon magnitude of social impact and probability of success.

The investment pitch session will provide a glimpse into the world of social venture finance, and winners for the combined prizes of \$8,000 will be announced at the opening reception on Wednesday evening, October 2.

Join us to see who will jump-start their mission with Irish Impact!

## IRISH IMPACT OPPORTUNITY FAIR

Remember your high school science fairs, where students stood next to their carefully constructed exhibits, eager to talk about their big idea that was going to revolutionize the world?

This first-person experience is the idea behind the Irish Impact Opportunity Fair, a “science fair” for social entrepreneurs to pitch their enterprises to interested Conference registrants, Notre Dame faculty/staff, and, most importantly, students. Social enterprise practitioners will be on hand to discuss their “big ideas” personally with interested guests, describing their ventures and the lives they are impacting through the use of photos, videos, visual displays – and most

compelling of all – the telling of their own stories. Just a small sampling of practitioner organizations include CE Solutions/SE Corps, WORN, Union Microfinanza, Accion Chicago, Jordan Energy/Let’s Share the Sun Foundation, INTELLISHARE, Better Futures Minnesota, Energy Central Haiti, Njambre Accelerator, and many more.

In an atmosphere of energy and lively interaction, the fair also provides social entrepreneurs with a great opportunity for networking with influential members of the Notre Dame Community, as well as for recruiting volunteers, interns and/or full-time employees interested in social enterprise organizations.

# SCHEDULE

**Special Note:** If you are part of the United States Association for Small Business and Entrepreneurship (USASBE) Certificate in Social Entrepreneurship, Modules 1 (Intro) and 2 (Opportunity Recognition) will be presented on Wednesday and Friday afternoons. Module 3 - Legal Issues - will be presented on Friday morning. These modules will be highlighted on the conference schedule in green. **All modules are open to anyone attending the conference, as well as the Notre Dame community.**

Also, while Thursday has more of a practitioner focus, conference participants and the ND community—faculty, staff/administration and students alike—are welcome to attend any of the sessions throughout the day, and particularly keynote David Bornstein's talk. On Friday, the topics will be more student-focused; again, conference participants and the larger ND community are welcome to attend the sessions throughout the day.

## WEDNESDAY, OCTOBER 2

3:00– 3:30 p.m.

Welcome and Registration – Conference Attendees and Pitch Competition  
| Hesburgh Center for International Studies Great Hall

3:30– 5:30 p.m.

Zielsdorf Family Pitch Competition | Hesburgh Center for International Studies Auditorium  
A panel of expert judges will hear live funding pitches from a select group of seasoned social entrepreneurs. Our practitioners will describe specific needs as they seek to tackle a broad array of global challenges. Judges will evaluate each presentation based upon magnitude of social impact and probability of success. We can think of no better way to kick off the Irish Impact Social Entrepreneurship Conference. If you want a glimpse into the world of social venture finance, join us to see who will be jumpstarting their mission with Irish Impact! Open to all Irish Impact Conference attendees and the Notre Dame Community.

3:30– 6:30 p.m.

Introduction to Social Entrepreneurship Module/Workshop | Mendoza Room 133  
Module 1 (of eight) in the USASBE Certificate in Social Entrepreneurship. This session ideally is suited for faculty who are considering teaching a new course in Social Entrepreneurship or others who wish to improve a current course with state-of-the-art curriculum enhancements. Robert D'Intino, professor of management at the Rohrer College of Business at Rowan University, will lead this workshop.

6:00– 6:30 p.m.

Welcome and Registration – Conference Attendees | Innovation Park 1st Floor

6:00– 6:30 p.m.

Innovation Park Tours | Innovation Park 1st Floor

6:30– 9:00 p.m.

Opening Reception and Zielsdorf Family Awards | Innovation Park Greenhouse  
Invitation Only reception for conference registrants and special guests to include social entrepreneurs attending the conference, students, colleagues from Gigot, Mendoza and the University. The Zielsdorf Family Pitch Prize and Irish Impact Award(s) will be awarded at this time.

## THURSDAY, OCTOBER 3 PRACTITIONER-CENTRIC PROGRAM

All conference attendees welcome; students welcome to attend sessions as classes allow

7:00– 9:00 a.m. Continental Breakfast available at practitioner and guest hotels | Guest Hotels

9:00 – 10:00 a.m. Plenary Session I: A Social Entrepreneur's Narrative – Making it Happen! (the Good, the Bad, and Ugly) | Stayer Center Commons B

Fireside chat with Shivani Siroya on social entrepreneurial best practices, business modeling, and funding your model. Siroya is the founder and CEO of InVenture, which facilitates financial access by providing simple mobile accounting and credit scoring tools for offline and unbanked individuals. InVenture's work has been recognized by USAID, TED, Economist, Vodafone, Bloomberg, and Forbes. Siroya is a 2013 TED Fellow, 2011 Echoing Green Fellow and 2011 Unreasonable Institute Fellow. She also is a blogger for the Huffington Post, and on the board of the LA Chapter of Young Women Social Entrepreneurs. Siroya holds a MPH from Columbia University and a BA from Wesleyan University.

10:00– 10:15 a.m. Hospitality Break | Stayer Center Commons B

10:15– 11:30 a.m. Funding Strategy Workshop I: Deep Dive - Crowdfunding | Stayer Center Rooms 210 / 213

This workshop will shatter the myths about crowdfunding and show that the “build it and they will donate” expectations are doomed for disappointment. However, there is a way to strategically leverage online tools to raise money. The workshop will step participants through the process so that when they leave, they will be able to create a reasonable online fundraising plan. Presented by Dan Morrison, Chief Do-Gooder at Imagine Social Good, a consulting firm focused on making sure social innovators achieve the change they want to see in the world through sound business models and cost-effective digital marketing. Dan is the founder of Citizen Effect, a digital crowdfunding platform that allowed anyone to mobilize their friends and family to complete a small but critical project for a community in need. Dan will be joined by Clarence Wardell, founder of tinyGive, which changes the conversation around philanthropy and online cause-related activity by providing a place where social capital matters just as much as the amount you give. Clarence earned a Ph.D. from the Georgia Institute of Technology, where he conducted research on the role of transparency in charitable giving.

### Funding Strategy Workshop II: Panel

Facilitated by Andy McKenna, a director with the Chicago-based IrishAngels and chair of this investing organization's Social Enterprise Sector Committee, the panel will be of interest to practitioners and students alike who are trying to maximize their funding strategy, and will include an eclectic group of funding gurus representing angel investing, social enterprises, and accelerators, namely Michaela Murray Nolan, president of KidsCorp, a nonprofit that had to pivot from traditional philanthropy to earned revenue models; David Murphy, former CEO of Better World Books and current associate dean for Entrepreneurship in the Colleges of Science and Engineering at Notre Dame; Paula Cardenau, co-founder and director of Njambre, the first Impact Innovation Enterprises Builder and Accelerator in the Southern Cone, and social enterprise advisor to Ashoka; and Tim Rann, former CEO of Hagar Social Enterprise Group in Cambodia and currently an impact investment consultant in emerging markets.

