



CASCADE ALLIANCE
Sustainable Work. Stronger Communities.

Work the Problem Weekend

Thursday Sept. 18-Saturday Sept. 20

Eugene Hilton, 66 E 6th Ave.

Vistas Room

Thursday:

4 p.m.-7 p.m. Registration/hospitality in parlor suite. Enjoy local wine/beer and snacks when picking up your conference badge and ID.

Friday:

8:00 a.m. Breakfast

8:45 a.m. **Welcome** -- Eugene Mayor Kitty Piercy

8:50 a.m. **Meaningful Work** – Tina Howe, Leisha Wallace and Juanita Rivera Gordon share their personal stories, introduction by Terry McDonald

9:10 a.m.-10:40 a.m. **Meet the Cascade Alliance**

- 9:10-9:20 Greater Bridgeport Community Enterprises, Bridgeport CT
- 9:20-9:30 The Cara Project's Chapter Two, Chicago IL
- 9:30-9:40 The Up Center, Norfolk, VA
- 9:40-9:50 Opportunity House, Reading PA
- 9:50-10:00 Urban League of Essex County, Newark NJ
- 10:00-10:10 United Teen Equality Center, Lowell MA
- 10:10-10:20 Exceed, Milwaukie OR
- 10:20-10:30 Mustard Seed, Orlando FL
- 10:30-10:40 Other guests introduce themselves

10:40-11 a.m. BREAK

11 a.m. -11:20 a.m.: **Economic Impact** -- Ethan Nelson from Eugene's sustainability office reviews

11:20 a.m.-noon: **Good Partners** -- County Waste Reduction Specialist Sarah Grimm and Robert Jaco of DR3 talk about building and maintaining relationships with transfer stations

Noon-1 p.m. **Lunch**

12:30 p.m. – 1p.m. **Everybody Cleans the Bathroom** -- Managing people/managing money in retail thrift with Leisha Wallace

1 p.m.-2 p.m. **Eye of the Storm** -- Problem solving panel discussion with St. Vinnie's staff: Leisha Wallace, Bethany Rockwell, Shannon Galaviz, Dave Tussing, and Robert Jaco. They share specific stories of challenges and their resolution. With Q & A to follow.

2:15 p.m.-5 p.m. **St. Vinnies tour**

2:15-3:30 p.m. **Collaboration discussion** -- For those who have recently taken the tour, a round-table discussion on opportunities

5:30 p.m. **Dinner on your own** -- a self-guided walking brewery tour in the Whitaker. Meet Sue and Daven in the lobby of the Hilton

Saturday:

8:00 a.m. Breakfast

8:30-9:00 a.m. **The Wild Ride** -- The ups and down of commodities markets, from metals and textiles to sludge and struvite and other Terry McDonald favorites

9:00 a.m.-9:15 a.m. **Build it** -- Recycling construction materials with BRING Recycling's Julie Daniel

9:15 a.m.-9:30 a.m. **Plugged in** -- Pitfalls and pleasures of electronics recycling with Next Step Recycling's Lorraine Kerwood

9:30 a.m.-10 a.m. **Making Social Enterprise Work** with REDF's Karen Chern

10 a.m.-10:10 a.m. **BREAK**

10:10 a.m.-11:10a.m. **New Market Tax Credits**, a primer, with attorney Lloyd Chee of Kantor Taylor Nelson Evatt & Decina

11:10 a.m.-11:30 a.m. **Why Messaging Matters** with Jessica Williams of Prichard Communications

11:25 a.m.-11:45 a.m. **Maximizing Online** with Daven Stetson

11:45 a.m. 12:45 p.m. **Lunch on your own**

12:45 p.m.-1:30 p.m. **The Care and Feeding of Journalists** with Rebecca Larson and Lorri Oziri

1:30 p.m.- 2 p.m.: **Upcycling, Creative Thinking** with Mitra Chester

2 p.m.-2:30 p.m. **Continuous Growth**: seeking a balance between stability and opportunity with Terry McDonald

