

# IRISH IMPACT

# SOCIAL ENTREPRENEURSHIP

# CONFERENCE

SEPTEMBER 27-28, 2012



# SOCIAL ENTREPRENEURSHIP IS ...

bringing **ALTERNATIVE ENERGY** to villages in the developing world.

providing **access** to technical assistance and **markets**.

**creating** meaningful **employment** for at-risk populations.

building **STRONG** businesses and communities through **CREATIVE FINANCE**.

funding **LITERACY EFFORTS** around the globe.

focusing on sustainable **FOOD** and agriculture.

attacking **food insecurity** issues.

promoting **dignity** through primary and secondary **health-care** initiatives.

**AND SO MUCH MORE!**

What will **YOUR** impact be?



## Welcome to the Irish Impact Social Entrepreneurship Conference 2012!

This event is dedicated to SOCIAL ENTREPRENEURSHIP, a movement that continues to spark dialogue across the globe. Not only is its very definition much debated, but its viability as a sustainable poverty alleviation strategy is much discussed, as well.

In our view, social entrepreneurship is a landscape that includes such innovative and evolving business enterprises such as microfinance, microenterprise development, bottom-of-the-pyramid markets, fair trade and the like.

We believe social entrepreneurship is a vital economic force that links business innovation and social value.

Social entrepreneurs are developing new pathways for the most vulnerable and disenfranchised among us to access markets, resources and services, whether in the public health arena, education or economic development.

The Irish Impact Social Entrepreneurship Conference 2012 seeks to unite social innovators who are developing new business models, whether for-profit, nonprofit or hybrid enterprises, in diverse industries with like-minded students who are searching for concrete examples and avenues to address societal needs.

Likewise, we want to facilitate connections and networking among social entrepreneurs and potential funding organizations, to improve the mutual understanding of what “rate of return” means in the sphere of social entrepreneurship, and to introduce strategies for seeking funding sources.

We promise a stimulating agenda and an energizing 24 hours on the beautiful University of Notre Dame campus. We challenge participants to leave the conference with more than just inspiration, new ideas and connections, which we promise to deliver, but with a plan to make an impact with your particular passion in your particular part of the world, wherever that may be.

Melissa Paulsen  
Concurrent Instructor  
Social/Micro Venturing Programs Manager

Brendan Maher  
Founder, Fellow Irish Social Hub, Inc.

# SCHEDULE

## THURSDAY, SEPTEMBER 27

6:00 pm – 7:00 pm

Innovation Park Tours

Innovation Park 1<sup>st</sup> Floor

6:30 pm – 9:00 pm

Irish Impact Opening Reception and Awards

Innovation Park Greenhouse

*Invitation Only* reception to include social entrepreneurs attending the conference, colleagues from Gigot, Mendoza and the University – including Kellogg Institute for International Studies, the Ford Family Program, Eck Global Health, Initiative for Global Development, Center for Social Concerns and the ND Career Development – as well as student leaders from Net Impact, SIBC Global Development, Students in Free Enterprise and the Entrepreneurship Society. The Irish Impact Award(s) will be awarded at this time. (See page 5 for more information.)

## FRIDAY, SEPTEMBER 28

7:30 am – 8:00 am

Irish Impact Continental Breakfast

Mendoza Atrium

8:00 am – 10:00 am

Irish Impact Social Enterprise Tours

Mendoza Atrium

Conference participants (registration required) will visit one of two social enterprise organizations: Better World Books or Center for the Homeless. Better World Books, a home-grown for-profit social venture founded by three Notre Dame alums, promotes and facilitates literacy efforts around the world. The Center for the Homeless is an award-winning community nonprofit organization engaging in social enterprise activities, which has been featured in Jim Collins' *Good to Great and the Social Sectors: A Monograph to Accompany Good to Great*.

10:00 am – 10:15 am

Irish Impact Hospitality Break

Mendoza MBA Wing

10:15 am – 11:30 am

Irish Impact Morning Session

Mendoza MBA Wing

**Participants may choose from one of the following three sessions:**

**Irish Impact Funding Pitches**

Mendoza 159

The Irish Impact Social Entrepreneurship Conference has assembled a panel of expert judges to hear live funding pitches from a select group of seasoned social entrepreneurs. Our practitioners will attempt to convey specific needs as they seek to tackle a broad array of global challenges. Our judges will be asked to evaluate each presentation for magnitude of social impact and probability of success. If you want a glimpse into the world of social venture finance, join us to see who will be jump starting their mission with Irish Impact! (See page 5 for more information.)

**Beyond CSR: Innovating Philanthropy with the Panera Cares™ Model**

Mendoza 160

Panera Cares community cafes are about working together, shoulder to shoulder with Panera customers, to confront a serious problem plaguing communities across this country: hunger. Simply put, in these nonprofit cafes, Panera will feed anyone. Panera offers a dignified dining experience in an uplifting environment whether or not a person can pay. Panera Cares community cafes are meant to raise the level of awareness about food insecurity in this country, while also being a catalyst for change. While many solutions exist to provide access to food, Panera Cares community cafes are designed to address hunger through a new approach — in a restaurant setting that maintains one's dignity and fills one's belly. Panera's Kate Antonacci will demonstrate how Panera Bread is leveraging its core competencies to make a difference in a new and profound way.