11:30– 12:45 p.m. Luncheon | Mendoza Atrium

1:00– 2:00 p.m. **Plenary Session II: Social Impact in the For Impact Organization** | Stayer Center Commons B

Tom Suddes founded the Suddes Group in 1983 and has raised more than \$1 billion for organizations around the world, run more than 400 successful campaigns, and transformed 5,000-plus organizations through Suddes’ unique consulting approach. Clients—who range from colleges and universities to startups to Ashoka Fellows—describe the approach as refreshing, non-traditional and entrepreneurial, resulting in return on investment that can be communicated into lives saved, lives changed and lives impacted.

2:00– 3:15 p.m. **Social Impact Workshop I: Deep Dive – Scaling Up for Social Impact** | Stayer Center Rooms 210 / 213

Paula Cardenau will lead this workshop, taking practitioners and students through the many market-based approaches and social enterprise case studies she has been witness to as an integrator and regional director for Ashoka, and now co-founder and director of her own social enterprise accelerator in Latin America. Cardenau will address hybrid models and the innovations emerging from this new paradigm, including business model design, team and governance; value chains designed to serve social and environmental impact; the importance of co-creation with communities the social business intends to serve; and the general challenges and opportunities for social enterprises.

**Social Impact Workshop II – Panel**

Brendan Maher, founder and director of Fellow Irish Social Hub (FISH), will moderate this panel of impact investors, investees and academicians. How do you show social impact at the same time that you are managing Return on Investment (ROI)? Can you truly do both? Panelists will include Alexandra LaForge of Investors’ Circle, which represents a network of more than 200 angel investors, professional venture capitalists, foundations, family offices and others who are using private capital to promote the transition to a sustainable economy; Dr. Mary Beckman, associate director at Notre Dame’s Center for Social Concerns and noted authority on “maximizing the impact of community-based research;” Sean McGee, co-founder of Cause Impact, which helps organizations identify, evaluate and optimize their social impact for more than a decade; and Robin Koskinen of Intellishare, a social enterprise dedicated to helping teachers, parents and school administrators improve learning outcomes.

3:15– 5:15 p.m. **Social Enterprise Tours** | Mendoza Atrium

Conference registrants will visit one of two social enterprise organizations: Better World Books or Hannah & Friends/Green Bridge Growers. Better World Books, a home-grown for-profit social venture founded by three Notre Dame alums, promotes and facilitates literacy efforts around the world. Hannah & Friends offers residential opportunities for adults with developmental disabilities, as well as recreational programs for children and adults with special needs. Green Bridge Growers, winners of the Greatest Social Impact prize in the Gigot Center’s annual business plan competition, is a startup social enterprise that provides jobs and hope for young people with autism, as well as fresh, wholesome food for commercial sale. Green Bridge’s first aquaponics prototype and training program is housed at Hannah & Friends Farm. Buses will be provided. Please meet in the Mendoza Atrium. **Seating is limited, and we expect both tours will be seated to capacity. For those who prefer a tour of campus and/or are not able to participate in one of the social enterprise tours, a guided tour of the campus will be available, which will leave at the same time and same meeting location.**

5:30–6:45 p.m.

Keynote Address with David Bornstein

Getting Smarter About Change: Social Entrepreneurship's Age of Enlightenment | Mendoza Jordan Auditorium

David Bornstein is a journalist and author who focuses on social innovation. He co-authors the "Fixes" column in *The New York Times* Opinionator section, which explores and analyzes potential solutions to major social problems. He is the co-founder of the Solutions Journalism Network, which supports journalists who report on constructive responses to social problems. His books include "How to Change the World: Social Entrepreneurs and the Power of New Ideas," "The Price of a Dream: The Story of the Grameen Bank," and "Social Entrepreneurship: What Everyone Needs to Know." He is currently completing a book on social innovation in the U.S. and Canada. He lives in New York.

Conference attendees may enjoy dinner on their own at any of the local restaurants at Eddy Street Commons or in Downtown South Bend. A list of popular locations is provided in your welcome packet.

FRIDAY, OCTOBER 4 STUDENT-CENTRIC PROGRAM

8:00 – 8:45 a.m.

Breakfast | Mendoza Atrium

Hot breakfast to help students get out of bed!

All students and conference attendees may attend sessions below and/or legal sessions

8:45 – 10:15 a.m.

Opportunity Fair | Mendoza Giovanini Commons

Very simply, think of a "science fair" environment for social entrepreneurs to pitch a new venture idea and obtain valuable feedback; further discuss and share their social enterprise organization with interested students, faculty and staff, other practitioners, alumni, funding organization representatives and other special guests; network with a pool of potential investors and influential members of the Notre Dame community; and, importantly, recruit volunteers, interns and/or full-time employees to your social enterprise organization! Who should attend? EVERYONE – practitioners, students, faculty, staff, community members, funders and alumni! Coffee and continental breakfast available for anyone who didn't make it out of bed in time for breakfast!!!

8:30 – 12:00 noon

Legal Issues Session I – Traditional For-Profit & Nonprofit/Tax-Exempt Entities

Legal Issues Session II – New/Emerging Entity Types for Hybrid Ventures

Legal Issues Session III – Legal Aspects of Funding Social Ventures

| Mendoza Room 133

Module 3 (of eight total) in the USASBE Certificate in Social Entrepreneurship. This workshop is designed for those who are attending the conference and who have registered for the Certificate program through USASBE. However, due to the nature of this content and the overall interest by practitioners, students and other registrants, we are opening this module up for anyone interested in attending these sessions. **Certificate registrants must attend all three parts to complete the certificate.**

Session I will be delivered from 8:30 to 9:30 a.m. Session II will be delivered from 9:45 to 10:45 a.m. and Session III will be delivered from 11:00 to 12:00 p.m.

Workshop presenters include the esteemed team of John Tyler, general counsel of the Kauffman Foundation, a Notre Dame alum (both undergrad and law school) and a nationally-known authority on emerging forms of business for social ventures and related legal issues; Anthony Luppino,

professor of Urban Affairs at the University of Missouri Kansas City (UMKC) School of Law, director of the Graduate Tax Law Program, and teaching fellow for the UMKC Regnier Institute for Entrepreneurship and Innovation; and Lloyd Mayer, associate dean and professor of law at Notre Dame Law School, who in addition to teaching in the ND Law School, lectures at the Mendoza College of Business on legal issues facing nonprofit organizations. Professor Mayer's areas of research interest and expertise include advocacy by nonprofit organizations, the growing intersection of election law and tax law with respect to lobbying and other political activity, and the role of nonprofits both domestically and internationally.

10:15 – 11:15 a.m.

**Plenary Session III: The Social Entrepreneur – Lone Hero(s)? | Stayer Center Commons B**

Featuring Schwab Social Entrepreneur of the Year and Ashoka Fellow Greg Van Kirk and co-founder George “Bucky” Glickley of Community Enterprise Solutions and Social Entrepreneur Corps. Their work in Guatemala, Ecuador, Nicaragua, the DR, Peru and South Africa with their innovative MicroConsignment Model has been recognized by Ashoka, The New York Times, Forbes, CNN Money, Clinton Global Initiative and Siemens Foundation, to name just a few. How does an enterprise that started as a wood-burning stove project in Guatemala go to scale in Latin America and Africa, while sustaining and maintaining integrity at the local level? For these two founders, “to get people out of poverty, it’s not just about creating jobs nor is it just about providing education, but it’s about providing access to resources.” Winner of the inaugural Irish Impact Community Partnership Award in 2012, Community Enterprise Solutions works tirelessly with students across the country through university partnerships and its signature internship and flexible volunteering programs, Social Entrepreneur Corps. Whether interested in learning about startups, scaling, sustainable partnerships, or international and economic development, this is a not-to-be missed session with two highly regarded and recognized social entrepreneurs.

