

Chapter Organizing Call Minutes Tuesday, June 9, 2009

1. Welcome

Paulina Migalska (SEA National) welcomed attendees to the call.

2. Opening Round Introductions / Participants share their burning questions/updates for the dialogue

Tamra Ryan of Women's Bean Project is interested in starting an SEA Chapter in Denver, CO. There does not seem to be a huge following on social enterprise, looking for any advice to get started.

Kate Barr of Nonprofits Assistance Fund has been engaged in a group effort to convene social enterprise practitioners in Minneapolis, MN. The group has been organizing monthly brownbag lunch events for the past several months (currently organizing its sixth event), each time at different location. Each event includes an introduction to the social enterprise being visited followed by discussion of particular issue/topic related to the field as a whole and that everyone wants to hear/learn about. The group is growing but is not yet sure if it wants to form a chapter.

Marc J. Lane of Marc Lane Wealth Group is the president of SEA-Chicago. There is enormous energy around social enterprise in Chicago. The governor will soon be signing the Illinois legislation on the L3C. The chapter is actively collaborating with the University of Chicago, Shore Bank, and others. The chapter is also developing its own suite of educational offerings.

John Herron of Harbor City Services is the president of SEA-Mid-Atlantic. The chapter recently "went back to the drawing board" having realized that (a) audiences are quite different in Baltimore and Washington, and (b) University of Baltimore's Social Entrepreneurship program was somewhat of a competition. As a result the chapter will focus on Baltimore area for the time being and will integrate its programming with the alumni network of the Social Entrepreneurship program at the University of Baltimore. The chapter plans to offer 6 events annually, 3 formal and 3 informal. The first meeting will take place at *Vehicles for Change*, a social enterprise operated by one of the board members of the chapter, Marty Schwarz. Finally, the chapter president is testifying in front of the Maryland State Legislature on June 17 and is happy to use this opportunity to raise awareness of his own social enterprise, *Harbor City Services*, and the field overall.

John Romano of Virtual Capital Group continues to work with a local nonprofit agency and the city of Miami on a series of educational offerings to nonprofit leaders interested in social enterprise.

Betsy Densmore of Social Enterprise Institute joined the call as a guest speaker to introduce chapter leaders to the Institute's two main programs, Social Enterprise Forums and Academies. Both program have been quite successful in southern California and have the potential to be successfully implemented in other parts of the country. Specific information can be obtained by contacting Betsy at betsy@se-institute.org or visiting <http://www.se-institute.org>.

Kevin Lynch of Rebuild Resources joined the call as a guest speaker to invite chapter leaders to organize social enterprise events centered on his recent book, *Mission, Inc.*, co-authored with Julius Walls (details included in separate document or by request from SEA Staff). Chapters interested in hosting Kevin as a speaker, should contact Paulina at paulina@se-alliance.org with confirmed commitment by June 30, 2009.

3. Content:

a. Brief description of SEA chapter program (if necessary)

Not necessary.

b. Discussion of issues raised during the introduction

The group offered advice to Tamra in Denver on how to best find interested social enterprise practitioners and raise awareness of social enterprise overall. Suggestions include:

- Establishing a partnership with a local university and/or nonprofit network.
- Often nonprofit networks may not react enthusiastically to the idea of nonprofit run business but persistent outreach and education pays off.
- An event that allows attendees to visit a peer social enterprise and learn about an issue important to the success of the enterprise is often a good model (ex. works very well in Minneapolis).

c. *2009 'Mission, Inc' SEA Chapter Tour*, Kevin Lynch (more information attached)

By special arrangement with the Social Enterprise Alliance, Kevin will criss-cross the country in 2009 to spread the word about social enterprise for existing and emerging Social Enterprise Alliance chapters. This is a unique opportunity to energize and grow your chapter. To help spur the development of SEA Chapters, Kevin has agreed to waive his speaker fees. Chapters will be required only to cover travel expenses and assist in the sales and promotion of Mission, Inc.

Ideas for funding the tour include:

- Find sponsorship, such as local bank, a social enterprise, or independent bookstore,
- Partner with another organization in the area such as a local chapter of Net Impact or BALLE, or your local university,
- Set a fee to attend the event (provide refreshments or include a copy of the book with attendance).

Chapter can use this event to:

- Engage local SEA members and prospects,
- Provide a national speaker on social enterprise,
- Gather both new and advanced social enterprise practitioners, supporters, and other interested parties,
- Create "buzz" and attract media attention around your local SEA Chapter.

Chapters can count on SEA's support as a promoter and advocate of the Mission, Inc. SEA Chapter Tour. If interested, please contact paulina@se-alliance.org with your confirmed commitment by **June 30, 2009**. For more information please see the attached one-pager.

a. Social Enterprise Academies and Forums – overview by guest speaker, Betsy Densmore of the Social Enterprise Institute (more information attached)

b. Updates from SEA:

- i. Social Entrepreneur membership category

The **Social Entrepreneur** membership is designed for *individuals* who are exploring social change or planning to launch a social venture, and who want to become part of the Social Enterprise Alliance network. You get a \$100 discount off the Social Enterprise Summit registration. **Regularly \$150 - Now only \$75 - so everyone can join our movement in these tough economic times.**

ii. Policy Committee

- The Policy Committee is working on a project to develop a matrix of SEA's social enterprise members that can be used to point out examples of enterprise approaches to particular social issues, connect enterprises to legislators in their areas, and describe their successes (i.e. database of mission areas/locations/size/impact). The committee will be meeting with the *White House Office of Social Innovation*, at which time we can hear from staff of the office what they're working on, what they need, and review this matrix questionnaire to see if it's designed to provide the kind of data that would be helpful.
- Also, Kris represented the field at the DC Public Input session of the Corporation for National and Community Service, urging the CNCS Board to ensure the Social Innovation Fund \$ does not discriminate against social enterprises and raising awareness about the effectiveness and impact of social enterprises as an approach that government should be keen to partner with and support.

4. Closing round – feedback on the meeting/final thoughts/agenda items for next meeting

Tamra – appreciates the feedback and quick ideas

Betsy – glad to have participated and would like to join the chapter building initiative