

2016 HOPE GLOBAL FORUMS ANNUAL MEETING AGENDA



HopeGlobalForums.org
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GENERAL SESSIONS | 8:30 am

8:35 am | Introduction: Master of Ceremonies

8:42 am | Opening Remarks: **U.S. HUD Secretary Julián Castro**

9:01 am | Introductory Remarks: **Philippe Bourguignon**



9:10 am | Opening Session: Inclusive Economics: A Global Vision for a Digital Age

All around us, we can see how digital technologies are transforming the economies in which we live, the cities we inhabit and the way we learn. However, as the global economic recovery continues, a concern has emerged that while growth has returned, the resulting benefits are passing many people by.

The underlying risk is that exclusion from digital advances may extend into exclusion from social and economic opportunities, leaving millions of people effectively locked out of global growth and development. How do we create a truly inclusive digital economy? What barriers are prohibiting access to technology? How can populations benefit?

Lord Michael Hastings, KPMG International

Tim Pawlenty, Financial Services Roundtable

Richard Reeves, Brookings

Ganhuyag Chuluun Hutagt, Ard Holdings



10:10 am | A Special Conversation: **Chelsea Clinton and John Hope Bryant**

BREAKOUT SESSIONS | 10:30 am



11:00 am | Athletes Giving Back: Citizen Athletes in Action

The world of professional sports has taken a glamorous turn over the past 20 years with league revenues hitting record highs and marquee player salaries in the millions. This economic surge has led to a negative outlook on most athletes who reap the benefits of playing the game they love. Athletes are looked upon as selfish and irresponsible in terms of their financial stability, when in fact many athletes prioritize assisting their communities – locally, nationally and globally. This session will highlight the high impact work of athletes off the playing field. What motivated them to become involved in philanthropy? What lessons from their playing days inform their giving models? What successful strategies have been employed to drive high impact results?

Dikembe Mutombo, NBA Hall of Famer

Michael Clayton, NFL Super Bowl Champion



11:00 am | Transformative Technology: What Drives the Disruptors?

As disruptive innovation creates a new market and value network, displacing established market leaders and alliances. Not all innovations are disruptive, even if they are revolutionary. Disruptive innovations tend to be produced by outsiders. Nowhere is this more evident today than in the technology sector.

Technology is always evolving, so no technology remains fixed. What values inform the work of leading disruptors? How you can scale and remain true to those values? What industries are ripe for the next wave of disruptions?

Yobie Benjamin, Rev Worldwide

Fred Margolin, Robokind

James Felton Keith, Accrue.com

**11:00 am | Reimagining the Urban Ecosystem: What's New, What's Working?**

By the end of the century, almost 9 billion people are projected to live in cities, representing 85% of the world's population. Historically, urbanization has been associated with a higher quality of life as opposed to rural communities. However, a number of ills can be traced to widespread urbanization including concentrated poverty, environmental concerns and reduced economic opportunity.

This affects new cities in the developing world, as well as postindustrial localities, and presents both risks and opportunities. How can policy makers make decisions today that will lead to more resilient and inclusive cities in the long run? What types of policies and programs are currently making substantive inroads towards altering the urban landscape?

Tishaura O. Jones, Treasurer, City of St. Louis
Tameka Montgomery, U.S. Small Business Administration
Michael Tompkins, Co-CEO, PALM Health
Sameera Fazili, Federal Reserve Bank of Atlanta

**11:00 am | The Social Entrepreneur: Capitalism with a Conscience**

A recent global study involving 8,000 consumers in 16 countries revealed, 'social purpose' as a purchase trigger has risen 26% since 2008. Increasingly, successful companies are those that not only sell and deliver a service or a product, but also contribute to society.

And, it is now becoming obvious that this altruistic approach does in fact positively contribute to P&L figures, engaging consumers with a feel good factor that builds brand loyalty and cements a relationship beyond the price/value equation. Can free enterprise be "scaled" as a force for social good? Is this merely a trend or part of the new DNA for a sustainable business model?

Kat Cole, FOCUS Brands
Les Biller, Harborview Capital
Irene Chang Britt, DNKN Board of Directors

**11:00 am | The New Global Economy: Opportunities in Developing Markets**

Emerging market economies have become the main drivers of global growth in the aftermath of the financial crisis. Leading experts will share their outlook for the short-and long-term prospects of developing markets in Latin America, Africa and Asia. What "sleeper" markets could be the "next big thing"? How will the Chinese slowdown and falling commodity pricing affect emerging markets? Can the slowing momentum of the euro zone and Japan be overcome? What strategies have been successfully deployed to increase living standards to coincide with an expanding economy?

