



UPLIFTING THE  
**INVISIBLE**  
CLASS

ANNUAL MEETING  
APRIL 10-12, 2017

**AGENDA**

PRESENTED BY:



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## INVESTING IN HUMAN CAPITAL TUESDAY, APRIL 11th

8:00 AM | OPENING PLENARY

Philippe Bourguignon, Vice Chairman, Revolution, LLC

Tony Schwartz, CEO, The Energy Project

Women & Girls Empowerment:  
Moderated by Lisa Borders, WNBA President

Jim Wehmann, EVP, Scores, FICO

10:00 AM | STRAIGHT TALK SESSIONS

Straight Talk & Book Signing with Ambassador Andrew Young: *The Making of Modern Atlanta*

Broadening the Definition of Wellness

What Will the World of Work Look Like?

Growth of the Gig Economy: Fact, Choice or Necessity?

Embracing a Multi-Generational Society

Creating Conditions for Social Mobility

11:30 AM | LUNCH PLENARY

CEO Roundtable: Moderated by Gov. Tim Pawlenty,  
CEO, Financial Services Roundtable

Arianna Huffington, Founder and CEO, Thrive Global

Richard Edelman, President & CEO, Edelman

1:00 PM | IDEA LABS

Navigating a Millennial Dominated Economy

The Big Shift: Moving From Diversity to Inclusion

Changing Incarceration Nation

Solving the Small Business Slowdown

High Velocity Education: The Race Towards HOPE

3:30 PM | CLOSING PLENARY

Carrie Schwab-Pomerantz,  
Chair, Charles Schwab Foundation

Up From Nothing: The Untold Story of Hank Aaron,  
Moderated by Ambassador Andrew Young

Diversity in the Media by Phil Griffin President, MSNBC

## A NEW ECONOMIC MODEL WEDNESDAY, APRIL 12th

8:00 AM | OPENING PLENARY

Nandita Bakhshi, President & CEO, Bank of the West

Ajay Banga CEO, MasterCard Worldwide

Fostering Social Inclusion in the Fourth Industrial Revolution  
Moderated by Paul Smyke, World Economic Forum

Max Levchin, Founder & CEO, Affirm Co-Founder, PayPal

10:00 AM | STRAIGHT TALK SESSIONS

Straight Talk & Book Signing with Peter Georgescu:  
*Ending Income Inequality and Growing the Middle Class*

Accelerating Prosperity: Moving Small Businesses Forward

The Economics of Identity: Why it Matters?

Diversity and Multiculturalism: Working Outside  
Your Culture Zone

Fueling Entrepreneurship

Next Generation Cities:  
Transforming the Urban Ecosystem

11:30 AM | LUNCH PLENARY

Special Report: Gallup HOPE Index

Disrupting Poverty: Moderated by Steve Bartlett,  
Sr. Advisor, Trelia Risk Advisors

Jane Wurwand, Founder & Chief Visionary, Dermalogica

1:00 PM | IDEA LABS

Vocational Education:  
Building the Next Middle Class

Unlocking the Economic Value of an Aging Workforce

Banking in the Shadows:  
Engaging the Credit Invisibles

Navigating a World Without Cash

Disrupting Poverty: A New Policy Agenda

3:30 PM | CLOSING PLENARY

Uplifting the Invisible Class: Moderated by Duriya Farooqui  
Executive Director, Atlanta Committee for Progress

John Hope Bryant, Founder, Chairman and CEO,  
Operation HOPE

# Reimagining the Global Economy: Uplifting the Invisible Class

MONDAY, APRIL 10

- 1:00 PM**      **MLK Historical District Walking Tour**  
Hosted by the Office of the Comptroller of the Currency  
(Invitation Only)
- 5:00 PM**      **International Cocktail Reception**  
(Invitation Only)
- 6:30 PM**      **OPENING RECEPTION**  
**John W. Rogers, Jr.**, Founder, Chairman, CEO & Chief Investment Officer, Ariel Investments  
**Ambassador Andrew Young**  
**Roland Martin**, Host, News One Now
- REMARKS:**      **Chris Gardner**  
(Inspiration for the movie “The Pursuit of Happyness”)

