



# Soul of the Next Economy Forum

October 3-4, 2014

Ambrose University College

Calgary, Alberta, Canada

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Ambrose University College  
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## FORUM OVERVIEW

The **Soul of the Next Economy Forum** brings together leaders and future leaders to learn, network, share best practices and discuss future directions for sustainable development, corporate social responsibility and social enterprise, both in Canada and internationally. The Forum features motivational and informative speakers from academic institutions, domestic and international organizations, social businesses, service organizations and corporations. Attendees can be expected to be informed on current thinking, future directions and best practices, as well as participate in innovative activities about the soul of the next economy.

Join us on Friday October 3 for a keynote presentation by Peggie Pelosi followed by a panel discussion with business leaders, as they discuss how Calgary businesses are actively engaging in CSR and leading the way as good corporate citizens.

Then on Saturday October 4, choose from a range of sessions and workshops on topics such as sustainable development, corporate social responsibility and social enterprise, from local, national and international perspectives. Visit

[www.nexteconomyforum.com](http://www.nexteconomyforum.com) for more information and to register.

## KEYNOTE SPEAKER - FRIDAY OCTOBER 3



### Peggie Pelosi - Founder & CEO, ORENDA Connections

Peggie Pelosi is a social architect, a visionary, an inspiring speaker and a successful entrepreneur. Combining her skills in management, sales and marketing, she is committed to involving people and companies in driving social change. She established ORENDA Connections in 2005, a company committed to developing meaningful connections between companies and causes through compelling social strategy. She is also the author of *Corporate Karma*, a book that discusses how businesses can move forward by giving back.

Prior to ORENDA, Peggie was VP of Network Development and Sales for USANA Health Sciences, where she developed a partnership with The Children's Hunger Fund that not only produced dramatic results for the cause, but had a transformative impact on employee pride, corporate culture and ultimately, brand equity. She is a graduate of the CSR program at St. Michael's College at the University of Toronto, an active humanitarian, having spent time working in Central America, Eastern Europe, Africa and in the underserved communities of her hometown of Toronto.

## KEYNOTE SPEAKER - SATURDAY OCTOBER 4



### Wayne Dunn - Professor, McGill University, President & Founder CSR Training Institute

Wayne is an award-winning global expert in Corporate Social Responsibility. Consulting for major industries, governments and international organizations, he has advised on over 60 CSR projects spanning six continents and nearly 3 decades. His projects have won prestigious global awards including the first private sector winner of a World Bank Global Development Innovation Award and the Star of Africa Award. They have been developed into case studies by Stanford Business School and other universities and are widely recognized for their ground-breaking nature and overall success.

Wayne is President and Founder of the CSR Training Institute, a Professor of Practice in CSR at McGill and a founding member of the Leadership Council of McGill University's Institute for the Study of International Development (ISID). He is a frequent lecturer worldwide on business and economic issues and also provides volunteer support to numerous local, national and international organizations.

## WHO SHOULD ATTEND

- Those interested in poverty reduction, economic empowerment, sustainable development, corporate-charity collaboration, social responsibility, social entrepreneurship, social business
- Charities, foundations, non-profits, service organizations, non-governmental organizations working internationally and in Canada
- Corporate social responsibility representatives
- Social entrepreneurs
- Government and public sector representatives
- Students and members of the academic community

## REGISTRATION

Super Early Bird	\$49 (Available until June 30)
Early Bird	\$79 (Available until September 10)
Regular Admission	\$99
Student	\$49 (Must have valid student ID)

Registration includes admission to the Friday evening keynote and reception, all sessions and workshops on Saturday, lunch and light refreshments on Saturday. Tickets for the Friday evening keynote and reception ONLY are \$39.

Registration and tickets are online at [www.nexteconomyforum.com](http://www.nexteconomyforum.com) or contact [info@nexteconomyforum.com](mailto:info@nexteconomyforum.com) for more information.