

Ewing Marion
KAUFFMAN
Foundation



The Ewing Marion Kauffman Foundation and the University of Missouri-Kansas City (UMKC), in collaboration with the United States Association for Small Business and Entrepreneurship (USASBE), are pleased to announce and invite you to attend the following event.

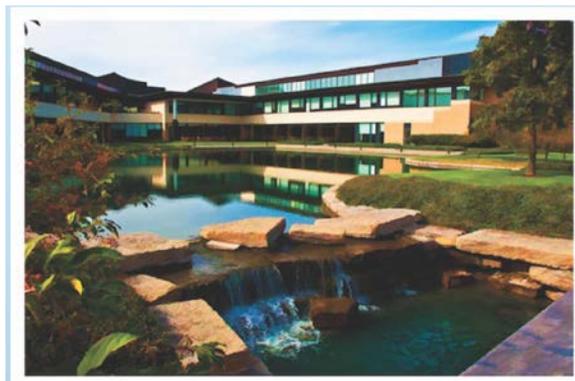
Midwest Symposium on Social Entrepreneurship

May 20 - 21, 2013

Kauffman Foundation Conference Center

4801 Rockhill Road

Kansas City, Missouri 64110



Program Information Follows

SYMPOSIUM OVERVIEW

Over the last two decades we have witnessed an expanding interest in social entrepreneurship – a movement that crosses the boundaries of the business, nonprofit and public sectors. The 2013 Midwest Symposium on Social Entrepreneurship offers a forum to help advance thinking and understanding of social entrepreneurship, promote an exchange of knowledge and experience, and facilitate a discussion among business and nonprofit practitioners, teachers and researchers, funders, and anyone interested in sharing and shaping ideas and learning around the topic of social entrepreneurship.

This highly participative symposium includes the opportunity to attend and take part in a number workshops developed and delivered by leading faculty in the emerging field of social entrepreneurship. The symposium will also allow its participants to tap into the existing experiences and expertise of those living, breathing and supporting social entrepreneurship.

The Symposium begins with Opening Remarks at 8:30 a.m. on Monday, May 20, followed by morning and afternoon workshops, as well as presentations at a luncheon and early evening reception that day. The Tuesday, May 21 schedule includes a morning workshop, luncheon presentations, and, in the afternoon, a business plan competition showcasing socially entrepreneurial initiatives developed by students participating in The Aaron L. Levitt Social Entrepreneurship Challenge. All workshops and events will take place at the Ewing Marion Kauffman Foundation Conference Center (4801 Rockhill Road, Kansas City, Missouri, 64110).

Below are an outline of all of the Symposium workshops and other events, and registration and other Symposium information.

Program Schedule

Monday, May 20:

8:00-8:30AM: Continental breakfast

8:30-9:00AM: Opening remarks

Speakers:

- Thom Ruhe, Vice President of Entrepreneurship, Kauffman Foundation
- David Renz, Director, Midwest Center for Nonprofit Leadership, UMKC

9:00AM-Noon: Workshops in breakout sections

Introduction to Social Entrepreneurship (Paseo Room)

Summary of content:

- This workshop introduces and outlines the evolution of social entrepreneurship in the past few decades, covering both development in education and innovative practices in social endeavors. Through a combination of presentations and interactive group discussion, participants will gain a comprehensive understanding of the similarities and differences between social entrepreneurship, corporate social responsibility, social intrapreneurship, social venturing and social enterprise, and will explore key concepts in the ongoing social entrepreneurship discourse.

Presenters/Facilitators:

- Fredrik Andersson, UMKC
- Robert D'Intino, Rowan University

Measuring the Impact of Social Ventures (Brookside Room)

Summary of content:

- This goal of this workshop is for participants to become familiar with and understand the concept and context of social impact and its centrality for social entrepreneurship independent of the chosen legal/organizational structure. Participants will also discuss and learn about the utility of various methods and indicators for measuring social impact and be able to communicate their relative strengths and weaknesses.

Presenters/Facilitators:

- Scott Helm, UMKC
- David Renz, UMKC

12:15-1:45PM: Lunch (Town Square Room), with remarks by:

- Dean Teng-Kee Tan, Henry W. Bloch School of Management
- Dean Ellen Suni, UMKC School of Law
- Presentation by First Hand Foundation

2:00-5:00PM: Workshops in breakout sections

Identifying and Assessing Social Entrepreneurship Opportunities (Paseo Room)

Summary of content:

- This workshop is focused on developing competency in seeing possible issues for action through social entrepreneurship. Participants will be provided strategies and techniques for identifying target markets and will utilize tools for assessing societal, economic and policy impact.

Presenters/Facilitators:

- Terri Barreiro, St. John's University
- Robert D'Intino, Rowan University

Implementing the Social Venture Plan and Social Entrepreneurship Curriculum (Brookside Room)

Summary of content:

- This workshop covers best practices in social venture development and curriculum components of high quality social entrepreneurship courses. Both educators and social venture practitioners will gain valuable information from this workshop.