TUESDAY, APRIL 11

## 8:00 AM | OPENING PLENARY (Marquis Ballroom)

- REMARKS:**      **Philippe Bourguignon**, Vice Chair, Revolution, LLC  
“Can Business Reignite Growth by Reconnecting with its Constituencies”
- REMARKS:**      **Tony Schwartz**, CEO, The Energy Project
- REMARKS:**      **A Tipping Point : Redefining Empowerment for Women & Girls**
- Today’s women and girls continue to redefine their role in the world on their own terms. But the reality for many girls and women is still stark: over 60 million girls still do not have access to primary education and 10 million women die each year due to nonexistent or low-quality healthcare. The education and empowerment of girls and women is not only a moral issue – it is a critical economic issue. Ensuring access to education, financial capital and economic self-sufficiency are among the most impactful strategies for advancing long-term sustainable development. What strategies are being deployed in the U.S. and abroad to catalyze economic self-sufficiency for women? What barriers remain for women to further their gains in the corporate suites? Is messaging in media and popular culture hurting or helping the goals? How can today’s generation of women leaders support the aspirations of those to follow?
- Moderated By:* **Lisa Borders**, President, WNBA  
**Madonna Badger**, Founder & Chief Creative Officer, Badger & Winters  
**Susan Johnson**, Chief Marketing Officer, SunTrust Bank  
**Andrea Jung**, President & CEO, Grameen America
- REMARKS:**      **Jim Wehmann**, EVP, Scores, FICO
- REMARKS:**      **Richard Cordray**, Director, Consumer Financial Protection Bureau

## 10:00AM | STRAIGHT TALK SESSIONS

### **Straight Talk & Book Signing with Ambassador Andrew Young *The Making of Modern Atlanta*** (Imperial Ballroom B)

Join us for an intimate “Straight Talk”, Q&A and book signing with the legendary Ambassador Andrew Young. From the front lines of the Civil Rights movement as chief strategist to Dr. Martin Luther King, Jr., his election as the first African-American congressman since Reconstruction, appointment as Ambassador to the United Nations and service as Mayor of Atlanta, Ambassador Young is one of the most influential and internationally respected figures of the 20th century.

Atlanta provides a unique case study for an alternative vision of the relationships among leaders in corporations, government, and communities. Ambassador Young will speak to the development of the Atlanta Way, a strategy for economic development that features cross-racial cooperation--from the foundation in Reconstruction era Atlanta to the Olympic Games.

Learn the story of the decisions that shaped Atlanta’s growth from a small, provincial Deep South city to an international metropolis impacting and influencing global affairs. Mayor William Hartsfield coined the term “City too Busy to Hate” in the 1950s - who would have imagined that within fifty years Atlanta would have the world’s busiest airport, rank as the eighth largest metropolitan area in the United States or, that this once racially-segregated city would host the Centennial Olympic Games and play host to the world in 1996?

Ambassador Young will be on-hand to sign copies of *Making of Modern Atlanta* immediately following the session

### **Broadening the Definition of Wellness** (International 9/10)

Chronic diseases such as diabetes, cancer and hypertension continue to impose tremendous costs on families, employers and the local and national economies. With increased longevity and a rise in obesity, the costs may continue to mount. Yet the evidence is strong that simple changes in behavior will reduce the incidences of these ailments and substantially decrease the associated costs.

The World Health Organization defines health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”. Organizations are increasingly recognizing that by broadening the definition of wellness, they can apply a preventative approach to a host of previously unrecognized areas. Reducing financial stress alone has impact on overall stress levels, marital happiness and workplace productivity. Do healthy employees really cost you less? What innovations are currently being applied to support total wellness? How can companies successfully implement a wellness initiative in the workplace?

**Ambassador Andrew J. Young**  
Chairman, Andrew J. Young  
Foundation

*Moderated by* **H. Jerome Russell**  
President, H.J. Russell  
& Company

**Agatha Achindu**  
Founder and Partner,  
Yummy Spoonfuls

**Dr. Regina Benjamin**  
18th U.S. Surgeon General,  
Founder & CEO, Bayou Clinic

**Walter Robb**  
Chairman, Whole Cities and  
Whole Kids Foundation

**Clinton Wolf**  
Vice President,  
UnitedHealth Group

## 10:00AM | STRAIGHT TALK SESSIONS

### What Will the World of Work Look Like? (International 1/2/3)

It is estimated that 65% of children entering primary school today will likely work in roles that currently don't exist. The impact of this transformation is already being felt by industries new and old, with the pace of change in the job market starting to accelerate by 2020. The power of the internet, Big Data, Artificial Intelligence, robotics, the sharing economy, new energy resources, 3D printing and shifting demographics will all contribute to rapid and ever-evolving shifts in our interconnected economy.

How are we prepared to adapt to these changes locally, nationally, globally? Will higher education continue to be the surest path to increased mobility? Will changing dynamics reduce income inequality? What will be most valuable to the 21st century job seeker: specific skill sets or the ability to learn quickly and adapt?

### Growth of the Gig Economy: Fact, Choice or Necessity? (International 4/5/6)

The forces of technology are rapidly reshaping business models and changing the very nature of work. Whether sharing your home, your car or personal effects, collaborative consumption is flourishing – empowering entrepreneurs to provide better service at a lower cost than established enterprises. While new industries are birthed and with it, new employment models, the speed of change has led to increased fear and confusion by workers and employers alike.

