Hunger Free Colorado Summit 2013: Hungry For Change

Tuesday, October 1 from 8 a.m. to 5 p.m.
Hangar 61 in Stapleton
8700 E 21st Ave / Denver, CO 80238

Summit Agenda
(Sessions in the Lift Auditorium unless otherwise noted.)

Albert Einstein defined insanity as doing the same thing over and over again and expecting different results. We invite you to try a new approach—move past the same old thing—and see a new result! Summit 2013 explores ways for you to be creative and innovative, take calculated risks and write a new story for you, for your organization and for your clients. This is NOT business as usual.

8:00 – 8:30 a.m. 
Registration & Continental Breakfast

8:30 – 9:00 a.m. 
Welcome
Kathy Underhill
Executive Director
Hunger Free Colorado

Hunger Through My Lens
Lauren Flax – Program Lead
Sallie Campbell – Program Participant
Caroline Pooler – Program Participant

9:00 – 10:30 a.m. 
Design Thinking: A Human-Centered Approach to Complex Problem-Solving
Coeylen Barry
Founder and Head of Professional Development
CreatEDU

Forget the fear of failure… It’s time to think outside of the box. Design thinking harnesses the power of teams to solve a range of complex problems. It’s generally considered the ability to combine empathy for the context of a problem, ingenuity in the generation of insights and solutions, and rationality to analyze and fit solutions to the context. Each of us can be part of creating a more desirable future.

10:30 – 10:45 a.m. 
Break

10:45 – 11:40 a.m. 
A Conversation on Creative Food Sourcing
We’ve brought together three innovators in the area of food sourcing. Learn how food rescue, fresh produce, collaborative thinking, and (sometimes) aggressive tactics can result in tapping previously overlooked food resources. This is not a philosophical conversation—you will walk away with real ideas and hands-on advice for ways to stock shelves with limited resources.

Mary Ellen Huss – Director, Food Bank Network of the San Luis Valley
Lee Maynard – Published Author and Past President and CEO of The Storehouse
Dana Miller – Director, Grow Local Colorado

Moderator: Kathy Underhill – Executive Director, Hunger Free Colorado

11:40 a.m. – 12:30 p.m. 
Lunch and Learn: The Farm Bill – Why Should We Care?
Ellen Teller
Director of Government Affairs
Food Research and Action Center

12:45 – 2:15 p.m. 
Learning Sessions

Diversity and Inclusiveness – Lift Auditorium
Diversity and inclusiveness are key drivers of innovation and critical components for an organization to achieve its mission. They are also areas that can create apprehension and uncertainty for management, staff and those being served. What is the difference between merely working in diversity and investing in an authentic inclusiveness process? How does inclusiveness allow an organization to
meet its mission more fully? How do intentional and unintentional actions in this area impact our ability to provide effective services? This highly interactive session will explore these and other fundamental questions essential to building organizational strength and sustaining a culture of inclusiveness.

Facilitators:
Jamie Morgan – Principal, Morgan & Rushton Consulting
Adrienne Mansanare – Director of Community Leadership, The Denver Foundation

**Beyond Collaboration: Making Collective Impact Work** – Elevate Jr. Classroom, 1st Floor
Have you ever been part of a community (or larger) group that has worthwhile intentions, likes to meet, but never seems to go anywhere or get anything done? The five principles of Collective Impact (CI) can move community groups from “just another meeting” to active, sustainable community movements. This session will dive into each of the five CI principles with participants exploring how CI can improve efforts in their communities.

Facilitators:
Matt Guy – Executive Director, Southeastern Colorado AHEC and
     Managing Director, Pueblo Triple Aim Corporation
Eileen Dennis, RN, MBA – Portfolio Manager, Pueblo Triple Aim Corporation

**The Brand Promise: Connection + Community** – Sky Lounge, 2nd Floor
When we’re communicating about a social issue or cause, it’s easy to overvalue how we achieve change and understand why it’s important. We’re slaves to our stakeholders and confronted with diverse constituent needs, but we also assume our donors and partners prioritize our issue over other causes.

Effective nonprofit marketing and communication is about developing a meaningful and long-term connection to our community. So how do we create a voice that invites everyone in and keeps them engaged? This interactive learning session will offer inspirational examples and straight-forward strategies to help you think differently about your organization’s brand, so you can move it from static to stimulating.

Facilitator:
Sara O’Keefe – Social Issue + Behavior Change Strategist, (n) action: for the greater good

2:15 – 2:30 p.m.  
**Break**

2:30 – 4:00 p.m.  
**Learning Sessions**

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4:00 – 5:00 p.m. Social Hour – Terminal Café & Patio
Presented by Old Chicago / Rock Bottom Restaurant & Brewery

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Fill up on more information at HungerFreeColorado.org
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Speaker Biographies

Coeylen Barry
Founder and Head of Professional Development
CreatEDU

As the founder of CreatEDU, Co Barry’s mission is to bring design thinking to schools around the world. She has more than ten years’ experience in innovative educational programming and consulting in the US and abroad. She is also a founding member of the African Leadership Academy, where she oversaw curriculum design of a cutting-edge program in leadership, entrepreneurship and design. At the Stanford Institute of Design’s K-12 lab she conducted workshops for schools and educators worldwide. Barry earned her master’s degree in Curriculum and Teacher Education from Stanford University.