Presenters/Facilitators:

- Tony Mendes, University of North Texas
- Jennifer Walske, University of San Francisco

5:00-7:00PM: Symposium Reception (Town Square Room)

Speakers:

- Representatives of the Kauffman Foundation, UMKC, USASBE, and Kansas City area business and economic development, education, and philanthropy leaders will share their perspectives on social entrepreneurship.
- David Battey, Founder and CEO of the Youth Volunteer Corps, will discuss the creation and growth of that nationally-operating social venture.
- Chris Miller, Founder and CEO of The Mission Center L3C will discuss the organization and emerging activities of that recently-launched social venture.

Tuesday, May 21:

8:00-8:30AM: Continental breakfast (Brookside Room)

8:30- 11:30AM: Workshop: Legal Issues in Social Entrepreneurship (Brookside Room)

Summary of content:

- This workshop explores several key legal issues in choosing and implementing an organizational structure for a social venture. The discussion will include examination of various attributes of traditional for-profit, traditional non-profit, and recently emerging hybrid entities (including L3Cs and benefit corporations), and significant issues in tax and capital structure planning. Particular emphasis will be placed on considering the fiduciary duties of managers of entities with missions that include the pursuit of social benefits, and addressing some popular misconceptions about hybrid entities and “program related investments.”

Presenters/Facilitators:

- Cassady Brewer, Georgia State University
- Christopher Hoyt, UMKC
- Tony Luppino, UMKC
- John Tyler, Kauffman Foundation

11:45AM-1:15PM: Lunch (Town Square Room), with presentations by:

- UMKC and Levitt Social Entrepreneurship Challenge Representatives
- Tom Brown, President and Chairman of the Board, Smiles Change Lives
- David Hawley, Arabia Steamboat Museum

1:30-4:30PM: Aaron L. Levitt Social Entrepreneurship Challenge (Town Square Room)

Summary of Levitt Challenge:

- The Aaron L. Levitt Social Entrepreneurship Challenge is a new initiative designed to stimulate social entrepreneurship and innovative civic leadership in the Greater Kansas City region, and to enable the next generation of civic leaders and social entrepreneurs to serve our community. Students from the University of Missouri-Kansas City will present their socially entrepreneurial initiative before a panel of judges who will assess each proposal and rate it for its feasibility and potential for long-term community benefit and impact.

REGISTRATION FEE/REGISTRATION PROCESS

- The registration fee for the Symposium is \$75, and entitles the registrant to attend a morning and afternoon workshop on May 20, the morning workshop on May 21, the afternoon Levitt Challenge on May 21, and all breakfast, lunch and reception events in the Program Schedule

above. To register for the Midwest Symposium on Social Entrepreneurship, please click here: http://www.regonline.com/midwestsymposiumforsocialentrepreneurship_1215997

COLLABORATION WITH USASBE CERTIFICATE PROGRAM:

The five workshops described in the Symposium Program Schedule are open to all Symposium registrants, and are being offered in conjunction with the innovative USASBE Certificate in Social Entrepreneurship Program. This initiative, presented through a collaboration among USASBE, New York University and UMKC, was launched in 2012 and is designed to be of value to educators interesting in teaching courses and participating in other programs on social entrepreneurship, as well as to principals and consultants interested in the planning and implementation of social ventures. For information on the USASBE Certificate Program, including how to enroll in the program and commence satisfying its requirements by attending Symposium workshops, see: <http://www.usasbe.org/event/secertificate>. Paid enrollees in the USASBE Certificate Program will be given a special code to use in registering for the Symposium and will not be required to pay the \$75 Symposium registration fee.

HOTELS NEAR KAUFFMAN FOUNDATION CONFERENCE CENTER:

Note: The following lists some hotels located near the Kauffman Foundation Conference Center. The Symposium does not have formal agreements with such hotels. Attendees should contact them directly to make reservations and to discuss ground transportation to and from the Symposium (we understand several do offer courtesy shuttles or taxi vouchers). We do suggest that registrants note in making hotel reservations that they are attending a Symposium co-sponsored by the Kauffman Foundation and UMKC.

Embassy Suites on the Plaza

(<http://embassysuites3.hilton.com/en/hotels/missouri/embassy-suites-kansas-city-plaza-MKCWEES/index.html>)

K.C. at the Plaza (Intercontinental)

(<http://www.intercontinental.com/hotels/gb/en/kansas-city/mkcha/hoteldetail/about-the-hotel>)

K.C. Marriott Country Club Plaza

(<http://www.marriott.com/hotels/travel/mcipl-kansas-city-marriott-country-club-plaza/>)

The Q Hotel and Spa (Westport) (<http://www.quarteragehotel.com/>)

The Raphael Hotel (<http://www.raphaelkc.com/>)

Sheraton Suites on the Plaza (<http://www.sheratoncountryclubplaza.com/>)

Residence Inn Country Club Plaza

(<http://www.countryclubplaza.com/Hotels/Residence-Inn-by-Marriott>)