11:15 a.m. – 12:30 p.m.

**Panel Discussion: The Social Entrepreneur – Lone Hero(s)? | Stayer Center Commons B**

A continuation of the plenary session, Dan Morrison, Chief Do-Goooder at Imagine Social Good, will moderate this panel of social entrepreneurs including Chris Yura, founder and CEO of SustainU, an apparel company that is changing the way clothes are made; Shawn Humphrey, professor at the University of Mary Washington and founder of Two Dollar Challenge, La Ceiba Microfinance, Month of Microfinance, and Poverty Action Conference; Paula Cardenau, co-founder and director of Njambra, the first Impact Innovation Enterpriser Builder and Accelerator in the Southern Cone; and Adam Osielski, co-founder of Energy Central, which is solving the problem of costly, unreliable energy in Haiti. These formidable and experienced panelists will provide insights into their personal journeys as social entrepreneurs. The session is a must for any students/budding social entrepreneurs. It’s sure to provide plenty of inspiration!

12:30– 1:30 p.m.

**Taste of Michiana Luncheon | Mendoza Atrium/Courtyard**

Participants will sample treats from food entrepreneurs located in South Bend, Granger and Mishawaka, Ind. Most of these entrepreneurs have worked with Gigot’s Microventure Consulting course. Enjoy such delectables as Chicago-style hot dogs, Mexican burritos, barbecue, healthy salads and sandwiches, homemade Mexican ice cream bars and petit fours from Indulgence Café, Thyme of Grace Restaurant, Wakadog, Taste of Mexico, The Rib Shack, and La Rosita Paletaria.



1:30– 2:30 p.m.

**Plenary Session IV: Corporate America's Social "Intrapreneur" | Mendoza Jordan Auditorium**

Want to learn more about the challenges and opportunities associated with social entrepreneurship in the corporate sector? Stephen Keppel is an economist, writer and producer with a focus on the Americas and a passion for innovation and empowerment. He is currently director of Empowerment Initiatives at Univision News, overseeing the expansion and development of Univision's social campaigns including launching a \$20 million health initiative and implementing/executing a \$500,000 Ford Foundation grant to enhance Univision's reporting on immigration, financial inclusion, education and LGBT issues. He also is overseeing the creation of pro-social initiatives for Fusion, Univision's new English-language network with ABC. Keppel is a Notre Dame alum (business) and hold a master's degree in international affairs from Columbia University. He writes and speaks about economics, the Americas and entrepreneurship and his work has been featured on Univision, NPR, the BBC, *The Economist*, *Poder Magazine* and the Huffington Post.

1:30– 4:30 p.m.

**Opportunity Recognition Module/Workshop | Mendoza Room 133**

Module 2 (of eight total) in the USASBE Certificate in Social Entrepreneurship, which is ideally suited for faculty who are considering teaching a new course in Social Entrepreneurship or others who wish to improve a current course with state-of-the-art curriculum enhancements. Terri Barreiro, director of the D. McNeely Center for Entrepreneurship at St. John's University, will lead this workshop.

2:30– 2:45 p.m.

**Hospitality Break | Mendoza Atrium**

Refreshments will be available throughout the afternoon in MBA Wing.

2:45– 4:00 p.m.

**Panel Discussion: Corporate Social Entrepreneurship: The New Frontier | Mendoza Jordan Auditorium**

Moderated by Frank Belatti, adjunct faculty in the Social Entrepreneurship Program at the Mendoza College of Business' Gigot Center for Entrepreneurship and managing partner with Equicorp Partners in Atlanta, this panel will feature Gaylene Anderson, senior licensing officer for Cleveland Clinic Innovations; Sam Awad, senior managing director with Accenture and an Accenture Foundation board member; Jim Reimer, a recently retired vice president of Cargill Salt, who is contributing the first years of his retirement to Notre Dame's Haiti Program; and Jimmy Bettcher, strategic analyst and project manager in corporate responsibility at Cummins, Inc.

4:00– 6:00 p.m.

**Post-Conference Happy Hour | Brothers @ Eddy Street Commons**

Join us to celebrate the end of another successful conference at Brothers Bar & Grill at Eddy Street Commons. For menu and pricing, see <http://www.brothersbar.com/>. Cash Bar.

# DAVID BORNSTEIN

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**SOLUTIONS**  
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## KEYNOTE SPEAKER

Getting Smarter About Change: Social Entrepreneurship's Age of Enlightenment

Thursday, Oct. 3

5:30-6:45 p.m.

Mendoza College's Jordan Auditorium

David Bornstein is a journalist and author who focuses on social innovation. His writing and speaking about social entrepreneurship has been credited in helping to extend understanding about this field at the global level. He created and co-authors the popular "Fixes" column in *The New York Times* Opinionator section, which explores solutions to major social problems. He is the co-founder of the Solutions Journalism Network, which supports journalists who report on constructive responses to social problems.

His books include: "How to Change the World: Social Entrepreneurs and the Power of New Ideas," published in 21 languages and described by Nicholas D. Kristof in *The New York Times* as "a bible in the field;" "The Price of a Dream: The Story of the Grameen Bank," which played a key role building global understanding about micro-finance and was described by the author Jane Jacobs as a "monumental work;" "Social Entrepreneurship: What Everyone Needs to Know;" and a forthcoming book that will highlight some key patterns in social innovation that have emerged over the past 20 years.

Bornstein has been an Avina Leader, a senior fellow at Civic Ventures, a founding board member of VisionSpring, a member of the Clinton Global Initiative and the World Economic Forum's Global Agenda Council on Social Entrepreneurship, and has received numerous awards for his books as well as his work in the fields of social entrepreneurship and human security. He has participated in seminal public events focusing on social entrepreneurship in Canada, Mexico, the United States, France, Spain, Germany, England, Ireland, Switzerland, Colombia, Argentina, Brazil, Singapore, Taiwan and China. He lives in New York.

# ADDITIONAL SPONSORS



# THANK YOU!

WE WOULD LIKE TO THANK THOSE WHO WERE INTEGRAL TO THE PLANNING AND EXECUTION OF THE IRISH IMPACT SOCIAL ENTREPRENEURSHIP CONFERENCE 2013, INCLUDING THE LEADERSHIP AND STAFF OF THE GIGOT CENTER FOR ENTREPRENEURSHIP AND FISH, AS WELL AS OUR GENEROUS SPONSORS.

The Zielsdorf Family



INNOVATION PARK

→ Notre Dame

The Career Center  
UNIVERSITY OF NOTRE DAME



stand out.

# PRACTITIONERS

APPEARING IN ALPHABETICAL ORDER. FULL BIOGRAPHIES  
CAN BE DOWNLOADED AT [IrishImpact.nd.edu](http://IrishImpact.nd.edu).

