

# 2023 (DOING) BUSINESS FOR GOOD SUMMIT SCHEDULE + PROGRAM

LOCATION	Brick Room OPERATIONAL	Athenaeum Gallery ASPIRATIONAL	Athenaeum Classroom COMMUNITY
9:00	<b>REGISTRATION + MINGLE</b>		
9:30	<b>GENERAL SESSION</b> Keynote: <b>The Importance of Business in Affecting Change</b> Dr. Kyra Greene, <a href="#">Center for Policy Initiatives</a>		
10:00	<b>PLENARY SESSION: Shop Your Values</b> Learn what it means to support a business for good. <b>Moderator:</b> Mikey Knab, <a href="#">One Fair wage</a> <b>Panelists:</b> Katrina Oprisko, <a href="#">Earthwell Refill</a> Alexis Villanueva, <a href="#">City Heights CDC</a> Juan Pablo Sanchez, <a href="#">Super Cocina</a>	(General Session + Shop Your Values in Brick Room)	(General Session + Shop Your Values in Brick Room)
11:15	<b>HOW TO BECOME A CERTIFIED B CORP</b>	<b>COMMUNICATING SOCIAL GOOD &amp; POLICY: BUILDING TRANSPARENCY, AVERTING GREENWASHING</b>	<b>WHAT'S YOUR STORY: EXAMINING THE SHIFTING MEDIA LANDSCAPE IN SAN DIEGO</b>
	Interactive workshop with actionable recommendations and steps to be taken to achieve B Corp certification. <b>Moderator:</b> Sam Mazzeo, <a href="#">Better APC</a> <b>Panelists:</b> Stacey Nelson Smith, <a href="#">Civilian</a> Abraham Chen, <a href="#">Classy</a> Adrianna Gluyas, <a href="#">KOA + ROY</a>	Why transparency is critical for your business, and how to address greenwashing, greenhushing, and greenlashing. <b>Moderator:</b> Cindy Lin, <a href="#">Hey Social Good</a> <b>Panelists:</b> Erika Rodriguez, <a href="#">Nadi Marketing</a> Jack Shu, La Mesa City Councilmember Jen Lebron, Public Affairs Director, <a href="#">San Diego Community Power</a>	“What’s Your Story?” will feature a discussion on the San Diego business media landscape where business owners can learn how and why to earn local press coverage with their stories. <b>Moderator:</b> Mikey Knab, <a href="#">One Fair Wage</a> <b>Panelists:</b> Matthew Hall, formerly with <a href="#">The San Diego Union Tribune</a> Natalie Rocha, <a href="#">The San Diego Union Tribune</a> Jean Walcher, <a href="#">J Walcher Communications</a> Alexander Nguyen, <a href="#">KPBS Radio/TV</a>
12:15	<b>LUNCH</b>		
1:30	<b>THE ECONOMIC IMPACT OF HIGH ROAD EMPLOYMENT</b>	<b>EATING YOUR WAY TO SOCIAL GOODES</b>	<b>HOW TO BUILD COMMUNITY THROUGH EVENTS</b>
	We will dive into the economic power of working families, the importance of collective bargaining, the benefits of equitable training and the overall investments in our workforce. <b>Moderator:</b> Daniel Enemark, <a href="#">SDRPIC</a> <b>Panelists:</b> Carol Kim, <a href="#">San Diego Building Trades</a> Mikey Knab, <a href="#">One Fair Wage</a> Branden Butler, <a href="#">San Diego County Office of Labor Standards &amp; Enforcement</a>	Hear from local restaurateurs and chefs who share their commitment to putting sustainable food on our tables. <b>Moderator:</b> Cindy Lin, <a href="#">Hey Social Good</a> <b>Panelists:</b> Barrett Fisher, <a href="#">Pit and Seed</a> Jay Payne, <a href="#">Sally's Fish House Bar</a> Vicki Conlon, <a href="#">Surfrider Foundation</a>	Events can be fun, but if they are done with intention and community in mind, they can be catalysts for building close-knit and impactful communities. <b>Moderator:</b> Madhushree Ghosh, Senior Vice President, Global Strategic Partnerships, <a href="#">Biocartis</a> <b>Panelists:</b> Audrey Jacobs, <a href="#">TEDxSanDiego</a> , <a href="#">Bernstein</a> Stacey Edelstein, <a href="#">Creative Mornings</a> , <a href="#">Raygun</a>
2:45	<b>DO GOOD WHILE DOING WELL</b>	<b>HOW TO BUILD A POLICY CAMPAIGN (LET'S DO IT LIVE!)</b>	<b>HOW TO ADVOCATE FOR CHANGE: REWILD MISSION BAY</b>
	There is a common expectation that there are non-profits/foundations to do good and then businesses for doing well, but both can be achieved and can help drive greater impact and profits together. <b>Moderator:</b> Adrianna Brunner, <a href="#">MyPoint Credit Union</a> <b>Panelists:</b> Ken Davenport, <a href="#">Mission Edge</a> Lauren Garces, <a href="#">Social Artistry</a> Darcy Shiber-Knowles, <a href="#">Dr. Bronner</a>	We will explore the opportunities for Business For Good members to advocate for policies that affect our ability to do business in the region. We'll identify a key issue, and develop a campaign together. <b>Facilitators:</b> Mikey Knab, <a href="#">One Fair Wage</a> Emily Weir, <a href="#">SDRPIC</a>	We will learn how to take action about the critical movement to restore our land by physically and culturally reconnecting with Mission Bay. The restoration of Mission Bay will benefit carbon sequestration, water quality improvement, sea level rise resilience, increase recreation options in Mission Bay and provide a home for our bird friends. <b>Facilitator:</b> Christopher Tinoco, <a href="#">San Diego Audubon</a> / <a href="#">ReWild Mission Bay</a>
4:00	<b>CLOSING SESSION</b> Articulating a vision for a prosperous future in San Diego. <b>Special Guest:</b> Monica Montgomery Steepe, San Diego City Council President Protem, District 4 Sean Elo-Rivera, San Diego City Council President	(Closing session in Brick Room)	(Closing session in Brick Room)
4:30	<b>HAPPY HOUR (AND A HALF!) AT MUJERES BREW HOUSE</b>		
6:00	YOU DON'T HAVE TO GO HOME...BUT YOU CAN'T STAY HERE!		