Will this prove to be the new normal for doing business? Is the Gig Economy a boon for entrepreneurs, unemployed and underemployed workers? How can our system better reskill or upskill individuals? Will the growth of this sector slow as regulators intervene to protect traditional industries and consumers?

**Megan Beck**  
Chief Insights Officer,  
Open Matters

**John McElligott**  
CEO of York Exponential and  
President and CEO of the  
Fortress Initiative

**Shawn A. Miles**  
Executive Vice President,  
Public Policy, Mastercard

**Kevin Tolbert**  
Assistant Director  
Product Intelligence,  
United Auto Workers

**Christopher Kai**  
Founder, Gifted Professional  
Speaker Program

**Mike Kichline**  
Founder and CEO, Yesler

**Luke Marklin**  
General Manager,  
Uber

**Valerie Williams**  
Diversity Program Manager,  
Airbnb

## Embracing a Multi-Generational Society (International 7/8)

Today, a record 60 million Americans are living in multigenerational households. Factors such as increased longevity, growing ethnic diversity and economic necessity are producing new opportunities and challenges for societies to address. Today, at least three generations currently coexist in the workplace, requiring organizations to rethink their approach to managing an age-diverse workforce.

What are the short- and long-term economic implications? How can we rethink our approach to delivery of health services? How can we support individuals faced with providing care for both young children and aging parents? What successful strategies are being utilized to effectively engage a multigenerational workforce?

## Creating Conditions for Social Mobility (Imperial Ballroom A)

Improving the rate of upward social mobility is an important issue not just for policy makers, but for society as a whole. Increased social mobility can have substantial impact on the overall economy. Children from low-to-moderate income families naturally benefit from higher levels of mobility, but those from higher income levels do as well, as upward mobility contributes to overall economic growth. This session will explore how the public and private sector can work to create conditions to increase social mobility for all individuals.

With education instrumental in increasing mobility, how can access be expanded? In a rapidly changing economy, will education remain a primary force? What role does small business and entrepreneurship play and how can we encourage its growth? How can homeownership opportunities be increased for low-to-moderate wealth individuals?

### Leroy Abrahams

Area President,  
Regions Bank

### Sonia Booker

Entrepreneur & Author

### Patti Patterson

Regional Communications Director,  
Social Security Administration

### Louisa Quittman

Director of the Office of Financial  
Education, U.S. Treasury

### Feifei Sun

Executive Editor,  
McKinsey & Company

### Chuck Harris

President, Netspend

### Joshua Sledge

Director, Center for Financial Services  
Innovation

### Dr. Richard Swart

Filene Fellow in Emerging Technology  
and Visiting Professor,  
University of California, Irvine

### Kim Wales

Founder & CEO,  
CrowdBureau®, LLC  
and Wales Capital, LLC

### Zak Williams

Director of Business Development,  
Condé Nast

## 11:30AM | LUNCHEON SESSIONS (Marquis Ballroom)

**CEO ROUNDTABLE :** **William H. Rogers, Jr.**, Chairman and CEO, SunTrust Banks, Inc.  
**D. Bryan Jordan**, Chairman, President and CEO, First Horizon National Corp.

*Moderated by* **Governor Tim Pawlenty**, President and CEO, Financial Services Roundtable

**REMARKS:** **Arianna Huffington**, Founder and CEO, Thrive Global\*

**REMARKS:** **Richard Edelman**, President and Chief Executive Officer, Edelman

\* Via Satellite

## 1:00PM | IDEA LABS: 5 BIG IDEAS (Imperial Ballroom A)

### Navigating a Millennial Dominated Economy

Millennials, those born between 1980 and 2000, are the largest generation in history and poised to move into their prime spending years. Their sheer numbers alone will have tremendous opportunity to reshape the economy. Their unique perceptions and experiences will change how we buy and sell, forcing companies to examine how they do business for years to come.

Millennials as a whole are deeply concerned about the economy they inherited and are conflicted about the cost/benefit of higher education, face high levels of debt, are distrustful of traditional institutions, and believe entrepreneurship is essential to the economy, but is not a pathway that is achievable personally. According to Gallup, they are the least engaged segment of the workforce, yet a large majority want a “sense of purpose” in their work. With so many millennials living in multi-generational households, what are the economic implications? How does the Gen Y worldview impact their purchasing decisions? What will their spending priorities look like? How can employers engage this increasingly relevant segment of their workforce?

### The Big Shift : Moving From Diversity to Inclusion (International 7/8)

In today’s workplace, “Diversity” and “Inclusion” are so often bundled together they run the risk of being assumed to be the same thing. Diversity highlights all the ways we differ. Inclusion involves bringing together these diverse forces and putting into practice an environment where the richness of ideas, backgrounds and perspectives are harnessed to create business value. Organizations require both diversity and inclusion to be successful.