## Gaylene Anderson

Senior Licensing Officer at Cleveland Clinic [andersg4@ccf.org](mailto:andersg4@ccf.org)  
Working in the Office of Technology Transfer, Anderson helps accelerate select Notre Dame health-care-related technologies through the commercialization process. Anderson has had a strong focus on economic development and entrepreneurship activities, created over a dozen startup companies, developed relationships with investor groups, raised private equity in startup deals, and negotiated sponsored research opportunities for university programs. In May 2012, her team was chosen as finalist at the Rice Business Plan Competition.

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## Terri Barreiro

Director of D. McNeely Center for Entrepreneurship, Saint John's University [tbarreiro@csbsju.edu](mailto:tbarreiro@csbsju.edu)  
Barreiro helps others develop management practices, address emerging social issues and create collaborations to improve performance of nonprofit and community-focused organizations. While at United Way, she was vice president of community building, senior director of planning and management, and director of planning, allocations and evaluation.

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## Bonnie Bazata

Executive Director of St. Joseph County Bridges Out of Poverty Initiative (SJC Bridges) [sjcbridges@gmail.com](mailto:sjcbridges@gmail.com)  
SJC Bridges' communitywide approach seeks solutions that shift from managing poverty to eliminating it. Prior to her work with SJC Bridges, Bazata was the associate director for the Center for Women's Intercultural Leadership (CWIL) at Saint Mary's College, and before that, the assistant director for the Pima County Youth Opportunity Movement in Tucson, Ariz.

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## Jake Bebar (ND '15)

Marketing and Development Team Member at Jubilee Initiative for Financial Inclusion, Inc. (JIFFI) [jbebar@nd.edu](mailto:jbebar@nd.edu)  
Bebar is currently a junior at Notre Dame studying Management Consulting with a minor in Peace Studies. In the early stages of JIFFI, Bebar met with people from the South Bend area to see how JIFFI could best serve local residents. From these interviews and with advice from local nonprofits, JIFFI set its goals on becoming an organization that brought people out of poverty, in contrast with just helping them manage it. Two years later, Bebar currently assists the organization with development, marketing and social media.

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## Jimmy Bettcher (ND '07)

Strategic Analyst & Program Manager of Corporate Responsibility at Cummins Inc. [www.cummins.com](http://www.cummins.com)  
Bettcher's role involves managing strategic social impact and international development projects for Cummins in emerging markets such as Africa and India. He also leads Power to Prosper, an energy access initiative aimed at enabling scale in partner social enterprises that bring power and reduce barriers to economic growth in impoverished communities.

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## Gale Bowman (ND '05)

Managing Director, IrishAngels [www.irishangels.com](http://www.irishangels.com)  
Bowman, who joined the IrishAngels founding team in 2012, has grown the group to 75 investors and overseen three investments totaling more than \$1 million in seed and Series A capital. She has consulted multiple startups on customer research, marketing and funding strategy. Bowman is an Entrepreneur in Residence at Notre Dame and a member of the Irish Entrepreneurs Network.

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## Andrew Boyd

U.S. Director, Aldea Coffee; U.S. Operations Director, Union MicroFinanza  
[www.unionmicrofinanza.org](http://www.unionmicrofinanza.org)

As director of U.S. Operations for Union MicroFinanza (UMF), Boyd manages the stateside fundraising, marketing and sales of Microloan Coffee. He is the recipient of the William E. Simon Fellowship for a Noble Purpose for his work starting UMF, a community development organization that works with the rural poor of Western Honduras.

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## Meghan Brunaugh

Co-Founder of Combat to Career [mbrunaugh@combat2career.com](mailto:mbrunaugh@combat2career.com)

Brunaugh worked with the UConn Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), assisting disabled veterans in working to launch their own businesses. From her experience as a veteran and higher education admissions professional, Brunaugh conceived the concept for C2C. This organization connects military members, colleges and universities, and civilian businesses as a means to open the door to higher education opportunities for veterans.

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## Paula Cardenau

Co-Founder and Director of Njambre [www.njambre.org](http://www.njambre.org)

Cardenau is the co-founder and director of Njambre, the first Impact Innovation Enterprises Builder and Accelerator in the Southern Cone. She also serves as a social business advisor to Ashoka, after previously serving as Ashoka's Latin America integrator and regional director for Argentina, Chile and Uruguay. Cardenau founded the Ashoka Support Network in Argentina and launched the Citizen Base Initiative in the Southern Cone, and expanded it in South America.

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## Robert D'Intino

Rohrer Professor of Entrepreneurship at Rowan University

[dintino@rowan.edu](mailto:dintino@rowan.edu)

Robert S. D'Intino, Ph.D., teaches business and social entrepreneurship. D'Intino earned his Ph.D in management at Virginia Tech. His current research focuses on New Legal forms for social enterprise organizations and social entrepreneurship leadership.

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## Ashley Dorsch

Worldwide Talent Management and Strategy at Hewlett-Packard  
[www.hp.com](http://www.hp.com)

Dorsch works in Talent Management and Strategy for HP's Information Management and Analytics business. She manages training, hiring and employee-engagement programs worldwide. She is currently exploring ways to implement social impact initiatives in a corporate setting.

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## Patricia Flanagan

Director of Social Entrepreneurship Initiatives at the University of Arkansas  
[pflanag@uark.edu](mailto:pflanag@uark.edu)

As director, Flanagan builds collaborative partnerships between the university, local businesses, entrepreneurs, and local investors. She is also involved with designing social entrepreneurship curriculum, creating outreach presentations and the program's official website to promote social entrepreneurship initiatives.

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## George "Bucky" Glickley

Co-Founder of The New Development Solutions Group  
[newdevelopmentsolutions.com](http://newdevelopmentsolutions.com)

Glickley, an entrepreneur in the area of rural small business development, co-founded The New Development Solutions Group, which includes Community Enterprise Solutions, Social Entrepreneur Corps and NDS Consulting. The mission of these ventures is to design and implement innovative responses to long-standing development challenges.

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## Jennifer Gobel

Founder of Project H.E.A.L. [projecthealin@gmail.com](mailto:projecthealin@gmail.com)

Gobel, a member of the South Bend police force, started Project H.E.A.L., a program that matches local at-risk youth with homeless dogs that would otherwise be euthanized. Teens provide obedience lessons while they are learning skills such as leadership and patience.

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## Lauren Goldberg

Program Coordinator of Catholic Charities of Louisville, Inc.

[lgoldberg@archlou.org](mailto:lgoldberg@archlou.org) [www.cclou.org/rapp/](http://www.cclou.org/rapp/)

Goldberg currently works with the Refugee Agricultural Partnership Program as a part of Catholic Charities of Louisville. This program empowers refugees by growing chemical-free food products that are harvested just before sale, maximizing the nutritional content.

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## Brady Gott (ND MBA '14)

Managing Director at CleanSlate Chicago [www.cleanslatechicago.org](http://www.cleanslatechicago.org)

Gott leads Cleanslate, a neighborhood beautification business located in Chicago. He has also participated in the launch of three new social enterprises that were incubated within the framework of Cleanslate: 180 Properties, TCP Staffing and Chapter Two. Like Cleanslate, the ventures focus on sustainability and job development for individuals who have significant barriers to employment.

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## Thomas Gray

Co-Founder of RecycleForce [www.recycleforce.org/](http://www.recycleforce.org/)

Gray is co-founder of RecycleForce, a social enterprise offering comprehensive and innovative recycling services, while providing life-changing workforce training to formerly incarcerated individuals.