	<p><b>Scaling Globally; Maintaining Integrity Locally</b></p> <p>Featuring Schwab Social Entrepreneur of the Year and Ashoka Fellow Greg Van Kirk and co-founder George “Bucky” Glickley of Community Enterprise Solutions and Social Entrepreneur Corps. Their work with their innovative MicroConsignment Model in Guatemala, Ecuador, Nicaragua, the Dominican Republic, Peru and South Africa has been recognized by Ashoka, <i>The New York Times</i>, <i>Forbes</i>, <i>CNN Money</i>, Clinton Global Initiative, and Siemens Foundation, to name just a few. How does an enterprise, which started as a wood-burning stove project in Guatemala, go to scale in Latin America and Africa, while sustaining and maintaining integrity at the local level? The session will present a perspective that’s rarely part of many social entrepreneurship discussions – that of the beneficiaries themselves! This workshop also will feature CE Solutions’ beneficiary and now shareholder/president of the for-profit enterprise in Guatemala, Miguel Brito Ramirez.</p>	Mendoza 162
11:30 am – 12:30 pm	<p><b>Irish Impact / Taste of Michiana Luncheon</b></p> <p>Participants will sample treats from food entrepreneurs located in South Bend, Granger, and Mishawaka, Indiana. Most of these entrepreneurs have worked with Gigot’s Microventure Consulting course. Enjoy such delectables as Chicago-style hot dogs, Mexican burritos, barbecue, healthy salads and sandwiches, home-made Mexican ice cream bars and petit fours from Indulgence Café, Thyme of Grace Restaurant, Wakadog, Taste of Mexico, The Rib Shack, and La Rosita Paeteria.</p>	Mendoza Atrium
12:30 pm – 1:45 pm	<p><b>Irish Impact Keynote, featuring Rishi Jaitly</b></p> <p>Rishi Jaitly is a renowned global expert in digital innovation, public leadership and social entrepreneurship. He currently serves as a director with the John S. and James L. Knight Foundation, a nonprofit organization dedicated to supporting quality journalism, media innovation, community engagement and fostering of the arts. (See page 7 for a full biography.)</p>	Mendoza Jordan Auditorium
1:45 pm – 2:00 pm	<p><b>Irish Impact Hospitality Break</b></p> <p>Refreshments will be available throughout the afternoon in MBA Wing.</p>	Mendoza MBA Wing
2:00 pm – 3:00 pm	<p><b>Irish Impact Afternoon Session I</b>  <b>Participants may choose from one of the following three sessions:</b></p> <p><b>Startup Issues and Incubating the Social Enterprise</b></p> <p>What does it take to start a social enterprise? How does one decide on entity formation — nonprofit, for-profit or hybrid model? How does a social enterprise acquire funding? Can some of these questions be answered through incubators? This workshop will focus on the role incubators play in facilitating social impact innovations, as well as the challenges faced by social entrepreneurial startups, and will include Brendan Maher of FISH, Chelina Odbert of Kounkuey Design Initiative (KDI), Vaughn Spethmann of Zambikes and Green Energy Zambia, Jim Kelly of the Community Development Project at ND Legal Aid Clinic, and Patrick Fisher of Creation Investments.</p> <p><b>Partnership Lessons</b></p> <p>It is said that the social entrepreneur is “translator, facilitator and ambassador,” “operating at the nexus between the private, public and nonprofit worlds from which multiple stakeholders come.” (Kickul and Lyons). Partnerships are an integral component in any social business activity. This workshop will focus on these multiple stakeholder groups, including the role of universities, and how to choose partners that will complement and add value to the social enterprise. Facilitated by Tim Rann, a consultant for a variety of social businesses and social investment funds, this workshop will feature Kyama Kitavi of Accion Chicago, Greg McGrath of EOS International, Patrick Murphy of Notre Dame’s Office of Research/Initiative for Global Development, and Chris Fuchs of Better World Books.</p>	Mendoza MBA Wing  Mendoza 159  Mendoza 160

### Embedding Social Entrepreneurship

Whether a corporate entity is seeking to move beyond their corporate social responsibility initiatives or a nonprofit is interested in adding income-generating activities, embedding social entrepreneurship into these organizations can be an onerous task. This is especially true if the organization's shareholders or stakeholders do not share the CEO or director's vision, or if the organization has been particularly risk averse (or worse, burned by failure) in the past. Led by Steve Camilleri of South Bend's Center for the Homeless, this panel will feature Kate Antonacci of Panera Cares™, Bill Jordan of Jordan Energy, John Rush of Clean Turn, and Vanessa Carter of Campus MicroFinance Alliance.

Mendoza 162

3:00 pm – 4:00 pm

### Irish Impact Afternoon Session II

**Participants may choose from one of the following three sessions:**

#### Enterprising with Impact

Sure, sustainability and impact are tossed around in social enterprise circles, but what do those words really mean? Mention measurement and evaluation, and pretty quickly everyone in your cocktail group thinks you've said a dirty word, or worse, everyone nods their heads in understanding, but secretly has no idea how to accomplish it. Dan Morrison, founder and CEO of Citizen Effect, will moderate a panel including Katie Weiss of insideGOOD, Chris Nanni of the Community Foundation of St. Joseph County, and DJ DiDonna of Entrepreneurial Finance Lab.

Mendoza MBA Wing

Mendoza 159

#### Social Enterprise as a Sustainable Investment Strategy

Featuring Ted Levinson, director of lending at RSF Social Finance. Learn how social finance is supporting the growth of social enterprise. Explore the challenges of financing an enterprise that straddles the non-profit and for-profit sectors. Learn how lenders and investors evaluate opportunities and structure transactions. With examples from RSF's social enterprise portfolio, learn which business models attract capital and why. Gregg Keesling, executive director of RecycleForce, also shares his experiences securing financing to grow his nonprofit.

Mendoza 160

#### Fireside Chat – Social Entrepreneur Career Panel

Facilitated by Anita Rees of ND's Career Center, this workshop will include several notable alums engaging in social enterprise activities, particularly Mary Claire Sullivan, Tim Rann, Chris Yura and Jeremy Miller, as well as Greg Van Kirk and Bucky Glickley who have employed several ND alums, and Shital Chauhan of Global Brigades. This panel will kick off the Opportunity Fair and is directed at undergraduate and graduate students considering internships and careers in social entrepreneurship.

Mendoza 162

4:00 pm – 5:30 pm

#### Irish Impact Opportunity Fair

Very simply, think of a "science fair" environment for social entrepreneurs to pitch a new venture idea and obtain valuable feedback; further discuss and share their social enterprise organization with interested students, faculty and staff, other practitioners, alumni, funding organization representatives and other special guests; network with a pool of potential investors and influential members of the Notre Dame community; and, importantly, recruit volunteers, interns and/or full-time employees to their social enterprise organization! Who should attend? EVERYONE – practitioners, students, faculty, staff, community members, funders and alumni! (See page 5 for more information.)