Honorable Charles Shapiro, World Affairs Council of Atlanta
Jan Rieländer, Organisation for Economic Cooperation and Development (OECD)
Dr. Uyi Stewart, IBM Africa

**11:00 am | Creating Connections: Taking Risks through Vulnerability**

Led by Round Table CEO Corey Blake, this session is for attendees who prioritize creating relationships with other attendees. Participants will be able to engage in facilitated connection and experience their attendance in more profound ways. This session provides a unique opportunity to utilize your attendance to take bigger risks, while engaging with fellow world changers.

Corey Michael Blake, Round Table Companies



11:00 am | **A Plan for Global Sustainability:** Building Business Alliances

Even the richest of countries continue to grapple with the vexing problem of poverty and lack of social mobility. In September 2015, the world leaders adopted the Global Goals - 17 objectives to build sustainable development (the SDG's) for all 9 billion people expected by 2030. These goals are focused on providing dignity and opportunity with a focus on ending of extreme poverty and hunger in all its forms by 2030.

This special session will be led by Lord Michael Hastings, KPMG International's Global Head of Corporate Citizenship. He was previously the BBC's Head of Corporate Responsibility. Lord Hastings will examine: How will the Goals be implemented? What impact measurements will be utilized? How can business be utilized to secure partnerships inclusive of government and civil society?

Lord Michael Hastings, KPMG International

LUNCHEON | 11:50 am



12:12 pm | **Lunch Session: A Framework For Inclusive Growth: Challenges and Policies**

A Special Conversation with **Robert E. Rubin, Alice Rivlin, Jared Bernstein and E.J. Dionne, Jr.**

WORKING GROUP SESSIONS | 1:15 pm



1:15 pm | **Environmental Sustainability:** Sizing the Green Economy

Renewable energy markets surged across the globe in the first half of this year despite tenuous economies. Wind, solar, and geothermal energy are all on the rise. How this affects global markets and how this drives sustainable economic development needs to be understood.

This session will examine best practices in creating sustainable economies and job growth that do not degrade the environment. What does a green economy look like? How does this differ from previous efforts to promote sustainability? What is new? What are the challenges and what will make it work?

Laura Turner Seydel, Captain Planet Foundation

Dr. Michael Dorsey, Joint Center for Political and Economic Studies

Heather Holland, TransCanada

Stephen M. Ryan, McDermott, Will & Emery LLP



1:15 pm | **Future of Fin Tech:** Disruption or Reimagination?

Imagine an economy that is powered and approved by the consensus of its users with no authority controlling it - a system that challenges our assumptions of money and work. Imagine financial technology that revolutionizes how money changes hands, how payments are made, and how financial services products are democratized. It is clear that we are only beginning to understand the full impact of these technologies on society, as well as the role and relevance of financial institutions.

Innovators are fearlessly disrupting banking and reinventing the global economy with new perspectives, current technologies that create better, faster, cheaper services that make them an even more essential part of everyday life. What are the trends and predictions? Who is included? How are customer demands and behaviors changing in an increasingly digital landscape? How will an ever more connected world impact the value delivered by financial institutions?

Sonny Hashmi, Box Inc.

Shin Inoue, ForUsAll

Richard Fouts, Razorfish Global

Dave Matthews, National Restaurant Counsel

**1:15 pm | The Minority & Women Business Challenge: Creating Sustainable Growth**

Minority and women owned businesses are one of the driving forces in today's record U.S. economic expansion, growing by 17% last year – six times the growth rate of all U.S. companies. Despite their tremendous growth, these businesses still cannot get access to the resources required to grow and sustain their businesses. Failure to adequately support these firms will inevitably put a brake on the overall economy. How do we increase the supply of capital accessible to minority and women owned business? How do we realign these businesses away from low-growth or no-growth sectors? How can we develop minority and women owned finance companies?

Rodney Hood, JPMorgan Chase & Co.

Joann Hill, U.S. Department of Commerce, MBDA

Mina Collins, The Mina Collins Show

**1:15 pm | Accessing Capital: Start-Ups Start Here**

Since 2014, the rate at which new businesses are opening has steadily declined. In addition, for the first time ever in the United States business failures outpaced business startups. In America and abroad, it will be critical to change this trend to ensure economic growth and sustainability. The importance of entrepreneurship and startups cannot be overstated. Yet access to start-up capital remains challenging for most start-up endeavors. Participants will explore new ways to make capital accessible to startups and to encourage economic development via entrepreneurship. Are banks retaining their primary position as funders? Are small and mid-sized companies embracing alternatives to traditional banks and venture capital firms? How does crowd funding alter the landscape?