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## Katie Hanners

Senior director of Business Ventures, Catholic Charities Fort Worth

[khanners@ccdofw.org](mailto:khanners@ccdofw.org)

Hanners is the senior director of Business Ventures at Catholic Charities Fort Worth. In this position, she oversees three existing enterprises - Translation and Interpretation Network (TIN), WORN and Urban Manor - as well as vets new business opportunities and leads the planning and implementation of all new enterprises.

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## Beth Harsch

Chief Connecting Officer [www.connecthelp.org](http://www.connecthelp.org)

At ConnectHelp, Harsch works to connect individuals, students, businesses, civic organizations, faith-based organizations and nonprofits to pool resources, build community, encourage collaboration and help those in need. ConnectHelp brought together 100 community members including business leaders, civic organizations and nonprofits, to work on issues in our community (homelessness, youth, education, recidivism, jobs).

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## Shawn Humphrey

Founder: Two Dollar Challenge, La Ceiba Microfinance, Month of Microfinance, Poverty Action Conference [www.shawnhumphrey.com](http://www.shawnhumphrey.com)

Humphrey currently is an associate professor of economics at the University of Mary Washington. In addition to founding several social ventures, Humphrey is also on the board of directors of Students Helping Honduras, a former Clinton Global Initiative University mentor and an Opportunity Collaboration alum.

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## William P. Jordan (ND '85)

Co-Founder of Let's Share the Sun Foundation [www.letssharethesun.org](http://www.letssharethesun.org)

Jordan, the founder of Jordan Energy & Food Enterprises, co-founded Let's Share the Sun Foundation to facilitate the use of solar energy in order to enhance the quality of life of communities with limited electricity throughout the world.

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## Joseph Joute

President and CEO, Bible Hill Youth Club (National Social Development & Research Centre) [biblehillyouthclub.wordpress.com](http://biblehillyouthclub.wordpress.com)

A Journalist for more than 15 years and presently a social entrepreneur, Joute's goal is to introduce a process of change for poor youth and marginalized women. He focuses on helping vulnerable populations become change makers themselves and contribute to society. Joute stimulates social changes and economic growth to reduce extreme poverty at Bible Hill Youth Club.

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## Stephen Keppel (ND '03)

Director of Empowerment Initiatives at Univision Network News  
Chairman and Founder of Economic Growth Initiative for Haiti  
[Skeppel@gmail.com](mailto:Skeppel@gmail.com)

Keppel oversees the expansion and development of Univision's pro-social campaigns. While at Univision, Keppel has helped launch three multimedia empowerment campaigns in the areas of personal finance, entrepreneurship and health. He sits on the World Economic Forum Global Agenda Council on Migration, the Latin America Ideas Partnership Advisory Board, and The Haitian Project's board of directors. He founded the Economic Growth Initiative for Haiti in 2005 to provide training and mentoring to young Haitian entrepreneurs and help find financing for their businesses.

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## Robin Koskinen

Founder and President of INTELLISHARE [intellishare@gmail.com](mailto:intellishare@gmail.com)

Koskinen has worked primarily in investment banking, having served as vice chairman of First Chicago's capital markets subsidiary, and as senior non-Japanese executive for the Nomura Securities Company. Koskinen has experience in management, sales and marketing, human resources, training and development, education, systems development, and intellectual property. His personal motivations are to make a lasting difference, rather than to make a personal fortune.

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## Alexandra LaForge (ND '06)

Director of Membership & Programs at Investors' Circle  
[alaforge@investorscircle.net](mailto:alaforge@investorscircle.net)

Investors' Circle (IC) is the world's largest and most successful impact investing network. LaForge works to grow IC's community of mission-driven investors and develops programs and services to enhance its members' impact investing practice. Additionally, she oversees IC's partnership with The Hitachi Foundation's Yoshiyama Young Entrepreneurs program, leveraging IC's resources to support emerging impact entrepreneurs throughout the U.S.

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## Darryl Lindsey

Chief Operating Officer of Better Futures Minnesota  
[dlindsey@betterfutures.net](mailto:dlindsey@betterfutures.net)

Prior to being named the COO, Lindsey served as a life coach and director of Member Services at Better Futures. Currently as COO, Lindsey is responsible for overall recruitment, enrollment, housing and access to medical and behavioral health service for the men Better Futures serves. He also ensures that performance expectations outlined in grants and the mission statement are met, as well as building a pay-for-performance model.

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## Daniel Loftus

Founder of Oprima-1 LLC [www.poderlc.org](http://www.poderlc.org)

Loftus, an educator, administrator and entrepreneur with 20-plus years of experience in both Latin America and the U.S., founded Poder Learning Center (Chicago) in 1997. Poder has provided tuition-free English language and career pathways programs for more than 7,000 adult Latino immigrants. In 2012, Loftus launched social enterprise Oprima-1 LLC, a wholly owned subsidiary of Poder that provides employment and training to monolingual Spanish-speaking adults.

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## Maria Ludeke

Chief Creative Officer of LOOKBACK [maria.ludeke@gmail.com](mailto:maria.ludeke@gmail.com)

A nonprofit dedicated to giving 50 percent of its proceeds to higher education, LOOKBACK sells sunglasses at a low cost. Ludeke is currently working with the LOOKBACK team on designing sustainable packaging options.

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## Brendan Maher (ND '94)

Founder and President of FISH [www.ndfish.org](http://www.ndfish.org)

Maher is the founder and president of FISH, Inc., a social venture incubator located in South Bend, Ind. During the day, he is a senior vice president and portfolio manager at Calamos Arista Partners in New York City. Maher also currently serves as the president of the board of TEAM Charter Schools in Newark, NJ.

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## Rebecca Martin

Attorney at McDowell, Rice, Smith & Buchanan, P.C.  
[rmartin@mcdowellrice.com](mailto:rmartin@mcdowellrice.com)

Currently an attorney, Martin aims to transition her practice into more social enterprise work, aspiring to teach social entrepreneurship at the college level. Martin has recently been certified to teach meditation, and hopes to apply this technique into the workplace and college curriculum. She is currently in the "Certificate in Social Entrepreneurship" program in the United States Association for Small Business and Entrepreneurship.

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## Sean McGee

Managing Principal, CauseImpact LLC [smcgee@causeimpact.com](mailto:smcgee@causeimpact.com)  
[www.causeimpact.com](http://www.causeimpact.com)

McGee is an experienced strategist, manager and entrepreneur with more than 20 years of leadership experience in conceptualizing, developing and managing new enterprises. His work at CauseImpact has helped organizations identify, evaluate and optimize their social impact. An active member of the Social Enterprise Alliance, McGee is a regular presenter at the annual Social Enterprise Summit.

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## Andy McKenna (ND '79)

Chair, Social Enterprise Sector Committee, IrishAngels  
[www.irishangels.com](http://www.irishangels.com)

McKenna is founder and director of Central Street Games, a developer of mobile games for promotional marketers. He is a director with the Chicago-based IrishAngels and chair of the investing organization's Social Enterprise Sector Committee.

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## Mary McKenna (ND '12)

Operations Analyst at Collaborative Group [collaborative-group.com/](http://collaborative-group.com/)  
Collaborative Group connects brands and retailers with artisans in the developing world, including such brands as Madewell, Toms, FEED, reef, Rachel Roy and Josie Maran. Previously McKenna was an IDEX Fellow in Social Enterprise, and has worked with Milaap Social Ventures and Accion Chicago.