Mendoza Giovanini Commons

5:30 pm – 7:00 pm

#### Irish Impact Post-Conference Reception

Join us for light appetizers and cocktails to celebrate the successful conclusion of our inaugural conference! (Non-alcoholic beverages to be provided for invited guests under 21.)

Eddy Street Commons

# HIGHLIGHTS

## IRISH IMPACT AWARDS

The Irish Impact Awards recognize an institutional or community partner, distinguished alumni, faculty, administrator and/or student who have demonstrated entrepreneurial spirit and significant social impact.

The award recipients embody the multitudinal topics from this conference – from startup and incubation issues to scaling and partnerships. These social entrepreneurs have built social innovations from the ground up, created scalable and replicable social

impact, fought for financial sustainability, and acted as true transformational change agents, partnering with universities, government, businesses and/or non-governmental organizations. These practitioners are impassioned and visionary, but also down-to-earth individuals.

Award winners will be announced at the opening reception on Thursday evening, September 27, and will be included in the Irish Impact Hall of Fame.

## IRISH IMPACT INVESTMENT PITCH

Every social enterprise – whether for-profit or nonprofit – requires startup funding. As a result, the Irish Impact Social Entrepreneurship Conference 2012 has assembled a panel of expert judges to hear live funding pitches from a select group of seasoned social entrepreneurs.

These social enterprise practitioners will attempt to convey specific needs as they seek to tackle a broad array of global challenges. Conversely, the judges

will be asked to evaluate each presentation for magnitude of social impact and probability of success.

The investment pitch session will provide a glimpse into the world of social venture finance, and winners for the combined prizes of \$5,000 will be announced at the Taste of Michiana luncheon, just preceding Rishi Jaitly's keynote speech.

Join us to see who will jump-start their mission with Irish Impact!

## IRISH IMPACT OPPORTUNITY FAIR

Remember your high school science fairs, where students stood next to their carefully constructed exhibits, eager to talk about their big idea that was going to revolutionize the world?

This first-person experience is the idea behind the Irish Impact Opportunity Fair, a “science fair” for social entrepreneurs to pitch their enterprises. More than 30 social enterprise practitioners will be on hand to personally discuss their “big ideas” with interested guests, describing their ventures and the lives they are impacting through the use of photos, videos, visual displays – and most compelling of all – the telling of

their own stories. Just a small sampling of practitioner organizations include CE Solutions/SE Corps, RSF Social Finance, EOS International, Zambikes, Union Microfinanzia, Accion Chicago, and Jordan Energy/Let's Share the Sun Foundation.

In an atmosphere of energy and lively interaction, the fair also provides social entrepreneurs with a great opportunity for networking with influential members of the Notre Dame Community, as well as for recruiting volunteers, interns and/or full-time employees interested in social enterprise organizations.

# KEYNOTE

## RISHI JAITLEY

DIRECTOR AT THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

Rishi Jaitly is a renowned global expert in digital innovation, public leadership and social entrepreneurship. He currently serves as a director with the John S. and James L. Knight Foundation, a nonprofit organization dedicated to supporting quality journalism, media innovation, community engagement and fostering of the arts.

Since March 2011, Jaitly has led charitable investments for the Knight Foundation in Detroit, investing in technologies that connect, network and engage citizens as active participants in the local civic entrepreneurial ecosystem.

In 2010, he co-founded Michigan Corps, an online platform that empowers Michiganders everywhere to use the Web to lead change in their home state. Michigan Corps founded Kiva Detroit, the country's first microlending initiative, and leads Detroit4Detroit, the country's first citizen philanthropy initiative. Jaitly now is the organization's board chair. Michigan Corps members include Google Executive Chairman Dr. Eric Schmidt; Emmy Award-winning sportscaster Dick Enberg; CNN Chief Medical Correspondent Dr. Sanjay Gupta; and Pulitzer Prize-winning author Jeffrey Eugenides.

Jaitly's previous professional experiences include serving as the director of Strategic Partnerships and Public Policy at College Summit, the leading organization increasing college enrollment rates in U.S. high schools. There, he helped mobilize prominent CEOs and government officials on behalf of a new, more forward-looking mission for high school.

Prior to that, Jaitly worked for Google as the head of Government Affairs and Public-Private Partnerships across South Asia. Based in New Delhi, he led philanthropic projects with partners such as Ashoka India, conducted public policy advocacy, overturned Internet censorship in Pakistan and Bangladesh, mobilized India's top political parties to use the Internet for the first time, and led the development of Google's first ever election-transparency and citizen-empowerment product. Earlier in his tenure with Google, Jaitly supported Google's CEO with special projects and led United Nations partnerships for Google.org.

A 2004 graduate of Princeton University with a bachelor's degree in history, Jaitly was elected to the University's board of trustees and named as a commissioner of higher education by the Governor of New Jersey. He is a recipient of Princeton University's Class of 1901 Medal and was named to Crain's Detroit Business "40 Under 40" 2011 list of top achievers.

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## THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

The Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. The Foundation believes that democracy thrives when people and communities are informed and engaged. It aims to help sustain democracy by leading journalism to its best possible future in the 21st century and focusing on funding media innovation, journalistic excellence and freedom of expression.



## MICHIGAN CORPS

Michigan Corps is a platform empowering Michigan residents to use the Web and other digital resources to lead and advance change in their home state. Michigan Corps launches and leads social change efforts that bring Michiganders together in imaginative ways — and grows a community of engaged “Corps Members.”

Michigan Corps has connected business entrepreneurs with mentors, helped students generate ideas for community change, built public policy capacity among social entrepreneurs, founded Kiva Detroit, helped lead Detroit4Detroit, and launched other world-class social innovation in Michigan. Michigan Corps’ first-of-its-kind model leverages the state’s competitive advantage: a loyal community of local and global citizens seeking connectedness and new opportunities to lead social change together.