Julius Robinson, MUFG Union Bank

Jamail Larkins, Ascension Aviation, LLC

Ted Roth, Capital Partners

Cassius Butts, U.S. Small Business Association

**1:15 pm | Global Youth Unemployment: Unrest Around the World**

Young people between the ages of 15 and 24 make up 17% of the world population and roughly 40% of the world's unemployed people. Youth have high levels of economic energy, but global trends of unemployment and unrest have led to large numbers of the world's young people feeling disenfranchised. This has pushed them to join "underground economies" such as gangs and extremist movements, here and abroad. This session will explore ways to create opportunities for youth and to subsequently revive economies. What measures can be taken to increase economic opportunities for youth and other disadvantaged groups and to encourage job creations? Can we identify some "quick wins" that could support inclusive and sustainable growth?

Ambassador (Dr.) Robin Renee Sanders, FEEEDS Advocacy Initiative & FE3DS, LLC

Carol Guthrie, Organisation for Economic Co-operation and Development

Cas Coovadia, The Banking Association of South Africa

Amr Ahmed Banaja, SEDCO Holding

Sean Brazier, McKinsey & Co.

GENERAL SESSIONS | 3:15 pm**3:17 pm | A Special Conversation: Intuit CEO Brad Smith & John Hope Bryant****3:48 pm | Introductory Remarks: Rob Nichols, Incoming President & CEO, American Bankers Association****4:05 pm | Keynote Address: U.S. Secretary of the Treasury, Honorable Jack Lew****4:46 pm | Program Concludes**

GENERAL SESSIONS | 8:30 am

8:35 am | Introduction: Master of Ceremonies

8:36 am | Opening Remarks: **SBA Administrator Maria Contreras-Sweet**

8:47 am | Conversation with Ambassador Young and Tony Ressler



9:27 am | Expanding the Gains of Women & Girls: Prospering in a Global Economy

REIMAGINED WITH:

Making up nearly half the world's population, women and girls remain a largely untapped resource for economic growth. While much progress has been made in the past few years, many barriers remain in place. Leading experts will share their unique perspectives and experiences encountered on their own pathway to success, while examining how women and girls can be fully integrated into a rapidly changing economy. What innovations exist in support and delivery of education? How are entrepreneurship and skills training leveling the playing field? What global challenges exist?

The Coca-Cola Company

Lisa M. Borders, The Coca-Cola Company Foundation

Michelle K. Lee, U.S. Patent and Trademark Office

Francine LeFrak, Same Sky

Andrea Jung, Grameen America

Jan Jones-Blackhurst, Caesar's Entertainment Corporation

BREAKOUT SESSIONS | 10:30 am



10:30 am | Employee Financial Wellness: The Next Big Thing?

Nearly 90% of 250 large employers said they wanted to introduce or expand their financial wellness programs in 2015. There's no question that money problems stress out workers – nearly 1 in 4 employees say finances have been a distraction at work. Employees spend an average of 28 hours a month worrying over, calculating or stressing about finances at work. This stress is not only felt by the employee, but impacts the customer experience. Employers are looking to Employee Financial Wellness programs to help reduce everything from absenteeism to garnishments and retirement plan loans. This session will feature leading companies sharing their experience and innovations around delivering Financial Wellness programs. Why should financial wellbeing be on an employer's agenda? What is the business case? What innovations are currently being put into practice?

Kenneth J. Carrig, SunTrust Banks, Inc.

Robert K. Webb, Hyatt



10:30 am | Comeback Cities: Detroit as a Case Study

Once one of America's most important cities, Detroit has suffered decades of massive job loss, erosion of its manufacturing base, collapse of the housing market and a reputation for unchecked crime. This culminated in the city filing bankruptcy protection in 2013, with a plan approved in 2014 to exit bankruptcy. This panel features leaders directly involved in the proceedings who will discuss how the bankruptcy was resolved and examine the future of the Motor City. Is Detroit a model for how other cities can resolve their economic challenges? Can the leadership of the city sustain and leverage new opportunities presented through the economic recovery and renewed investment? What basic lessons can be learned for industrial and post-industrial cities?