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## J. Thomas McIntire (ND '56)

President of Three Sigma Inc. [tom@ThreeSigma.com](mailto:tom@ThreeSigma.com)

McIntire has an extensive background in operational management, industrial construction, research and development, international relations, business startups, and civic and community affairs. Three Sigma implemented the Rock River Valley Entrepreneurship Center, which developed a business management education program for Haitian citizens.

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## Jeremy Miller (ND '96)

Director of Honduran Operations for Union MicroFinanza  
[jeremy.miller@unionmicrofinanza.org](mailto:jeremy.miller@unionmicrofinanza.org) [www.unionmicrofinanza.org](http://www.unionmicrofinanza.org)

Miller leads microloan and training programs, as well as coordinates Community Partnership Projects for Union MicroFinanza (UMF), a community development organization that works with the rural poor of Western Honduras, specifically coffee, corn and bean farmers. Among its operations, UMF provides microloans in the form of fertilizer, other agricultural inputs and equipment to small farmers.

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## Dustin Mix (ND '10, MA '13 & '13)

Co-founder and In-Country Director of Engineering2Empower  
[engineering.nd.edu/engineering2empower/](http://engineering.nd.edu/engineering2empower/)

Mix will be relocating to Haiti in fall of 2013 to pilot the E2E venture and serve as the in-country director. Engineering to Empower is a team of faculty and students from the University of Notre Dame and their community partners who envision a world where all families can afford a safe home they can be proud of.

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## Brian Mooney (ND MBA '08)

Chief Financial Officer of Ohio Catholic Federal Credit Union  
[ohiocatholicfcu.com/](http://ohiocatholicfcu.com/)

The credit union is in the process of expanding its social enterprise arm, which provides micro-loans to empower Catholics to get out of the payday loan trap. Mooney has an extensive background working in finance and accounting within Catholic organizations. Previously, he was the CFO of John Paul the Great Catholic University in San Diego; he previously worked as chief staff accountant for the Diocese of Phoenix.

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## Dan Morrison (ND '95)

Chief Do Gooder at Imagine Social Good [Localdanm@gmail.com](mailto:Localdanm@gmail.com)

Dan Morrison is the Chief Do Gooder at Imagine Social Good, a consulting firm focused on making sure social innovators achieve the change they want to see in the world through sound business models and cost-effective digital marketing. Previously, Dan founded Citizen Effect, a digital crowdfunding platform that allowed anyone to mobilize their friends and family to complete a small but critical project for a community in need.

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## Jennie Motto, CPA (ND '08)

Loan Officer for Accion Chicago [www.accionchicago.org](http://www.accionchicago.org)

Before coming to Accion in February 2013, Motto worked as an auditor of nonprofits, earned her CPA designation and began volunteering as a Spanish-speaking tax preparer in Pilsen. Motto is involved with LadderUp, an organization founded by ND graduate Robert Burke that mobilizes volunteers to provide financial services to low income families.

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## Michaela Murray-Nolan (ND '02)

Executive Director of Kids Corp [www.kidscorp.com](http://www.kidscorp.com)

Serving as executive director since 2002, Murray-Nolan has responsibility for fundraising, program services and staff at Kids Corp, a nonprofit that provides a broad slate of support services and supplies - ranging from summer schools and medical exams, to clothing, books and hot meals - for more than 4,800 Newark kids in 70-plus schools, churches and community centers.

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## Lisa Nagle (ND MBA '11)

President of Pacific Link [lisa@pliesusa.us](mailto:lisa@pliesusa.us)

Pacific Link organizes educational programs in the United States including short-term camps to long-term high school placements for students from China. Lisa has also served as the Director of Strategic Initiatives for LeaderSource. She serves on the board of directors of three youth and leadership development organizations in the U.S. and East Asia.

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## Adam Osielski (ND '02)

Co-Founder of Energy Central [www.ecentralhaiti.com](http://www.ecentralhaiti.com)

Osielski has a background in French and electricity, with eight years of experience working as an electrician. He received his license and training through Washington, D.C.'s local chapter of the NJATC Electrical Apprenticeship, and co-founded Energy Central, a company which implements solar technology in Haiti.

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## Jacqueline O'Toole

Founder of ONE, LLC [jacquelineot@me.com](mailto:jacquelineot@me.com)

O'Toole is the founder of ONE, LLC, a retail operation that embodies her belief that "ONE gift, person, place can make a difference." ONE offers products that are handmade, eco-friendly and meet Fair Trade standards. O'Toole works with artisans in Nicaragua, designing products and providing business advice. She also donates a substantial portion of profits to nonprofit organizations in the U.S. and abroad.

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## Dave Parker

Founder of CauselImpact [www.causeimpact.com](http://www.causeimpact.com)

Parker founded CauselImpact, a social purpose business, in 1999 to help social sector nonprofit organizations identify, evaluate and optimize their social impact. Parker acted as the executive director for the National Center for Social Entrepreneurs, a key partner organization for CauselImpact. Parker received the Social Entrepreneurship Alliance's inaugural Award for Membership Excellence.

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## Jan Pilarski (ND '79, MA '96)

Co-Founder and CEO of Green Bridge Growers

[www.greenbridgegrowers.net](http://www.greenbridgegrowers.net)

Green Bridge Growers is an innovative social venture that grows good food with good jobs, providing employment and hope for young adults with autism while bringing the freshest, most wholesome food possible to local residents. Previously, Pilarski served as director of the Justice Education Program at Saint Mary's College, Notre Dame, Ind.

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## Barbara Pitcher

Employee Resource Navigator & Program Director for the Michiana Bridges ERN [www.sjcbridges.org](http://www.sjcbridges.org)

The Michiana Bridges Employee Resource Network (ERN), a program of St. Joseph County Bridges Out of Poverty, helps low-income workers solve problems, stabilize and build resources. Pitcher brings a broad background and practical experience gained over the course of two decades in training and organizational development in a global corporation, small businesses, retail and post-secondary education, as well as the nonprofit sector.

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## Derrius Quarles

Founder and CEO of Million Dollar Scholar [milliondollarscholar.com](http://milliondollarscholar.com)

Quarles, a Chicago native who grew up in the Illinois foster care system, eventually accumulated more than \$1.1 million in scholarships and financial aid. He is the first in his family to attend college and is proud to be a current Gates Millennium, Horatio Alger, Coca-Cola, Dell, Chicago, Nordstrom, and Gilman Scholar. Million Dollar Scholar is the culmination of his eagerness to see other students succeed, especially those who face disadvantages that often act as barriers to a college education.

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## Joe Queenan

Managing Partner at Ardago Partners [ardago.com](http://ardago.com)

At Ardago Partners, Queenan is a consultant and mentor to early stage technology businesses on their go-to-market strategies, as well as a frequent guest lecturer on entrepreneurship. Queenan is also a board member and former treasurer of Fellow Irish Social Hub (FISH), a social venture incubator designed to help socially innovative ideas develop into sustainable enterprises.

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## Tim Rann (ND '07)

Advisor to Bertha Philanthropy Investments [timrann@gmail.com](mailto:timrann@gmail.com)

Rann has six years of experience leading international development programs and social enterprises. He is involved with strategic planning, impact analysis, reporting and mission/vision development for social businesses. With Bertha Philanthropy Investments, Rann conducts initial country and impact investment sector analysis for the fund's potential entry into countries such as Mozambique, Zimbabwe and Zambia.