## KIVA DETROIT

Kiva Detroit is a nonprofit organization with a mission to connect people through lending to alleviate poverty. It envisions a world where all people — even in the most remote areas of the globe — hold the power to create opportunity for themselves and others. Kiva believes providing safe, affordable access to capital to those in need helps people create better lives for themselves and their families. The organization works with microfinance institutions on five continents to provide loans to people without access to traditional banking systems. One hundred percent of every loan is sent to these microfinance institutions, called Field Partners, who administer the loans in the field.





IT IS WITH GREAT PLEASURE THAT WE ANNOUNCE  
THE IRISH IMPACT AWARD WINNERS FOR 2012!

## IRISH IMPACT SOCIAL ENTREPRENEURSHIP AWARD

### BETTER WORLD BOOKS [www.betterworldbooks.com](http://www.betterworldbooks.com)

There is no more deserving recipient for this inaugural award than Better World Books, the “online bookstore with a soul,” and its co-founders Chris “Kreece” Fuchs, Xavier Helgesen and Jeff Kurtzman.

Better World Books (BWB) won the grand prize in the Gigot Center’s 2003 Social Venture Plan Competition. Mentored by Notre Dame alum and IrishAngel David Murphy, who later became the enterprise’s

first CEO, the social enterprise has gone on to donate 6.4 million-plus books, raise more than \$12,750,000 for literacy efforts across the globe, and reuse or recycle nearly 92 million books. BWB employs more than 350 people and offers 8 million new and used titles for sale online and through two local stores.

In addition to recognizing the company’s exemplary

triple-bottom-line impact, the Irish Impact Award salutes BWB for its outstanding generosity in devoting time and talent to the Notre Dame community and beyond. The leaders have spent countless hours with faculty, students and alumni, telling their story, teaching about social enterprise, supporting the Gigot Center’s entrepreneurial efforts, and reviewing social venture and business plans for other aspiring entrepreneurs.

## IRISH IMPACT COMMUNITY PARTNER AWARD

### COMMUNITY ENTERPRISE (CE) SOLUTIONS [www.cesolutions.org](http://www.cesolutions.org)

True pioneers in the realm of social enterprise, Community Enterprise (CE) Solutions co-founders Greg Van Kirk and George Glickley founded the nonprofit in 2004 with the goal of empowering business and education entrepreneurs to make a difference in their communities.

From a wood-burning stove project in Guatemala, Van Kirk and Glickley went on to design the MicroConsignment Model, CE Solutions’ signature social innovation that has been a game-changer in the way first-time entrepreneurs provide isolated communities with access to life-changing

technologies, products and services. The model has been replicated across the developing world, including Ecuador, Nicaragua, Peru, the Dominican Republic and South Africa.

The inaugural Irish Impact Community Partnership Award honors CE Solutions’ tireless efforts and commitment to working with students across the country through university partnerships and its signature Social Entrepreneur (SE) Corps program. SE Corps interns support the development and growth of social innovations focused on intelligently and sustainably alleviating poverty, while

gaining the perspectives, skills and knowledge to become the social entrepreneurs of the future. In 2012 alone, interns across the organization’s five countries logged 33,000-plus hours on projects with partner organizations, and contributed to more than \$255,000 in local economic impact.

CE Solutions has partnered with the Gigot Center and Notre Dame since the Microventuring Certificate Program’s inception in fall 2006, serving as guest lecturers, hiring interns and graduates, collaborating with student teams and co-creating the microventuring model in the rural highlands of Guatemala.

## IRISH IMPACT FACULTY AWARD

### FRANK J. BELATTI, Adjunct Instructor, Mendoza College of Business

Frank Belatti, founder and managing partner of new business ventures firm Equicorp Partners, was instrumental in the establishment of the Gigot Center’s Microventuring Certificate Program. The unique undergraduate offering lays the foundation for social entrepreneurship, incorporating sustainable double- and triple-bottom-line enterprise strategies; bottom of the pyramid,

microenterprise development, microfranchising and microfinance theory; along with practical skills and tools in domestic and developing country technical assistance settings. Belatti has been teaching in the program since its inception in fall 2006.

The Irish Impact Faculty Award recognizes Belatti’s academic achievements, as well as his many contributions to advisory councils and organizational

boards dedicated to advancing peace, education and diversity. He is a founding member and director for Hank Aaron’s Chasing the Dream Foundation, a member of the Business Advisory Council at the University of Notre Dame, and a lifetime member and past chairman of the Carter Center’s Board of Councilors.

# PRACTITIONERS

APPEARING IN ALPHABETICAL ORDER. FULL BIOGRAPHIES CAN BE  
DOWNLOADED AT [Gigot.nd.edu](http://Gigot.nd.edu).

## Kate Antonacci (ND '07)

Project Manager for Panera Cares™ Community Cafes at Panera Bread [www.paneracares.org](http://www.paneracares.org)

Antonacci spearheaded the Panera Bread Foundation's innovative charitable venture, Panera Cares™, a nonprofit, donation-based community café concept that offers a dignified dining experience while raising the level of awareness of food insecurity in America.

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## Jimmy Bettcher (ND '07)

Strategic Analyst and Project Manager at Cummins-Corporate Responsibility [www.cummins.com](http://www.cummins.com)

As a strategic analyst and project manager in Corporate Responsibility at Cummins Inc., Bettcher is responsible for managing the company's social impact and international development initiatives in emerging markets, especially focused on Africa.

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## Steve Camilleri (MNA '01, BBA '94)

Executive Director of the Center for the Homeless [www.cfh.net](http://www.cfh.net)

A graduate of the ACE Program (Alliance for Catholic Education), Camilleri joined the South Bend Center for the Homeless in August 2004. He also has served on the Governor's Commission for a Drug Free Indiana, Congressman Chocola's Nonprofit Advisory Board and the Indiana Inter-agency Council on Homelessness, as well as on the boards of several local nonprofit agencies.