Sandy K. Baruah, Detroit Regional Chamber of Commerce

Honorable Gerald Rosen, U.S. District Court

Kevyn Orr, Former Emergency Manager, City of Detroit

Tonya Allen, The Skillman Foundation



10:30 am | **The 21st Century Workforce:** Diversity as a Business Rationale

Diversity - or better yet inclusion - has become a major issue as companies of all sizes seek to recruit, retain and motivate workforces that are competitive worldwide. Diversity is no longer viewed as a program designed simply to meet ethnic or gender employment goals. Nearly all Fortune 100 companies have Chief Diversity Officers, as inclusion is an important component in the 21st century marketplace.

This panel discusses innovative initiatives that leading companies have developed to recruit and groom top executives, as well as retain talent throughout the organization. How can social media be used to attract younger generations of employees? Can an inclusive workforce position a company to capture larger market share? What are the lessons learned of a vigorous diversity initiative?

Donald Duggan, Bank of the West
Marlon Moore, Huntington Bank
Marissa Lara, Synchrony Bank



10:30 am | **Youth, Innovation & Entrepreneurship:** Strategies for Success

The 21st Century world loves, but lacks, great entrepreneurs. Business leaders and scholars alike are calling for an increase in initiative, critical thinking and learning skills among young people to meet the needs of the growing “knowledge economy”. This panel will examine the extent of the innovation challenge facing our youth, especially those from low-wealth communities, here and abroad.

Why is the entrepreneurial mindset missing from our society and amongst youth in general? How can an “Entrepreneurial Education” help engage children and teach critical skills?

Eric Wilson, Noble Impact
Tranh Tran, Kidpreneur
Theia Washington Smith, City of Atlanta’s Women’s Entrepreneurship Initiative



10:30 am | **Impact Philanthropy:** Pathways from Success to Significance

Exciting new forms of giving are enabling donors to match their desire to do good with a drive for measurable, businesslike results. Many young entrepreneurs, especially within the technology sector, are gravitating to impact philanthropy and in many ways are helping define the movement.

How can scale and synergy be leveraged toward accomplishing meaningful goals? Our panel of experts will discuss some of the lessons learned from their own philanthropic journeys and effective tools they utilize that can create systemic change.

Bryan Breckenridge, Box.org
Rodney D. Bullard, Chick-fil-A Foundation
David Fuller, SunTrust Bank



10:30 am | **Demystifying Millennials:** How They are Shaping Our World

One of the largest generations in history is about to move into its prime spending years. Millennials are poised to reshape the economy and their unique experiences and perspectives will force us all to rethink and reexamine how we do business for decades to come.

Our panel of experts will break down the economic opportunities and challenges facing the first digitally native generation and the impact their worldview will have on society, culture and the marketplace. How do we sell to, manage and motivate this new breed? How are they being integrated into a multigenerational organization?

Beth Ann Bovino, Standard & Poor’s Rating Services
Asia M. Mason, The Coca-Cola Company
Robert Marchman, Financial Industry Regulatory Authority
Louisa Quittman, U.S. Treasury Department



10:30 am | **Emerging Africa:** Beyond the Headlines

The media focus on Africa typically trends towards lowlights of events such as terrorism, disease and volatility in oil and gas prices. Those involved in the African economy realize there is a different story unfolding with important gains improving the outlook.

In Sub-Saharan Africa, direct foreign investment has risen sixfold since 2000, and the population has leapfrogged traditional infrastructure in favor of emerging technologies such as mobile banking. Many nations are poised for dramatic economic growth and the expanding consumer markets that go along with it. Leading experts will examine: What is the continent's role in the world economy? What strategies are in place for accelerating progress? Where are the emerging investment opportunities?

David Gacheru, Charge d'Affaires, Kenyan Embassy to the United States

Adrienne Klasa, This is Africa, Financial Times

Sean Cleary, Strategy Concepts (Pty) Ltd.

Ambassador (Dr.) Robin Renee Sanders, CEO, FEEEDS Advocacy Initiative & FE3DS, LLC

LUNCHEON | 11:20 am



11:43 am | **CEO Perspective:** Making the Business Case for Financial Inclusion

Are corporate social responsibility and profitability mutually exclusive? Leading CEO's will explain why more and more financial services providers and other consumer-based industries are expanding their focus to include underserved populations. Participating CEO's are at the forefront of demonstrating the potential for sustainable and profitable investment in financial capability. These leaders will discuss how financial inclusion is not only good for individuals, markets and countries, but also a sound business practice.