What changes can be made within organizations to support internal and external diversity practices? What measures can be taken to increase the pipeline of qualified women and minorities? How do new employees navigate industries that have historically excluded them?

#### Feifei Sun

Executive Editor,  
McKinsey & Company

#### Ronnie Cho

Vice President,  
Public Affairs, MTV

#### Darrah Brustein

Founder, Equitable Payments

#### Jonathan Polk

President & CEO American  
Express Bank, FSB

#### Reena Hajat-Carroll

Executive Director,  
Diversity Awareness Partnership

#### Valerie Williams

Diversity Program Manager,  
Airbnb

#### Brian Tippens

Vice President,  
Chief Diversity Officer,  
Hewlett-Packard

#### Emile Cambry Jr.

Founder and CEO,  
BLUE1647

#### Majora Carter

CEO, StartUp Box  
Software Services

## Changing Incarceration Nation (International 1/2/3)

With only 5% of the world's population, the U.S. accounts for 25% of its prisoners. Economically and socially, the numbers are both overwhelming and unsustainable: 2.3 million people housed in U.S. prisons, well over half of them African American or Latino. The burden to taxpayers to maintain this system is staggering - \$80 billion a year nationwide, with a per-inmate price tag of \$60,000 a year in California and \$167,000 in New York City, exceeding what most Americans earn.

The impact on federal, state and municipal budgets divert much-needed spending for education, infrastructure and other quality-of-life issues. The disproportionate numbers of imprisoned minorities are tearing at the fabric of family and societal structures.

Are there more humane and economically sensible systems to consider? What policies and practices are contributing to the burgeoning prison population? What successful strategies have been deployed to transform prison systems? How can communities and law enforcement better collaborate?

## Solving the Small Business Slowdown (International 9/10)

Recently, for the first time in 35 years, U.S. small business deaths outpaced small business births. While the U.S. now ranks 12th among developed nations in business startups, a focus on shifting this dynamic can have tremendous impact on job creation and economic growth. Roughly one out of every two U.S workers is employed by a small business, with 70% of new jobs being created by small businesses. Businesses with fewer than 500 employees account for over 80% of newly created private sector jobs.

What are the implications of this small business slowdown to the U.S. and global economy? What factors are driving this changing landscape? What can the public and private sectors do to spur small business growth and encourage entrepreneurship? Where is small business thriving?

### Rodney Bullard

Vice President of Community Affairs for Chick-fil-A, Inc. and Executive Director, Chick-fil-A Foundation

### Dara Duguay

Executive Director, Credit Builders Alliance

### Volkan Topalli

Professor of Criminal Justice and Criminology, Andrew Young School of Policy Studies, Georgia State University

### Chief George Turner

Former Chief, Atlanta Police Department

### Rev. Dr. Raphael Warnock

Senior Pastor, Ebenezer Baptist Church

### Ambassador Robin

#### Renee Sanders

Founder & CEO, FEEEDS Initiative

### Efrain Gonzalez

Associate Director of Business Development, Minority Business Development Agency

### Carlos Bremer

Partner, Advisory Services - Value Chain, EY

### John Lettieiri

Co-Founder and Policy Director, Economic Innovation Group

### Darrell Green

SVP, Small Business Manager, Southeast Region, Wells Fargo Bank

### Karen Leone de Nie

Assistant Vice President, Federal Reserve Bank of Atlanta



## High Velocity Education: The Race Towards HOPE (International 4/5/6)

Traditional schooling and community systems continue to face hurdles connecting young people's educational requirements to their aspirational goals. This disconnect contributes to increased dropout rates and overall disengagement. In many cases, their educational opportunities are lacking aspirational experiences that can shift their context and perceptions of what is possible.

Particularly lacking are targeted and creative mechanisms that deliver STEM-based (Science, Technology, Engineering, Math) educational components that enliven and enlighten students, while introducing them to potential career pathways. While significant resources focus on developing STEM-based programs to encourage coding and developers, there remain many additional pathways to expose young people to STEM skills and potential career pathways.

This session will focus on how the mass popularity of motorsports and the rejuvenated automotive industry can be leveraged to deliver STEM-based curriculum. How can the science of auto racing be applied? What career opportunities are available and how can motor sports serve as a gateway?

**John Hope Bryant**  
Founder, Chairman and Chief Executive Officer,  
Operation HOPE, Inc.  
Co-Founder, Bryant Group  
Motorsports Academy

**Henry Ford III**  
Marketing Manager,  
Ford Performance  
Co-Founder, Bryant Group  
Motorsports Academy

**Mark Hicks**  
Director,  
Chin Track Days

**Meria Joel Carstarphen**  
Superintendent,  
Atlanta Public Schools

## 3:30PM | CLOSING PLENARY (Marquis Ballroom)

**REMARKS:** **Carrie Schwab-Pomerantz**, Chair and President, Charles Schwab Foundation  
*Moderated by John Hope Bryant*, Founder, Chairman and CEO, Operation HOPE

**REMARKS:** **Up From Nothing: The Untold Story of Hank Aaron**  
*Moderated by Ambassador Andrew Young*

**REMARKS:** **Diversity in the Media**

Join special guests from MSNBC and NBCUniversal for a provocative conversation on diversity and inclusion in the media.