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## Vanessa Carter

Director of Campus Microfinance Alliance [www.campusmfi.org](http://www.campusmfi.org)

Carter is the director of Campus Microfinance Alliance, which has the mission to empower emerging social entrepreneurs to build strong businesses and communities through innovative microfinance. CMA helps university students start and grow campus microfinance institutions.

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## Shital Chauhan

Co-Founder and Chief Programs Officer of Global Brigades [www.globalbrigades.org](http://www.globalbrigades.org)

Chauhan oversees medical, dental, water, public health, microfinance, architecture, business, law, environmental programs in addition to all university relationships for Global Brigades, a nonprofit organization that mobilizes student volunteers and professionals to empower communities in developing countries with programs that improve quality of life while respecting local culture.

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## Dennis (DJ) DiDonna (ND '05)

COO of Entrepreneurial Finance Lab - Boston [www.efinlab.com](http://www.efinlab.com)

DiDonna is COO and a co-founding partner of EFL, an organization that works in partnership with the Entrepreneurial Finance Lab Research Initiative at Harvard's Center for International Development and is a leader in applying psychometric principles to screening entrepreneurs.

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## Trey Dunham

Director of Marketing at Sustain U and Board Member of Nuru International [www.sustainuclimbing.com](http://www.sustainuclimbing.com) [www.nuruinternational.org](http://www.nuruinternational.org)

Dunham is the marketing director for SustainU Clothing, a Morgantown, W.Va.-based apparel-manufacturing company predicated on social, economic and environmental sustainability; as well as a board member for Nuru International, a nonprofit organization dedicated to ending extreme poverty.

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## Cristina Fernandez (BBA '08)

Co-Founder of HANDS Organization [www.handsorganization.com](http://www.handsorganization.com)

A current HANDS board member, Fernandez created the nonprofit along with other former Notre Dame students in order to connect current students with volunteer opportunities in underdeveloped countries.

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## Jay L. Finch

Founder & Chief Executive Officer of Socstock [www.Socstock.com](http://www.Socstock.com)  
Previously an investment banker at Goldman Sachs, Finch founded Socstock (short for Social Stock) as a Web-based platform that enables small businesses to receive funding through their communities and loyal customer base.

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## Patrick Fisher (ND '01)

CEO and Founder of Creation Investments  
[www.Creationinvestments.com](http://www.Creationinvestments.com)

Experienced in impact investing and microfinance, Fisher founded Creation Investments as an alternative investment management company committed to fighting global poverty through direct, for-profit investments in businesses that promote economic development.

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## Chris "Kreece" Fuchs (ND '01)

Co-Founder and Vice President of Operations and Logistics at Better World Books [www.betterworldbooks.com](http://www.betterworldbooks.com)

Fuchs co-founded global bookseller Better World Books as a venture that harnesses the power of capitalism to bring literacy and opportunity to people around the world. The organization has contributed more than \$1.2 million and 6 million books to nonprofit partners working in literacy and education.

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## George "Bucky" Glickley

Co-Founder of The New Development Solutions Group  
[newdevelopmentsolutions.com](http://newdevelopmentsolutions.com)

Glickley, an entrepreneur in the area of rural small business development, co-founded The New Development Solutions Group, which includes Community Enterprise Solutions, Social Entrepreneur Corps and NDS Consulting. The mission of these ventures is to design and implement innovative responses to long-standing development challenges.

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## Brady Gott (ND MBA Class of '14)

Managing Director at Cleanslate Chicago [www.cleanslatechicago.org](http://www.cleanslatechicago.org)

A social entrepreneur with experience in both the private and nonprofit sectors, Gott currently oversees business operations for Cleanslate. The organization is a social enterprise that provides recycling, landscaping, graffiti removal and other

services throughout Chicago while delivering more than 200 quality transitional jobs annually to Chicago's hardest-to-employ population.

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## Thomas Gray

Co-Founder of RecycleForce [www.recycleforce.org](http://www.recycleforce.org)

Gray is co-founder of RecycleForce, a social enterprise offering comprehensive and innovative recycling services while providing life-changing workforce training to formerly incarcerated individuals.

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## Amy Jobst

Assistant Director of Reading for Life [www.ireadforlife.org](http://www.ireadforlife.org)

Chicago-native Amy Jobst is a volunteer with Reading for Life, a narrative-based intervention that uses novels to facilitate virtuous character development in first-time offending juveniles.

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## William P. Jordan (ND '85)

Co-Founder of Let's Share the Sun Foundation  
[www.letssharethesun.org](http://www.letssharethesun.org)

Jordan, the founder of Jordan Energy & Food Enterprises, co-founded Let's Share the Sun Foundation to facilitate the use of solar energy in order to enhance the quality of life of communities with limited electricity throughout the world.

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## Gregg Keesling

President of RecycleForce [www.recycleforce.org](http://www.recycleforce.org)

A founder of alternative-staffing company Keys to Work, Keesling currently leads RecycleForce, a social enterprise offering comprehensive and innovative recycling services while providing life-changing workforce training to formerly incarcerated individuals.

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## Stephen Keppel (BBA '03)

Executive Director of Economic Growth for Haiti [www.egi-haiti.org](http://www.egi-haiti.org)

Keppel is the co-founder of EGI, a center for entrepreneurship and business development in Haiti that provides the managers and entrepreneurs needed to develop sustainable economic growth and meaningful employment. As executive director, he currently oversees organizational development and activities.

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## Deb Kierstead

CFO and Director of Administration of The NetWork for Better Futures  
[www.networkforbetterfutures.com](http://www.networkforbetterfutures.com)

The NetWork for Better Futures reduces the economic and social costs of high-risk adults, primarily African American men, with histories of imprisonment, substance abuse, mental illness, chronic unemployment and homelessness.

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## Mike Killeen

Founder of Poverty is Real [www.povertyisreal.us](http://www.povertyisreal.us)

Killeen serves as president of the Poverty is Real board in a volunteer capacity. Founded in spring 2011, the nonprofit organization leverages the universal love of music to combat poverty at the local level through fundraising concerts and community goodwill efforts.