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## Becky Reibold

Founder and Proprietor of Just Goods [www.justgoods.net](http://www.justgoods.net)

Just Goods provides the Michiana area with high-quality products that are safe to wear and use in homes. Reibold researches the companies that produce Just Goods' products to assure they pay their workers a fair wage, while using environmentally-friendly materials and methods of production.

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## Edmundo Reyes

Director of Marketing and Operations at The Word Among Us [edmundoreyes@gmail.com](mailto:edmundoreyes@gmail.com)

Reyes works with senior management to plan, execute and supervise sales, marketing and social media strategies for The Word Among Us. He led transition from print to digital for books and magazines, including mobile app development.

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## Hunter Riley

Director of SoFi [www.sofi.com](http://www.sofi.com)

Riley serves on the business development team at SoFi, discovering new channels for SoFi to build and support its community of current and future borrowers. SoFi connects students and alumni through a dedicated lending pool and an original social community approach where students, alumni and schools all benefit.

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## John Rush

President and CEO of CleanTurn International LLC [www.cleanturn.org](http://www.cleanturn.org)

A social entrepreneur with a distinct focus on leveraging core business principles for social good, Rush currently leads Columbus, Ohio-based CleanTurn International, a provider of comprehensive property services and general labor for the private and public sectors.

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## Alex Schoemann (ND '14)

Member of Jubilee Initiative for Financial Inclusion (JIFFI) [www.jiffi.org](http://www.jiffi.org)

Schoemann is a Notre Dame senior from Calgary, Alberta, majoring in accountancy and English. He has been involved with JIFFI and is currently working on a senior thesis project aiming to increase market access for rural artisans in Ecuador. Alex plans to complete Gigot's MicroVenturing Consulting Certificate this spring.

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## Shivani Siroya

CEO and Founder of InVenture [shivani@inventure.org](mailto:shivani@inventure.org)

InVenture is a mobile technology company providing simple credit scoring and accounting tools to people across the globe. Siroya has professional experience in global health, micro-finance and investment banking, such as health-costing at the United Nations Population Fund. She is currently on the board of the LA Chapter of Young Women Social Entrepreneurs.

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## Marcia Soto

Strategic Communications Manager at Better Futures Minnesota  
[betterfuturesenterprises.com/minnesota/](http://betterfuturesenterprises.com/minnesota/)

At Better Futures Minnesota, Soto is responsible for directing and managing all internal and external communications in the areas of branding, marketing and social media. She has volunteered for several years as a job coach at Women Venture and Project for Pride and Living and is on the Corrections Advisors Board and Workforce Investment Board in Ramsey County.

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## Jacob Stanton (ND '14)

Treasurer of Jubilee Initiative for Financial Inclusion (JIFFI) [www.jiffi.org](http://www.jiffi.org)

Stanton's interest in lending to borrowers whose credit-worthiness are questionable under traditional standards was sparked after working in a community bank in his hometown that often used non-conventional methods to determine credit-worthiness. After attending the initial planning meeting for JIFFI, Jacob became involved in the planning, organization and the day-to-day operations, serving on the board of directors and as treasurer. Stanton is a senior at Notre Dame currently studying finance and economics.

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## Tom Suddes (ND '73)

Founder of For Impact |The Suddes Group [tom@forimpact.org](mailto:tom@forimpact.org)

The Suddes Group, founded in 1983, has managed more than 400 campaigns, raised in excess of \$1 billion and helped generate 3 million new jobs. Suddes has founded 19 businesses and trained thousands of third-sector and business leaders in the art and science of becoming a For Impact Organization. Suddes now dedicates one-third of his "work" schedule to helping social entrepreneurs change the world.

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## Katie Teitgen (ND '10)

Hannah & Friends Director of Operations

[www.hannahandfriends.org](http://www.hannahandfriends.org)

Teitgen is the director of operations for Hannah & Friends Neighborhood, a 501(c)(3) nonprofit organization located in South Bend, Ind., that provides residential and recreational services for individuals with developmental disabilities.

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## Steven G. Thomas (ND '78)

President and CEO of The NetWork for Better Futures

[www.networkforbetterfutures.com](http://www.networkforbetterfutures.com)

Under Thomas' leadership, Better Futures Minnesota was developed and launched in 2007. This social enterprise has enrolled and served 600 high-risk, primarily African American men since 2008. Prior to creating Better Futures, Thomas held several senior executive positions at the Corporation for Supportive Housing.

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## Greg Van Kirk

Co-Founder of The New Development Solutions Group  
[www.newdevelopmentsolutions.com](http://www.newdevelopmentsolutions.com)

Ashoka Lemelson Fellow Van Kirk recently was recognized as Schwab Foundation “Social Entrepreneur of the Year for 2012 (Latin America)” at the World Economic Forum. He has served as an economic development consultant for USAID, Soros Foundation, Church World Service and many others. The New Development Solutions Group designs and implements social innovation responses to long-standing development challenges.

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## Danielle Vermeer

Senior Analyst: Arabella Advisors [danielle.l.vermeer@gmail.com](mailto:danielle.l.vermeer@gmail.com)

Vermeer conducts in-depth research and analysis on client projects and designs deliverables and thought leadership pieces. At Arabella, she has worked with family, institutional, individual and corporate clients to develop philanthropic strategies around human rights, international development, education, innovation and environmental conservation.

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## Sr. Martha Walsh

Administrative Director of Seton Enablement Fund  
[www.srcharitycinti.org/enablement.htm](http://www.srcharitycinti.org/enablement.htm)

The Seton Enablement Fund named after Saint Elizabeth Seton, the first American-born saint and foundress of the Sisters of Charity, provides loans to social enterprises and for community development efforts.

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## Eileen Walz

Founder and Community Internship Coordinator at UIntern  
[www.uintern.weebly.com](http://www.uintern.weebly.com)

Walz is currently a graduate student at the University of Illinois in the college of Library and Information Science, with a bachelor's degree in Civil Engineering. She has researched the benefits of international service projects, taught a course on creative thinking, and developed information resources for the University of Illinois. Walz is the founder of UIntern, a community-based internship program.

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## Clarence Wardell

Founder of tinyGive [tinygive.com/](http://tinygive.com/)

tinyGive changes the conversation around philanthropy and online cause-related activity by providing a place where social capital matters just as much as the amount you give. Wardell earned a PhD from the Georgia Institute of Technology, where he conducted research on the role of transparency in charitable giving.

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## John Wesley

Vice President-Development for the Archangel Trust  
[johnwesleym@gmail.com](mailto:johnwesleym@gmail.com)

Wesley previously worked for Woolworths Australia, overseeing the change management, health and safety, and human resource operations for the Australian business operations in India. He also worked for Acumen as a consultant on several international projects involving American, British and South Asian clients. Wesley is passionate about Corporate Social Responsibility programs and worked on various projects involving orphanages and old-age homes in India.