**Phil Griffin**, President, MSNBC

**Chris Matthews**, Host, Hardball, MSNBC

**Joy Ann Reid**, Host, AM Joy, MSNBC

**Craig Robinson**, Executive Vice President, Chief Diversity Officer for NBCUniversal

**REMARKS:** **Richard Cordray**, Director, Consumer Financial Protection Bureau



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## 8:00AM | OPENING PLENARY (Marquis Ballroom)

**REMARKS:** **Nandita Bakhshi**, President and CEO, Bank of the West

**REMARKS:** **Ajay Banga**, President and CEO, MasterCard Worldwide  
*Moderated by* **John Hope Bryant**, Founder, Chairman and CEO, Operation HOPE, Inc.

### Fostering Social Inclusion in the Fourth Industrial Revolution

The advances in technology brought on by the Fourth Industrial Revolution will fundamentally alter the way we live, work, and relate to one another. While breakthroughs in artificial intelligence, big data, and the internet of things, have the potential to address many of the challenges that the world faces - there's a whole new set of risks that emerge that have the potential to increase inequalities between countries and within society.

The response needs to be integrated and comprehensive with governments, business leaders and civil society working together through public private partnerships to build greater social inclusion and stronger, more sustainable growth in this new reality. How do we ensure that everyone in society benefits from the changes that are brought by the fourth industrial revolution? As labor markets are disrupted, how do we build public private partnerships and create policies that mitigate against this potential job and income instability, particularly for youth? What is the political impact of chronic economic insecurity?

**REMARKS:** **Max Levchin**, Founder and CEO, Affirm and Co-Founder, PayPal

*Moderated by* **Paul Smyke**  
 Sr. Advisor to the Chairman and Head of North America, World Economic Forum

**Peter Georgescu**  
 Chairman Emeritus, Young & Rubicam, Inc.

**Amias Gerety**  
 Former Asst. Secretary for Financial Institutions, U.S. Treasury

**Carol Melton**  
 EVP, Global Public Policy, Time Warner

**Mayor Kasim Reed**  
 City of Atlanta



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## 10:00AM | STRAIGHT TALK SESSIONS

### **Straight Talk & Book Signing with Peter Georgescu: Ending Income Inequality and Growing the Middle Class** (Imperial Ballroom B)

**Peter Georgescu**  
Chairman Emeritus,  
Young & Rubicam, Inc. and  
Author, *Capitalists Arise! End  
Income Inequality, Grow the  
Middle Class, Heal the Nation*

As an immigrant and refugee from Communist Romania, Peter Georgescu has lived the American Dream. As a 9-year old, Peter was arrested along with his brother and grandmother and sent to a work camp. Peter's American journey started with a gifted admission to Exeter Academy in the fall of 1954—which generously overlooked his inability to speak English and having had no formal schooling since second grade. He then went on to graduate from Princeton University, cum laude, and earned an MBA degree from Stanford Business School. In 1963 he entered Young & Rubicam as a trainee in their research department. Thirty-seven years later he retired as Chairman and CEO of Young & Rubicam with Y&R at the pinnacle of the advertising and related communications industry. In recognition for his contributions to the marketing and advertising industry.

Despite decades of public and private sector intervention, poverty and inequality remain entrenched in the U.S. and other developed countries. Reduction in poverty rates have been hampered by rising income inequality, which can constrain economic growth and increase financial instability. Mr. Georgescu will explore: How does inequality threaten economic stability? What can be done to lift the standard of living and expand the middle class? How can we ensure that real opportunities exist for people at all socioeconomic levels and where will they come from?

Mr. Georgescu will be on-hand immediately following this session to sign copies of his new book, *Capitalists Arise!*



For the most up-to-date schedule and information visit us at the Forum Registration Desk, the Forum Mobile App, or online at [HopeGlobalForums.org](http://HopeGlobalForums.org).

## Accelerating Prosperity: Moving Small Businesses Forward

(International 9/10)

Small businesses are vital contributors to job growth and economic opportunity, both in our local communities and nationally, and they have the potential to reduce unemployment and expand opportunity. Increasing access to capital and support for underrepresented small businesses – those owned by women, minorities and veterans – is vital to economic growth.

Minority and women-owned small businesses are some of the fastest growing in the country, but only 16 percent of conventional small-business loans go to women entrepreneurs, and despite the higher startup rate for African-American owned businesses, these businesses received less than two percent of SBA loans in 2013.