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## Kyama Kitavi

Senior Loan Officer of Accion Chicago [www.accionchicago.org](http://www.accionchicago.org)

Kenya-native Kitavi joined Accion Chicago in January 2010 and was promoted to senior loan officer in 2011. Accion Chicago is an alternative lending organization that has made more than 1,100 loans and disbursed \$9 million into the local economy, supporting small business owners and stabilizing neighborhoods.

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## Rick Klau

Chairman and President of Hajoca Corporation [www.hajoca.com](http://www.hajoca.com)

Klau joined Hajoca as president in 1996 and became chairman in 2009. Privately owned Hajoca Corp. is a leading North American distributor of plumbing, heating and industrial supplies that currently has 550 locations in the U.S. and Canada.

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## Ted Levinson

Lending Director of RSF Social Finance [www.rsfsocialfinance.org](http://www.rsfsocialfinance.org)

Levinson manages RSF Social Finance's \$75 million Social Investment Fund, which provides senior, secured financing to nonprofits and businesses with a social mission that focus on sustainable food and agriculture, ecological stewardship and education and the arts.

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## Daniel Loftus

Executive Director at Poder Learning Center and Founder of Oprim-1 LLC [www.poder.org](http://www.poder.org)

Loftus, an educator and administrator with 20-plus years of experience in both Latin America and the U.S., founded Poder Learning Center (Chicago) in 1997. Poder has provided tuition-free English language and career pathways programs for more than 7,000 adult Latino immigrants. In 2012, Loftus launched social enterprise Oprim-1 LLC, a wholly owned subsidiary of Poder that provides employment and training to monolingual Spanish-speaking adults.

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## Brendan Maher (ND '94)

Founder of FISH Inc. [www.ndfish.org](http://www.ndfish.org)

A pro bono consultant to New Jersey-based socially driven organizations, Maher founded the Fellow Irish Social Hub (FISH) as an independent, nonprofit organization that invites Notre Dame students, faculty, alumni and local community members to help develop socially innovative ideas into for-purpose enterprises.

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## Greg McGrath

Executive Director of EOS International [www.eosinternational.org](http://www.eosinternational.org)

In 2008, McGrath co-founded EOS International to create access to low-cost technologies that generate income and improve health and living conditions in the developing world. Establishing operations in Nicaragua, EOS has installed 450-plus technology projects that have impacted more than 35,000 lives. EOS won the McCloskey Business Plan Competition for social ventures in 2011.

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## Dan Morrison (ND '95)

CEO and Founder of Citizen Effect [www.citizeneffect.org](http://www.citizeneffect.org)

Morrison, who has experience in marketing and brand strategy, founded Citizen Effect as a movement of private individuals dedicated to community building through the sponsorship of high-impact projects. To date, the organization has completed projects in more than 20 countries, including the United States, in areas such as clean energy, education, food security, health, water and sanitation.

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## Michaela Murray-Nolan (ND '02)

Executive Director of Kids Corp [www.kidscorp.com](http://www.kidscorp.com)

Serving as executive director since 2002, Murray-Nolan has responsibility for fundraising, program services and staff at Kids Corp, a nonprofit that provides a broad slate of support services and supplies – ranging from summer schools and medical exams, to clothing, books and hot meals – for more than 4,800 Newark, N.J., kids in 70-plus schools, churches and community centers.

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## Christopher Nanni (ND '88)

Vice President of Programs for the Community Foundation of St. Joseph County [www.cfsjc.org](http://www.cfsjc.org)

Nanni is responsible for overseeing the programmatic aspects, including grant making and scholarship programs, for the Community Foundation of St. Joseph County. The Foundation is a charitable endowment that improves the quality of life for the citizens of St. Joseph County and their succeeding generations.

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## Chelina Odbert

Co-founder and Principal of Kounkuey Design Initiative [www.kounkuey.org](http://www.kounkuey.org)

Since 2006, Odbert has worked with community members in impoverished communities in Nairobi, India, Brazil, Honduras and the United States. She co-founded Kounkuey Design Initiative (KDI), an organization that transforms slums and disadvantaged neighborhoods by collaborating with residents to create low-cost, high-impact built environments (Productive Public Spaces) that improve their daily lives.

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## Miguel Brito Ramirez

Co-Founder and President of Community Solutions

Ramirez is the co-founder of several Guatemalan social ventures, including “Soluciones Comunitarias” (Community Solutions), winner of the Ashoka Foundation and Artimesa “Leveraging Business For Social Change” award for its unique structure and impact. Other ventures include a community library and resource center, and tourism company Ixil Tourism, which has generated more than \$1 million USD in gross local revenues since its inception in 2003.

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## Timothy Rann (ND BBA '07)

Creative Impact/ Joma Bakery Café (Vietnam)/ Hagar Social Enterprise Group/ Hagar International [www.hagarinternational.org](http://www.hagarinternational.org)  
[www.joma.biz](http://www.joma.biz) <http://responsiblenomad.wordpress.com/>

A runner-up in the 2008 Notre Dame Social Venture Competition with Responsible Nomad, Rann provides consulting services for a variety of social businesses and social investment funds, and serves as a board member of Hagar Social Enterprise Group, an international Christian organization dedicated to the protection, recovery and community integration of survivors of human rights abuse.

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## John Rush

President and CEO of CleanTurn International LLC [www.cleanturn.org](http://www.cleanturn.org)

A social entrepreneur with a distinct focus on leveraging core business principles for social good, Rush currently leads Columbus, Ohio-based CleanTurn International, a provider of comprehensive property services and general labor for the private and public sectors.

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## Alesha Seroczynski (ND '95)

Reading for Life [www.ireadforlife.org](http://www.ireadforlife.org)

Seroczynski, a research associate and program director in the Institute for Educational Initiatives at the University of Notre Dame, conceptualized and developed *Reading for Life*, a narrative-based intervention that uses novels to facilitate virtuous character development in first-time offending juveniles.

