

Chapter Organizing Call Tuesday, September 9th, 2008

1. Welcome:

Kris Prendergast (President & CEO of SEA) welcomed everyone to the call and proceeded to the Opening Round.

2. Opening Round Introductions / Participants shared their burning questions for the dialogue:

Jerry Hildebrand (Stockton, CA / University of the Pacific, Global Center on Social Entrepreneurship / email: jhildebrand@pacific.edu) – interested in starting a chapter and seeing how this effort can be integrated with the efforts of the university.

John Herron (Baltimore, MD / Mid-Atlantic SEA Chapter / Harbor City Services / email: jherron@harborcityservices.com) – the Chronicle of Philanthropy will profile the Harbor City Services, John's social enterprise in the October issue. The Chapter is planning their first meeting.

Chris Miller (St. Louis SEA Chapter / Washington University in Saint Louis, Skandalaris Center for Entrepreneurial Studies / email: cmiller@wustl.edu) – there is a lot of interest around LC3 in St. Louis. Chris shared a success story, which is that they had a great meeting last week attended by many organizations that are new to and very much interested in social enterprise. The session was a brainstorming workshop to help organizations identify enterprise opportunities.

Paul Kirpes (W. Des Moines, IA / TPG Philanthropy Group / email: pkirpes@whatmattersmost.com) – interested in key insights for early actions in chapter building.

Ann Wunderli (Boston, MA / Pine Street Inn / email: Anne.Wunderli@pinestreetinn.org) – heading the effort to form a chapter in Massachusetts. Trying to get over the hump of moving from introductions to action.

Kevin Lynch (St. Paul, MN / Rebuild Resources / email: klynch@rebuildresources.com) – no burning questions.

John Romano (Miami, FL. / International Open Finance Association / email: jkromano@bellsouth.net) – the University of Miami is very much interested in social enterprise. The burning questions is: what progress has been made around capital markets and L3C?

3. Admin:

- a. Rules – a) please put on mute if in noisy background, b) please don't put the conference call on hold, and c) say your name when providing comments
- b. Agenda – see below

4. Content:

- a. Brief description of our chapter program:

SEA Chapter program has been started in 2007. Chapter Guidelines and Toolkit can be downloaded from SEA website (http://www.se-alliance.org/membership_chapters.cfm).

Kris outlined the progression steps to building a chapter starting with a networking group (to assess local interest) through to organizing group (getting started), to provisional chapter (committed to becoming a chapter), to full chapter status.

Representatives from all of these chapter building stages were present on the call.

b. Ideas/Events for consideration:

Global Entrepreneurship Week (includes a day on Social Enterprise in the UK)
– November 17-23, 2008

- A global initiative aimed at young people everywhere and while it may be global in scope, at its heart, the Week is a local initiative that reflects the customs and entrepreneurial culture of each community
- Partner organizations conduct a range of activities - from simple speeches to comprehensive competitions - designed to inspire, connect, inform, mentor and engage the next generation of entrepreneurs
- Becoming a partner is easy & only one event is required (learn more at: <http://unleashingideas.org/getinvolved>). You may also contact Kristina Libby at the Global Entrepreneurship Week (klibby@unleashingideas.org).
- The exact type of these activities, whether online or face-to-face, is limited only by the imaginations of the partners and the participants.
- Some ideas to consider:
 - **Open House and Tour** - *Open your doors to the local community and invite the media. Allow young people to come and talk to you about the work you do. Offer a scheduled tour of your enterprise.*
 - **Inspire the next generation** - *Give a talk in a local school, college or university to help spread the word about the benefits of doing business in a different way.*
 - **Write for your local newspaper** – *Contribute an article or letter to the editor about your social enterprise and the growth of the field.*
- Chapters that are getting involved:
 - Mid-Atlantic SEA Chapter – an event through the Entrepreneurial Opportunity Center at the University of Baltimore on November 21st.
 - St. Louis SEA Chapter – Race for Entrepreneurship through the Skandalaris Center for Entrepreneurial Studies at University of Washington at St. Louis.
 - Miami, FL Chapter Organizing Group – John Romano’s organization was involved last year. John remarked how great of an opportunity it is to gain visibility through participation in the Week.

c. Chapter Task Force:

SEA is in the process of developing its Business Plan for the next three years. SEA is exploring a chapter membership and seeks representatives from organizing groups and provisional chapters to provide input on this topic. One to two calls are projected over the next month.

Interested parties:

- Board member from the Mid-Atlantic SEA Chapter (John Herron will inform SEA who it will be)
- Ann Wunderli
- Board member from the St. Louis SEA Chapter (Chris Miller will inform SEA who it will be)

d. Dialogue highlights:

- L3C –Ann confirmed that the presentation by Rachel Small (Social Financial Services, Ashoka Innovators for the Public) can be circulated among participants as long as it is properly attributed. Rachel can be contacted at: rsmall@ashoka.org. (PowerPoint attached)
- Capital Markets for Social Enterprise – St. Louis SEA Chapter is exploring with the local Federal Reserve Bank a venture capital fund in St. Louis. Clara Miller of the Nonprofit Finance Fund will be speaking at their upcoming event to help generate interest and ideas around this topic. Please see separate email directly from Chris Miller for more information on the initiative.
- Moving from introductions to action - Based on the recent successful meeting in Chicago, Kris suggested that local grants-making organizations should be invited to chapter events to increase visibility and interest around social enterprise among their grantees. Another avenue is to work with a local association of nonprofits. Additionally, SEA staff are always happy to provide a list of SEA current and past members as well as prospects. Reaching out to local enterprises is essential as SEA's database may not include all social enterprises in any given community.
- Jerry was very much interested in the St. Louis SEA Chapter brainstorming session, described earlier by Chris Miller. For details on the event, please see the separate email directly from Chris Miller.
- Value proposition for Chapters – Chris Miller: the key to success in chapter building is generating activity and doing; chapter rules & structure are important but action is essential.

5. Closing round feedback:

- a. Consider having a topic for these calls (such as L3C) – it might make it more appealing to folks.