New research from the Initiative for a Competitive Inner City (ICIC) found that small businesses are often more likely to hire from distressed neighborhoods where unemployment is high. Analysis from ICIC and AEO show that small businesses are a critical part of lowering local unemployment rates.

How can access to capital be increased for small business, particularly amongst minority and women owned enterprises? What programs and mechanisms can be leveraged to support entrepreneurs, especially in LMI communities? How can the financial services sector alter its approach towards financing minority owned businesses?

**REIMAGINED WITH:** JPMORGAN CHASE & CO.

## The Economics of Identity: Why it Matters

(International 1/2/3)

As societal shifts continue to embrace and empower personal identity, how does this translate to economic influence? Identity economics surmise that people make economic choices based on both financial incentives and their identity. However, many communities remain disproportionately affected by poverty, discrimination and exploitation.

This session will examine: What role does identity play in defining aspirations or self-imposed limitations? How can we better influence institutions and public policy to support economic opportunity? What successful strategies are being utilized to reach disconnected consumers?

### Ted Archer

Vice President,  
Small Business  
Program Officer,  
JPMorgan Chase & Co.

### Grace Fricks

President and CEO, Access to  
Capital for Entrepreneurs

### Cassius Butts

Executive in Residence,  
Georgia State University,  
J. Mack Robinson College  
of Business

### Barry Wides

Deputy Comptroller,  
Community Affairs,  
Office of the Comptroller of  
the Currency

### Kim Anthony-Morrow

Founder and CEO,  
Urban Philanthropy Network

### Kelvin Boston

Executive Producer,  
Host, Moneywise

### Michael Morris

Founder & Executive  
Director of National  
Disability Institute

### Celie Niehaus

Managing VP,  
Corporate Compliance,  
Capital One

### Robb Webb

SVP & Chief Human  
Resources Officer,  
Tenet Health

## Diversity and Multiculturalism: Working Outside Your Culture Zone (International 7/8)

We now operate in a diverse and ever-evolving society that caters to employees, customers and consumers from a variety of socioeconomic and cultural backgrounds. As we become more diverse through our people, tastes and beliefs, companies strive to develop strategies that are sensitive to individual attitudes and perspectives.

Multicultural and Millennial are intersecting as the majority of millennials are now multicultural. Perceptions of organizations and their brands are increasingly influenced by many factors beyond gender, ethnic or demographic classification. Given this, a blanket diversity strategy (internal and external) is no longer sufficient.

Shifting demographics will continue to impact the workplace; how will this affect the way organizations are managing diversity within their ranks? What steps can companies take to ensure their internal teams are reflective of today's diverse marketplace? What insights can be used to create meaningful relationships with a diverse and segmented audience? How can diversity and multicultural outreach be expanded to include groups overlooked in the past?

## Fueling Entrepreneurship (Imperial Ballroom A)

Entrepreneurs innovate, take calculated risks, build technologies and products, establish companies and contribute to the global economy as the primary source for job creation.

Entrepreneurship is a crucial component to ensuring long-term economic growth and stability, while driving innovation and disruption across sectors.

Given the importance of the start-up, how can we better identify budding entrepreneurs and help them thrive? How can access to capital be improved, particularly for women and minority owned businesses? Is technology really leveling the playing field?

**Eduardo Martinez**  
President, UPS Foundation  
and UPS Chief Diversity and  
Inclusion Officer

**Melanie Mitchell**  
First Vice President,  
Marketing Strategy  
and Operations,  
SunTrust Bank

**Alexandra Roddy**  
Global Head of Marketing,  
Prologis

**Feifei Sun**  
Executive Editor,  
McKinsey & Company

**Donna Ennis**  
Project Director,  
MBDA Business Center,  
Georgia Tech

**Phil Kafarakis**  
President,  
Specialty Food Association

**Dr. Carlianne Patrick**  
Asst. Professor, School of  
Economics, Andrew Young  
School of Policy Studies,  
Georgia State University

**Dallas Tanner**  
EVP and Chief  
Investment Officer,  
Invitation Homes

**Theia Washington Smith**  
Executive Director,  
City of Atlanta, Women's  
Entrepreneurship Initiative

## Next Generation Cities: Transforming the Urban Ecosystem (International 4/5/6)

A hundred years ago, city dwellers were a minority in the global population. In just a few decades, the balance will have shifted to the point where nearly  $\frac{3}{4}$  of world's population will reside in cities. Some 600 cities worldwide form the nucleus of our interconnected global economy.

Today's cities are sprawling, dense, diverse places that due to necessity or imagination are reinventing themselves in new and exciting ways. What will these cities look like? How can technology be applied to renew infrastructure and increase economic opportunity? How do cities ensure economic growth is inclusive growth? What role does government have in advancing sustainable, liveable urban communities?