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## Vaughn Spethmann

Operations Advisor of Zambikes [Greenenergyafrica.org](http://Greenenergyafrica.org)  
[www.zambikes.com](http://www.zambikes.com) [www.akerfa.org](http://www.akerfa.org)

A developer of world transportation solutions for almost five years, Spethman co-founded Zambikes, a social business that manufactures, assembles and distributes high-quality bicycles, bicycle ambulances and cargo bicycle trailers to the underprivileged in Zambia, in an effort to address economic and social needs. Spethman also has worked on agricultural projects, construction and energy in developing countries.

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## Mary Claire Sullivan (BBA '08, MBA '12)

Vice President of Business Development for Jordan Energy  
[www.jordanenergy.org](http://www.jordanenergy.org)

Sullivan's participation in the MicroVenturing Program at Notre Dame led her to Guatemala and Nicaragua following her undergraduate graduation, where she worked with Community Enterprise Solutions to create sustainable impact within rural communities through CE Solution's MicroVenturing Program. After receiving her MBA, she accepted a position with Jordan Energy, a developer of solar energy solutions.

## Katie Teitgen (BBA '10)

Hannah & Friends Director of Operations [www.hannahandfriends.org](http://www.hannahandfriends.org)

Teitgen is the director of operations for Hannah & Friends Neighborhood, a 501(c)(3) nonprofit organization located in South Bend, Ind., that provides residential and recreational services for individuals with developmental disabilities.

## Steve Thomas (ND '78)

President and CEO of The NetWork for Better Futures  
[www.networkforbetterfutures.com](http://www.networkforbetterfutures.com)

Thomas, a social entrepreneur with 35 years of experience, developed The NetWork for Better Futures – an organization that reduces the economic and social costs of high-risk adults, primarily African American men, with histories of imprisonment, substance abuse, mental illness, chronic unemployment and homelessness.

## Greg Van Kirk

Co-Founder of The New Development Solutions Group  
<http://newdevelopmentsolutions.com/>

Ashoka Lemelson Fellow Van Kirk recently was recognized as Schwab Foundation "Social Entrepreneur of the Year for 2012 (Latin America)" at the World Economic Forum. He has served as an economic development consultant for USAID, Soros Foundation, Church World Service and many others, as well as worked with universities including Columbia, NYU, Indiana, Arizona State and Miami, where he co-founded the Center for MicroConsignment. Van Kirk also collaborated with Notre Dame on the Gigot Center's MicroVenturing

Certificate Program. The New Development Solutions Group – which includes Community Enterprise Solutions, Social Entrepreneur Corps and NDS Consulting – designs and implements social innovation responses to long-standing development challenges.

## Sr. Martha Walsh

Administrative Director of Seton Enablement Fund  
[www.srcharitycinti.org/enablement.htm](http://www.srcharitycinti.org/enablement.htm)

The Seton Enablement Fund is named after Saint Elizabeth Seton, the first American-born saint and foundress of the Sisters of Charity. Today, more than 400 Sisters of Charity of Cincinnati continue their work of education, social service, pastoral ministry and health care in 18 states and one foreign country.

## Katie Weiss (ND '03)

Co-Founder and CEO of insideGOOD <http://insidegood.com/>  
insideGOOD provides expert-designed surveys and tools that save nonprofits time and money. With more than 10 years of experience in change management, process and application design, as well as with nonprofit organizations, Weiss has managed insideGood's 18-month-long pilot, including application discovery, design, prototype implementation and beta launch.

## Kyle Weiss

Co-Founder and CTO of insideGOOD <http://insidegood.com/>  
As chief technology officer, Weiss manages the agile process development team, and all-things-hardware. Outside of insideGOOD, he is a product manager for a national company's core application, leading the vision and development path for the software product.

## Chris Yura (ND '03)

Founder and CEO of SustainU [www.sustainuclimbing.com](http://www.sustainuclimbing.com)  
Yura founded Morgantown, W.Va.-based apparel company SustainU Clothing with the mission to change the way clothes are made – by improving the environment, reinvigorating America's manufacturing sector, and educating the world about how clothing can positively impact people's lives.

# RESOURCES

We hope that every participant leaves the Irish Impact Conference inspired and with the conviction that YOU can effect change. Whether in a for-profit or nonprofit environment, a small organization or a multinational corporation, as an employee or leader of your own startup, YOUR VISION can impact the human community for the better.

What are your next steps? Here are some resources to help answer that “what’s next” question.

**Take advantage of the curricular and non-curricular programs through the Gigot Center for Entrepreneurship. Here are some suggestions:**

- Enroll in entrepreneurship, social entrepreneurship courses, and/or the **Microventuring Certificate Program**. Many of these classes are open to non-business and business majors, and may offer a paid internship opportunity in a domestic or developing country setting. For details, visit [business.nd.edu/gigot\\_center/Social\\_Entrepreneurship/MicroVenturing\\_Certificate/](http://business.nd.edu/gigot_center/Social_Entrepreneurship/MicroVenturing_Certificate/).
- Participate in the **Ideas Challenge** at the Gigot Center. Have an idea for a venture, but aren’t quite sure what your next steps might be? Come share your idea, or just listen to others! Participants have 90 seconds to pitch their ideas to the audience. Open to all ND students. The 2012 Ideas Challenge will be held on **Tuesday, October 9 at 6:30 p.m. in Giovanini Commons**, located in the lower level of the Mendoza College of Business.
- Enter a team in the **McCloskey Business Plan Competition!** This annual competition provides a tremendous opportunity for entrepreneurial-minded members of the Notre Dame community to foster new business development, while networking with members of the IrishAngels, the Irish Entrepreneurs Network, alumni and friends. The

competition awards nearly \$200,000 in cash and prizes in categories for for-profits and not-for-profits.

- Take advantage of the **Gigot Center’s business plan writing and funding advisory services**. We work with you to turn your new product/service into a profitable venture by helping you understand the market space and potential customers, find a niche for your business, and develop a strategy and execution plan. Our advisory services assist business ventures in finding the most appropriate funding source for ND-affiliated entrepreneurs using an application process.