D. Bryan Jordan, First Horizon National Corporation

John Bartling, Invitation Homes

Steve Bartlett, Treliant Risk Advisors



12:25 pm | **Lunch Session: HOPE Business in A Box Academies Pitch Competition**

All-Star young entrepreneurs pitch their business ideas to leading CEO's.

WORKING GROUP SESSIONS | 1:15 pm



1:15 pm | **Credit Where Credit is Due:** Accessing Credit, Transforming Communities

A bad credit score now affects more than the ability to borrow money. It can affect whether you get a job, what you pay for insurance, and even how your personal relationships work out. Negative credit is one of the leading factors in keeping people trapped in the crushing cycle of poverty.

As more countries introduce credit reporting, what are the international ramifications? How do low credit scores contribute to the cycle of poverty? How will new reporting guidelines influence consumer behavior?

Sally Taylor-Shoff, FICO

Reginald Maisonneuve, My1000Points

Lucy LaVouille, 700 Credit Score Communities Graduate, Operation HOPE

Christopher Honenberger, ClearPoint Credit Counseling (CCCS)



1:15 pm | **Protecting Our Protectors:** Reintroducing Military Personnel into the Workforce

With multinational coalitions now the norm, reintegrating military personnel has become a global challenge. Up to 1 in 10 homeless persons in the UK are ex-service; India is spending more than half of the nation's budget on the military—leaving little to invest in health care, education and other human services for their military when they return; and the National Coalition for Homeless Veterans in the U.S. revealed that 33% of homeless males in the U.S. are veterans.

What can government and the private sector do to smooth veterans' transition to civilian life? How can we capitalize on the value they bring to the workforce? Are veteran support networks adequate to the task? What practices have proven effective in redeploying the human capital of returning vets?

Major General Devid R. Bockel, United States Army (Retired)

Ditu Kasuyi, Kasuyi and Associates

Jean-Michel Giraud, Friendship Place



1:15 pm | **The Business of Healthy:** Designing the Total Wellness Model

Experts agree that financial concerns are the leading cause of stress. Financial stress has the ability to affect physical and mental health; is one of the leading causes of divorce; and is rarely addressed when trying to improve an individual's overall wellbeing. Nearly a quarter of employees confirm personal financial issues are a distraction at work, and 39% say they spend 3 hours or more a week dealing with issues related to personal finance.

This session will explore the role financial wellbeing plays in the total wellness package. Why does financial wellness matter to employers? How can financial wellness strategies improve overall health? What trends drive key financial risks?

Dr. Regina Benjamin, MD, MBA, Kaiser Foundation Hospitals and Health Plan Boards of Directors
Jade Wood, Gallup
Reginald Tucker-Seeley, Harvard University



1:15 pm | **The Age of Longevity:** Global Aging and Financial Inclusion

Aging is an important component of financial inclusion. Increasingly, the global economy is facing rapidly aging populations. Within 15 years, 13% of the global population - 1.3 billion people - will be over the age of 60 in the world. More than 60 percent of these seniors will live in low and middle income countries. The issues facing this unprecedented development - the lengthening of the human lifespan - are many, but so are the opportunities. Inclusion of this global population in every discussion is critical.

How is the aging population included in financial services? What are the issues associated with health, including the impact of the costs of Alzheimer's Disease and other dementias? How can we ensure the dignity of seniors around the world?

Drew Holzapfel, High Lantern Group
Mike Hodin, Global Coalition on Aging
George Vradenburg, USAgainstAlzheimer's
J. Jioni Palmer, Social Security Administration



1:15 pm | **Women & Girls Entrepreneurship:** Removing Barriers to Progress and Scaling Success

Traditionally, entrepreneurship has not been held up as a viable career option for women. In the U.S. only 4% of the total dollar value of all small business loans got to women. Girls are often considered "risk-adverse" and therefore are rarely viewed as likely entrepreneurs. In many parts of the world, societal constraints create additional barriers to entrepreneurship.

This session will examine new ways to encourage women and girls in their quest towards self-determination. What obstacles are in play? How can women and girls get relevant entrepreneurial training? How can societal constraints be overcome?

Jennifer Keitt, The Jennifer Keitt Show
Alexia M., HOPE Business in a Box Academies Student, Operation HOPE

GENERAL SESSION | 3:15 pm



4:21 pm | **Closing Remarks: John Hope Bryant, Operation HOPE**

4:46 pm | **Program Concludes**