### Claire Collobert Angelle

Director of International Affairs,  
City of Atlanta

### David R. McGhee

Program Director,  
The Skillman Foundation

### Dr. Jan Nijman

Founding Director,  
Urban Studies Institute, Andrew  
Young School of Policy Studies,  
Georgia State University

### Egbert Perry

Chairman and Chief Executive  
Officer, Integral

### Maria Saporta

Founder and Editor,  
The Saporta Report

## 11:30AM | LUNCHEON SESSIONS (Marquis Ballroom)

**REMARKS:** **Special Partnership Announcements**

**REMARKS:** **Special Report : State of the Young Entrepreneur**

**Jim Clifton**, Chairman and CEO, Gallup

**Justin Bibb**, Senior Advisor, Gallup

**REMARKS:** **Disrupting Poverty**

Efforts to confront poverty effectively have dominated public policy discussions and global institutions for decades. From the U.S. anti-poverty legislation of the 1960's to the more incremental, on-and-off efforts of recent years, alleviating poverty continues to be a major agenda item for policymakers and societies as a whole.

Progressive, moderate and conservative thought leaders will share their ideas, vision and strategies to outline a bold, new policy framework designed to disrupt the traditional approach to poverty and jumpstart a new dialogue on our approach.

**Henry Cisneros**, Founder and Chairman, CityView

**Tim Phillips**, President, Americans for Prosperity

*Moderated by* **Steve Bartlett**, Sr. Advisor, Treliant Risk Advisors, Former Congressman,  
Mayor of Dallas and CEO, Financial Services Roundtable

**REMARKS:** **Jane Wurwand**, Founder and Chief Visionary, Dermalogica

## 1:00PM | IDEA LABS: 5 BIG IDEAS

### **Vocational Education: Building the Next Middle Class** (Imperial Ballroom A)

A thriving and robust middle class has been a hallmark of stable and prosperous societies. In the 20th century, sustained investment in infrastructure, technical training gained by service in the armed forces and a vast secondary vocational education network all contributed to creating a robust middle class. Currently, many forces are at work influencing the rising levels of inequality, but none are more pronounced than the differences in education levels and earnings.

Throughout the nation, the public and private sectors are dedicating resources to increase access to technical education, offering the promise of building a new middle class. What career pathways are really available? What programs work well and what makes them successful? How is technology being factored into traditional vocational learning? How do we connect vocational training to entrepreneurial enterprise?

### **Unlocking the Economic Value of an Aging Workforce** (International 4/5/6)

Older workers in aging economies are often failing to find viable livelihoods as traditional industries continue to evolve. Experienced workers are being “aged out” of their positions, often for perceived skills gaps or younger, cheaper replacements. Adding to their dilemma, many companies are reluctant to hire more seasoned employees, creating a new class of underemployed.

Personal fulfillment, financial need, increased longevity, mental acuity and rising costs of retirement are among the factors contributing to older workers remaining in the workforce. While some may view them as less productive and their skills obsolete, are they really an overlooked asset to the economy? Does the “life cycle of work” need to be redefined?

With 70% of experienced professionals planning to work during retirement, how can they be absorbed into an already competitive job market? How are companies retaining and engaging mature workers?

#### **Ross Rubenstein**

Distinguished Chair in Educational and Community Policy, Andrew Young School of Policy Studies, Georgia State University

#### **Dan Kreisman**

Assistant Professor, Economics, Andrew Young School of Policy Studies, Georgia State University

#### **Natalie Byrne**

Director of Global Impact, Dermalogica

#### **Rob Gifford**

EVP, Philanthropic Initiatives, National Restaurant Association Educational Foundation

#### **Carol Lambert**

Director of Outreach and Strategic Partnerships, U.S. Department of the Treasury Bureau of the Fiscal Service, myRA

#### **Carolyn Clevenger, DNP, RN, GNP-BC, AGPCNP-BC, FAANP**

Associate Dean for Clinical and Community Partnerships, Office of the Dean, Emory University

#### **Sarah Pang**

Senior Vice President, Corporate Communications and Community Involvement, CNA

#### **Debra White**

President and Founder, True Path Consultants LLC and Operation HOPE Entrepreneurial Training Program graduate

#### **Pamela France**

Training Specialist, SunTrust Bank

## Banking in the Shadows: Engaging the Credit Invisibles

### (International 7/8)

A neighborhood inundated with fast-food restaurants and convenience stores but lacking a grocery store would make it difficult to maintain a healthy diet. Likewise, it would be hard to manage finances and build wealth without a bank branch or access to traditional financial services nearby.

In recent years, technology like mobile banking and other fintech innovations have helped increase access to basic financial services, closing the geographic space between households and brick-and-mortar branches.