2:30-3:30 p.m. **Work the Problem Circles**

- Groups of 6-8 identify a problem and everybody discusses solutions and potential assistance they can offer. Somebody takes notes, and makes sure the offered assistance gets recorded and can be followed up on. (Facilitated by Sue, Bethany, Daven)
- Debrief solutions with St. Vinnie's staff

3:30 p.m.-3:45 p.m. **BREAK**

3:45-4:30 p.m. **What the heck is the Cascade Alliance?** Building an ongoing relationship of collaboration and cooperation

5 p.m.-5:30 p.m. **No host bar**

5:30 p.m. **Dinner and the first annual Work the Problem awards ceremony**

Special Presenters

Lloyd Chee, an attorney with Kantor Taylor Nelson Evatt & Decina focuses on providing advice and assistance to clients in all aspects of real estate development and finance, with an emphasis on projects financed with federal tax incentives, including New Markets Tax Credits. He represents project developers, community development entities, tax credit investors and lenders through all stages of project development.

Karen Chern is a portfolio manager at REDF (www.redf.org), currently based in the Los Angeles office. She works with social enterprises, providing business mentoring and hands-on strategic technical assistance. Prior to joining REDF full time, she was both a Farber Fellow (a REDF post-graduate fellowship) and a REDF intern while earning her MBA at the University of Michigan's Ross School of Business. At Ross, she led the Social Venture Fund, a fully operational impact investing fund run by students.

Julie Daniel, executive director of BRING Recycling, the beloved non-profit agency that's been taking your stuff and selling it back to you for forty years. Under her direction, BRING has successfully developed the Planet Improvement Center in Glenwood; part education center, part retail outlet for used building materials and part conservation theme park and tourist attraction. Ms. Daniel hails from London, England. She has been with BRING for 18 years. She's the mother of three grown children who often go through other people's trash cans to fish out recyclables. She came to the United States in 1971 to seek adventure and she's been finding it ever since.

Sarah Grimm, waste reduction specialist for Lane County Public Works. She has been with the County since 2005. For 10 years prior to that, she was education coordinator for the nonprofit, BRING Recycling, and delighted in teaching kids and adults about the fun and importance of recycling. Sarah is a Portland native and received her Bachelors of Arts from Portland State University. Inspired by how compost turns garbage into great gardens and the 1992 Master Recycler class she took, she was quick to adopt recycling as her chosen career.

Jennifer MacLean is acting executive director of NextStep Recycling, a nonprofit that grew from a one-person garage operation in 1999 to become the region's premier electronics recycler. Maclean has a bachelor's degree in botany and a master's in business administration. NextStep has grown from its initial grassroots beginning as a Macintosh computer fix-it-and-pass-it-on resource into a thriving community service organization. Starting in a garage in 1999 and founded in 2002 as MacRenewal, a 501(c)(3) public nonprofit public organization, it is now known as NextStep Recycling.

Ethan Nelson, Ethan Nelson is the Waste Prevention and Green Building Manager for the City of Eugene. In his current position, Ethan has led the development and implementation of a variety of community sustainability programs including: Eugene's commercial food waste collection program – Love Food Not Waste, RE:Think and the Mayor's Bold Steps Award which provides free third-party sustainability assistance to Eugene businesses, Eugene's Green Building Incentive Program, local Oregon Green Schools programming, Eugene's plastic bag ban and Bring Your Bag Campaign, and the City's internal zero waste project. Ethan served on the Oregon Global Warming Commission's Subcommittee on Materials Management, is a University of Oregon adjunct instructor in the Planning Department, and was the Sustainability Chair for the 2012 Olympic Track and Field Trials and 2014 IAAF World Junior Championships.

Jessica Williams is an account director at Prichard Communications, leads work on social and digital media for grantees of the Robert Wood Johnson Foundation and for "Mac's List," a service of Prichard. Jessica has a B.S. in Communications from Wake Forest University and an M.S. in Strategic Communications from The University of Oregon. She has over 10 years experience working for a variety of brands and clients and was the 2012 recipient of the Marketing Awards of Excellence Rising Star Award.