Sallie Campbell
Participant
Hunger Through My Lens

Sallie Campbell, proud mother of four and grandmother of five, is a Denver native. She worked for 11 years in the banking industry, and prior to that for seven years in the oil and gas business. Sallie is an active church member, an HIV/AIDS advocate, and is dedicated to community service. Sallie has been involved with the Hunger Through My Lens project since spring, 2013.

Eileen Dennis RN, MBA
Portfolio Manager
Pueblo Triple Aim Corporation

Eileen Dennis recently retired from a 33-year career at Parkview Medical Center in Pueblo as the Chief Nursing Officer. Dennis now serves as President of the Pueblo City-County Board of Health, Chair of the Sangre de Cristo Hospice board, member of the community non-profit funding committee, the Pueblo Chemical Depot Re-use Authority and CSU-P President’s Leadership Program board.

Lauren Flax
Hunger Through My Lens Program Lead
Hunger Free Colorado

Lauren Flax is a graduate intern with Hunger Free Colorado while working toward a master’s degree at the University of Denver’s Graduate School of Social Work. During the past year, Flax created and developed the client-focused photo advocacy project Hunger Through My Lens. From 2008 to 2011, she worked at the Congressional Hunger Center in Washington D.C. Flax earned her bachelor’s degree in Political Science from James Madison University.

Matt Guy
Managing Director of the Pueblo Triple Aim Corporation (PTAC) and Executive Director of the Southeastern Colorado Area Health Education Center (SECAHEC)

Matt Guy serves as Managing Director of the Pueblo Triple Aim Corporation (PTAC) whose mission is to make Pueblo County the healthiest county in Colorado. He also serves as Executive Director of the Southeastern Colorado Area Health Education Center (SECAHEC), which provides health education resources and support to current and future medical professionals. Guy consults with the Colorado Rural Health Center, American Medical Association, and other organizations in the areas of practice improvement and community health needs assessments. He earned his Master’s in Public Administration from the University of Colorado.

Mary Ellen Huss
Director
Food Bank Network of the San Luis Valley

Since 2011, Mary Ellen Huss has served as Director of the Food Bank Network of the San Luis Valley, a network of thirteen food pantries in the region. Huss came to the world of food banking as an AmeriCorps member in 2009 with La Puente Home. She was thrilled to work in an area of food systems that made sense—gathering food that would otherwise be wasted and distributing it to those in need.

Adrienne Mansanares
Director of Community Leadership
The Denver Foundation

Adrienne Mansanares joined The Denver Foundation in 2008 and currently serves as Director of Community Leadership. She was hired to develop and manage the Inclusiveness Project, which engages people of color in the nonprofit sector. Before joining the Foundation, Mansanares worked for nearly 7 years at the Community Resource Center, a community-based management support organization. She is an alumna of the Circle of Latina Leadership and serves on the boards of Community Shares of Colorado and Planned Parenthood of the Rocky Mountains.

Lee Maynard
Published author and former President and CEO, The Storehouse

Lee Maynard has served as Vice Chancellor of Prescott College, President of the Prescott Institute for Experiential Education, and as National Director of Operations for Outward Bound. Most recently, Maynard served as President and CEO of The Storehouse, Inc., Albuquerque. The Storehouse is a 50-year-old food-rescue/food-share nonprofit providing free food to the working poor. It is generally considered one of the largest such organizations in America, giving away an average of 2.2 million meals annually.

Dana Miller
Director
Grow Local Colorado

As a lifelong volunteer and activist, Dana Miller has been involved in efforts to benefit the communities in which she has lived. In the last few years, Miller was inspired to support the creation of resilient and sustainable communities by founding Transition Denver, co-founding Grow Local Colorado, and joining other organizations to initiate Produce for Pantries. Produce for Pantries encourages school, community and home gardeners across Colorado to grow and donate healthy food to their local food pantry or hunger relief organization. Dana is a member of the Denver Sustainable Food Policy Council.

Jamie Morgan
Principal
Morgan & Rushton Consulting

Jamie Morgan holds a Master of Nonprofit Management degree from Regis University and is the Principal of Morgan & Rushton Consulting—a firm specializing in training, consulting and group process facilitation for nonprofits, schools, governmental agencies and community groups. Morgan’s work is rooted in her certainty that organizations become more effective when they become more inclusive of diverse perspectives and experiences.
Sara O’Keefe
Social Issue + Behavior Change Strategist
(n) action: for the greater good
For 12 years, Sara O’Keefe has worked on the client and agency side to design, implement, and evaluate social issue marketing campaigns that challenge perceptions and alter behavior. Her work includes motivating commuters to reduce their negative impact on air quality and encouraging Coloradans to change their attitudes and behaviors around health and nutrition. Today, she serves as a strategic consultant to nonprofits, government organizations and marketing firms, who are working for the greater good.

Caroline Pooler
Participant
Hunger Through My Lens
Caroline Pooler is an artist, a poet, and a playwright. She attended the Colorado Institute of Art, and has been involved in advocacy work since moving to Denver more than 30 years ago. Pooler is a founding participant of the Hunger Through My Lens program.

Ellen Teller
Director of Government Affairs
Food Research and Action (FRAC)
As Director of Government Affairs, Ellen Teller directs the development and implementation of FRAC’s legislative agenda. Working with Congress, national organizations, and FRAC’s diverse state and local grassroots field network, Teller advocates for improved access and participation to domestic anti-hunger programs for low-income individuals and families. She joined FRAC in 1986 as a Staff Attorney and had previously worked at the American Bar Association’s Section on Individual Rights and Responsibilities, the Center for Science in the Public Interest, and the Consumer Federation of America.