**Get in touch with Brendan Maher of FISH at Innovation Park:**

FISH offers incubation services to social entrepreneurs ready to launch their ventures. Check out FISH’s website at [ndfish.org/](http://ndfish.org/). In partnership with Innovation Park at Notre Dame, FISH provides world-class facilities and critical occupational services, as well as valuable research and development tools. Its nine-month business incubator program is designed to prepare each client to launch a social enterprise and to maximize its social impact. FISH clients often work in tandem with the Gigot Center and its resources, including the McCloskey Business Plan Competition.

**Not ready to start your own enterprise? No problem! Join one of the following student clubs on campus and get involved with one of their projects:**



**Students in Free Enterprise (SIFE)** works with leaders in business and higher education to mobilize university students to make a difference in their communities, while developing the skills to become socially responsible business leaders.



**Student International Business Council - Global Development Division** creates social awareness and promotes development in impoverished communities around the world through projects that deliver innovative business solutions to communities' most fundamental problems.



The Notre Dame MBA and undergraduate chapters of **Net Impact** are part of

the nonprofit's mission to make a positive impact on society by growing and strengthening a community of leaders who use business to improve the world.



**The Entrepreneurship Society of Notre Dame**

fosters the entrepreneurial spirit and ability of undergraduate students through coordinating programs that emphasize and promote the spirit of entrepreneurship.



**The Notre Dame MBA Entrepreneurship Club** promotes entrepreneurial experiences through lectures by guest speakers, consultation for local businesses, operation of club-run businesses and active involvement in the Gigot Center.

#### **Looking for an internship with a social enterprise?**

The Career Center's Global Internship Initiative Funding Programs offer a variety of funding opportunities for

sophomore and junior students from a range of majors. Students must have an internship secured to apply for funds. Visit the Career Center website for details: [careercenter.nd.edu](http://careercenter.nd.edu)

**Want to look outside Notre Dame for opportunities? Don't hesitate to follow up with the practitioners you met at the conference, but also consider research via the following organizations:**

**Ashoka U** is an initiative of Ashoka that is focused exclusively on universities, seeking to engage students in the kind of work that will be necessary to confront current and future social challenges. [www.ashokau.org](http://www.ashokau.org)

Through the use of philanthropic capital to make disciplined investments, the **Acumen Fund** supports pioneering entrepreneurs focused on finding solutions to poverty by offering critical services at affordable prices. [www.acumenfund.org](http://www.acumenfund.org)

Jeff Skoll, the first full-time employee and first president of eBay, created the **Skoll Foundation** in 1999. Skoll has awarded more than \$315 million, including investments in 91 social entrepreneurs and 74 organizations on five continents. [www.skollfoundation.org](http://www.skollfoundation.org)

**B-Lab** certifies **B-Corporations** - organizations meeting comprehensive and transparent social and environmental performance measures, as well as higher legal accountability standards, among other criteria. [www.bcorporation.net](http://www.bcorporation.net)

**Social Entrepreneur Corps**, a sister organization to **CE Solutions**, is a social enterprise that leads innovative and dynamic international internship programs in Guatemala, Ecuador, Nicaragua, South Africa, Peru and the Dominican Republic. [www.socialentrepreneurcorps.com](http://www.socialentrepreneurcorps.com)

# IRISH IMPACT SPONSORS



The Gigot Center for Entrepreneurship was founded in 1998 for the purpose of fostering innovation and infusing aspiring entrepreneurs with a sense of the possible. Through rigorous coursework, our business plan competitions, extensive networking and mentorship, and hands-on learning experiences, we provide students and the Notre Dame community with the knowledge and necessary skills so vital to entrepreneurship.

We seek to develop individuals who have a vision for a for-profit venture, as well as “intrapreneurs” who seek to bring innovation to an existing enterprise. And in keeping with the Mendoza College mission to Ask More of Business™, the Gigot Center actively supports the social entrepreneur who uses business skills and knowledge to serve the greater good.

The Gigot Center is associated with the Mendoza College of Business Department of Management.

**GIGOT CENTER  
FOR ENTREPRENEURSHIP**  
[business.nd.edu/gigot\\_center/](http://business.nd.edu/gigot_center/)  
University of Notre Dame  
Mendoza College of Business  
Room 234  
Notre Dame, Indiana, 46556  
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**FAX:** (574) 631-3979  
**Email:** [entrep@nd.edu](mailto:entrep@nd.edu)

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The Fellow Irish Social Hub, or FISH Inc., is an independent, nonprofit organization that invites University of Notre Dame students, faculty, administrators and alumni, as well as local community members to develop socially innovative ideas into for-purpose enterprises. FISH provides a full suite of incubation services to promising social entrepreneurs through a centralized infrastructure. This support hub connects inspired intellectual and human capital with vital sources of professional and financial capital to deliver positive, sustainable change to the afflicted populations amongst us.

**FELLOW IRISH SOCIAL HUB**  
[www.ndfish.org](http://www.ndfish.org)  
Innovation Park at Notre Dame  
1400 East Angela Boulevard  
South Bend, IN 46617  
**Phone:** (574) 807-0090

# ADDITIONAL SPONSORS

## THANK YOU!

WE WOULD LIKE TO THANK THOSE WHO WERE INTEGRAL TO THE PLANNING AND EXECUTION OF THE IRISH IMPACT SOCIAL ENTREPRENEURSHIP CONFERENCE 2012, INCLUDING THE LEADERSHIP AND STAFF OF THE GIGOT CENTER FOR ENTREPRENEURSHIP AND FISH, AS WELL AS OUR GENEROUS SPONSORS.



**NASDAQ OMX** | Education Foundation



# MORE THANKS!

WE WOULD LIKE TO THANK IN A SPECIAL WAY THE PRACTITIONERS JOINING US FOR THE CONFERENCE. THEY ARE CONTRIBUTING THEIR TIME, TALENT AND RESOURCES TO THE NOTRE DAME COMMUNITY, AND WE DEEPLY APPRECIATE THEIR EFFORTS.