But increasingly, alternative financial services like payday lenders and check-cashers are filling the void, with residents paying a steep price to meet their financial needs. By not utilizing traditional financial services and with less income available, consumers are unable to build a credit profile, which keeps them bound to the nontraditional financial services.

Is there a legitimate space for nontraditional lenders? What is the next frontier for expanding financial access? How do changes in credit reporting affect low-to-moderate income households? Are current efforts adequate to ensure consumers understand and use the products and services to which they are being introduced?

## Navigating a World Without Cash

### (International 9/10)

Cash is still one of the most common forms of payment around the world – but for how long? With widespread card and mobile payment options, the share of cash transactions continue to decline. So, what happens when we become a cashless society?

Some suggest that a move towards a cashless society could actually reduce inequality. Nordic countries are leading the cashless economy, where only 5% of money in circulation is paper and inequality is amongst the lowest in the world. However, experiments in reducing cash have been less successful elsewhere, such as in India, where demonetization caused a shock to the country's economy.

What is the short-and long-term outlook for a cashless society? How is technology such as mobile payment systems and facial recognition being applied? What are the implications for privacy and security? How will lower-income populations be impacted?

**Ambassador Charles Shapiro**  
President,  
World Affairs Council of Atlanta

**Janneke Ratcliffe**  
Assistant Director,  
Office of Financial Education,  
Consumer Financial  
Protection Bureau

**Joanne Gaskin**  
Senior Director,  
Scores and Analytics,  
FICO

**Donald Carlton**  
SVP, Regional Sales  
Performance Manager,  
Bank of America

**Soulaima Gourani**  
Owner,  
Tradeconductor.com

**Richard Wright**  
Professor and Chair of  
the Criminal Justice and  
Criminology Department,  
Andrew Young School  
of Policy Studies,  
Georgia State University

**Sameera Fazili**  
Senior CED Visiting Advisor,  
Federal Reserve  
Bank of Atlanta

**Amy Zirkle**  
Vice President of  
Industry Affairs,  
Electran

**Les Riedl**  
President,  
MEED



## Disrupting Poverty: A New Policy Agenda (International 1/2/3)

Efforts to confront poverty effectively have dominated public policy discussions and global institutions for decades. From the U.S. anti-poverty legislation of the 1960's to the more incremental, on-and-off efforts of recent years, alleviating poverty continues to be a major agenda item for policymakers and societies as a whole.

With the public and private sectors being rapidly disrupted by emerging concepts, what are the bold, new ideas to tackle persistent poverty? Can government and public policy still provide meaningful impact? Does the private sector have a role in supporting pathways out of poverty? How can technology and data be utilized to predict/prevent poverty? What approaches have proven most effective in breaking the cycle of intergenerational poverty? How can the disparate groups addressing these issues be mobilized into a sustainable effort?

**Patricia Avery**  
Financial Empowerment  
Program Specialist,  
Consumer Financial  
Protection Bureau

**Careshia Moore**  
National Program Director,  
Usher's New Look

**Bernadette Welch**  
Permanent Secretary for  
Civil Service, Ministry of Civil  
Service, Fiji

**Rodney Hood**  
Office of Nonprofit  
Engagement,  
JPMorgan Chase & Co.

**Bishop Edwin C. Bass**  
President,  
COGIC Urban Initiatives

## 3:30PM | CLOSING PLENARY (Marquis Ballroom)

### Uplifting the Invisible Class: The Path Forward

Global prosperity can only be achieved with an economy that provides equity and opportunity for everyone. With our theme "Uplifting the Invisible Class", we have challenged participants to outline a vision for a new, global economy - where the poor underserved and dislocated middle class are viewed as untapped assets for entrepreneurship, job creation and economic growth.

Recognizing that collaboration across sectors is a critical and necessary component, what areas will form the pillars in standing up a new economic model? How can the benefits and opportunities of free enterprise be extended to everyone? As the primary source of net worth for most Americans, what can be done to increase homeownership levels? Will education continue to be surest way to increase social mobility? How can we better support the growth of small business? What investments in human capital is required? What role can (or should) public policy play?

#### CLOSING REMARKS

**John Hope Bryant**, Founder, Chairman and CEO,  
Operation HOPE

*Moderated by* **Duriya Farooqui**  
Executive Director, Atlanta  
Committee for Progress

**John Bartling**  
President and CEO,  
Invitation Homes

**Brad Blackwell**  
EVP, Housing and  
Homeownership Growth  
Strategies, Wells Fargo

**Jeffrey Hayward**  
Executive Vice President,  
Multifamily, Fannie Mae

**Dr. Ronald A. Johnson**  
President,  
Clark Atlanta University

**John Rhea**,  
Managing Partner,  
RHEAL Capital

**Atul Tandon**  
Chief Executive Officer,  
Opportunity International, U.S.