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## Peter Woo (ND '14)

President of Jubilee Initiative for Financial Inclusion (JIFFI) [www.jiffi.org](http://www.jiffi.org)

Woo was born into a missionary family and spent his childhood in Thailand. Growing up witnessing his father serve as a professor in Bangkok, while his mother worked as a preschool director, Woo wanted to explore how he can turn his studies into service. As a finance and philosophy major at Notre Dame, he started JIFFI with his friends to combat predatory lending in the South Bend, Ind., area, and offer clients steps toward financial independence.

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## Chris Yura (ND '03)

Founder and CEO of SustainU [www.sustainuclimbing.com](http://www.sustainuclimbing.com)

Yura founded Morgantown, W.Va. based-apparel company SustainU Clothing with the mission to change the way clothes are made—by improving the environment, reinvigorating America's manufacturing sector, and educating the world about how clothing can positively impact people's lives.

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# RESOURCES

We hope that every participant leaves the Irish Impact Social Entrepreneurship Conference inspired and with the conviction that YOU can effect change. Whether in a for-profit or nonprofit environment, a small organization or a multinational corporation, as an employee or leader of your own startup, YOUR VISION can impact the human community for the better.

What are your next steps? Here are some resources to help answer that “what’s next” question.

**Take advantage of the curricular and non-curricular programs through the Gigot Center for Entrepreneurship. Here are some particular suggestions:**

- Enroll in entrepreneurship, social entrepreneurship courses, and/or the **Social Entrepreneurship Certificate Program**. There is a new minor in entrepreneurship for undergraduate business students, and several other classes are open to non-business majors, as well, and may offer a paid internship opportunity in a domestic or developing country setting. For details, visit [http://business.nd.edu/gigot\\_center/Social\\_Entrepreneurship/MicroVenturing.Certificate/](http://business.nd.edu/gigot_center/Social_Entrepreneurship/MicroVenturing.Certificate/).
- Enter a team in the **McCloskey Business Plan Competition!** The annual Notre Dame New Venture Competitions provide a tremendous opportunity for entrepreneurial-minded members of the Notre Dame community to foster new business development, while networking with members of the IrishAngels, the Irish Entrepreneurs Network, alumni and friends. The competition awards nearly \$300,000 in cash and prizes in categories for for-profits and not-for-profits. Visit the competition website at [http://business.nd.edu/gigot\\_center/competitions/](http://business.nd.edu/gigot_center/competitions/).

**Get in touch with Brendan Maher of FISH at Innovation Park:**

FISH offers incubation services to social entrepreneurs ready to launch their ventures. Check out FISH’s website at <http://www.ndfish.org/index.php>. In partnership with Innovation Park at Notre Dame, FISH provides world-class facilities and critical occupational services, as well as valuable research and development tools. Its nine-month business incubator

program is designed to prepare each client to launch a social enterprise and to maximize its social impact. FISH clients often work in tandem with the Gigot Center and its resources, including the McCloskey Business Plan Competition.

**Not ready to start your own enterprise? No problem! Join one of the following student clubs on campus and get involved with one of their projects:**



**Student International Business Council – Global Development Division** creates social awareness and promotes development in impoverished communities around the world through projects that deliver innovative business solutions to communities’ most fundamental problems.



**The Notre Dame MBA chapter of Net Impact** is part of the nonprofit’s mission to make a positive impact on society by growing and strengthening a community of leaders who use business to improve the world.



**enactus**

**Enactus** is a community of student, academic and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better, more sustainable world.

**Looking for an internship with a social enterprise?**



**Global Internship Initiative Funding Programs** offers a variety of funding opportunities

for sophomore and junior students from a range of majors. Students must have an internship secured to apply for funds. Visit the Career Center website for details: <http://careercenter.nd.edu>



**The Kellogg Institute of International Studies**, founded to promote research,

provide exceptional educational opportunities and build linkages to support the University’s strategic goals on



internationalization, offers undergraduate and graduate students internship and fellowship opportunities.

[kellogg.nd.edu/students/index.shtml](http://kellogg.nd.edu/students/index.shtml)



### The Center for Social Concerns

offers international and domestic internship opportunities to undergraduate students through its Summer Service Learning Program (SSLP) and International Summer Service Learning Program (ISSLP). Several of these opportunities are offered in partnership with the Gigot Center for Entrepreneurship.

[socialconcerns.nd.edu/academic/summer/summer.shtml](http://socialconcerns.nd.edu/academic/summer/summer.shtml)

**Want to examine other curricular opportunities at Notre Dame? Think about peace studies, poverty studies, international development studies, sustainability, or some other cool opportunities.**



**Want to look outside Notre Dame for opportunities? Don't hesitate to follow up with the practitioners you met at the conference, but also consider research via the following organizations:**

**The Solutions Journalism Network** legitimizes and spreads the practice of solutions journalism: rigorous and compelling reporting about responses to social problems.  
<http://solutionsjournalism.org/>

**Ashoka U** is an initiative of Ashoka that is focused exclusively on universities, seeking to engage students in the kind of work that will be necessary to confront current and future social challenges. [www.ashokau.org](http://www.ashokau.org)

Through the use of philanthropic capital to make disciplined investments, the **Acumen Fund** supports pioneering entrepreneurs focused on finding solutions to poverty by offering critical services at affordable prices.

[www.acumenfund.org](http://www.acumenfund.org)

Jeff Skoll, the first full-time employee and first president of eBay, created the **Skoll Foundation** in 1999. Skoll has awarded more than \$315 million, including investments in 91 social entrepreneurs and 74 organizations on five continents. [www.skollfoundation.org](http://www.skollfoundation.org)

**B-Lab** certifies B-Corporations – organizations meeting comprehensive and transparent social and environmental performance measures, as well as higher legal accountability standards, among other criteria. [www.bcorporation.net](http://www.bcorporation.net)

**Social Entrepreneur Corps**, a sister organization to CE Solutions, is a social enterprise that leads innovative and dynamic international internship programs in Guatemala, Ecuador, Nicaragua, South Africa, Peru and the Dominican Republic. [www.socialentrepreneurcorps.com](http://www.socialentrepreneurcorps.com)

**Global Brigades** offers university students and professionals nine skills-based international volunteer programs, which facilitate sustainable solutions in under resourced communities while fostering local cultures. [www.globalbrigades.org](http://www.globalbrigades.org)

Interested in traveling to an exotic country while giving back? **HANDS** is offering affordable, impact-driven programs in Guatemala and El Salvador. Spend your vacation exploring new lands while volunteering. Check out their programs and apply now! Program costs start at \$230/week and financial aid is available. Don't miss this life changing opportunity and make an impact through volunteerism!  
<http://handsorganization.org/>

**Finally, stay in touch with us through Irish Impact! This is not just a conference, but a virtual opportunity to connect with us and others through our YouTube, Facebook, Twitter, Blog and website – not just once a year but all year long! Check back in for profiles of social entrepreneurs (ND and others), calendar events at Notre Dame or elsewhere, news and information, or better yet, feel free to send information to us about noteworthy social enterprise happenings and we'll post for you!**

[IrishImpact.nd.edu](http://IrishImpact.nd.edu)

# MORE THANKS!

WE WOULD LIKE TO THANK IN A SPECIAL WAY THE PRACTITIONERS JOINING US FOR THE CONFERENCE. THEY ARE CONTRIBUTING THEIR TIME, TALENT AND RESOURCES TO THE NOTRE DAME COMMUNITY, AND WE DEEPLY APPRECIATE THEIR EFFORTS.

