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# BE THE CHANGE

**MERGE**  
SUMMIT

Sacramento, California  
March 18, 2016

PRESENTING  
SPONSOR:



# EVENT SCHEDULE

**10:30AM–12:00PM**

## **CHANGEMAKERS SPACE & NETWORKING**

**📍 Memorial Auditorium**

Sacramento's changemakers have put our city on the map. Those who have chosen to #BeTheChange are not afraid to lead, invest, create, innovate, collaborate, donate, and participate. As a result, more eyes than ever are on the Capital Region, looking at Sacramento as the new best place to live, work and play.

**12:00–1:00PM**

## **WELCOME LOCAL SPEAKER JAY SALES**

**📍 Memorial Auditorium**

**1:15–2:00PM**

## **BREAKOUT SESSION 1**

**📍 Various Locations**  
Map on Page 4–5

**2:15–3:00PM**

## **BREAKOUT SESSION 2**

**📍 Various Locations**  
Map on Page 4–5

**3:15–4:30PM**

## **KEYNOTE SPEAKER GRETA GERWIG WITH Q&A**

**📍 Memorial Auditorium**

**4:30–7:00PM**

## **EMERGE SUMMIT AFTER PARTY**

**📍 Memorial Auditorium**

After an amazing day, let's kick back and get to know each other a little better. Mix and mingle with 600+ of our region's YP rockstars. Enjoy drinks, hosted bites and music from DJ ZROKK.

# SPEAKER BIOS



## GRETA GERWIG

### Keynote Speaker

Greta Gerwig was born and raised in the River Park neighborhood of Sacramento. She was a student at Phoebe Hearst Elementary, Sutter Middle School, and Saint Francis High School before attending Barnard College at Columbia University in New York City. She is a writer, actress, producer and director. For her film work, she has been nominated for a Golden Globe Award and an Independent Spirit Award, and for her theatre work, an Outer Critics Circle nomination. She will be making her solo writing and directing debut later this year with the film LADY BIRD, which she will shoot entirely in Sacramento.



## JAY SALES

### Local Speaker

In 2006, Jay Sales joined VSP Global, an industry-leading organization that brings together high-quality, high-fashion eyewear, customized lenses and ophthalmic technology to help more than 77 million people see. Since then, Jay has been an integral part of launching VSP's innovation lab, The Shop. Predicated on design thinking, lean methodologies and disruption theory, The Shop is breaking down boundaries between the digital and physical worlds where design, fashion and health care collide. Jay has over 20 years of experience in technology, which has included positions working with IBM and its premiere business partners, HP, and multiple start-ups and Internet companies. He is currently leading a fast-paced team that emphasizes design-driven disruption via technology for the health care and vision industries.

# CHANGEMAKERS SPACE

## Artists

Thomas Ramey

Sculpture garden and live demonstration  
[essentialsinsteel.com](http://essentialsinsteel.com)

Jake Castro

“EMERGE” Interactive installation  
[jakecastro1.com](http://jakecastro1.com)

Maren Conrad

“Bullseye” interactive installation  
[marenconrad.com](http://marenconrad.com)

Gioia Fonda

“Give a Fork” art installation  
[giveafork.net](http://giveafork.net)

Trent Dean

“Absent/Present” installation

Danny Schieble

Creator of Tapigami  
Stage installation  
[tapigami.com](http://tapigami.com)

Sacramento Ballet

“Beloved Soul” live performance  
[sacballet.org](http://sacballet.org)

## Live Music

Andrew Castro [andrewcastromusic.com](http://andrewcastromusic.com)

Joe Kye [joekye.com](http://joekye.com)

Xochitl [xochitlofficial.net](http://xochitlofficial.net)

Artwork and performances  
curated by Tre Borden

## Non-Profits

Meet and learn about ways to get involved with these nine regional changemakers:

Next Move

Mutual Assistance Network

Junior League of Sacramento

Habitat for Humanity of Greater Sacramento

Sacramento Philharmonic & Opera

Asian Resources

Boys & Girls Club of Placer County

Sacramento Regional Builders Exchange Education Foundation

Alchemist CDC

# PITCH FOR CHANGE FINALISTS

## Cause Concerts

by Arielle Moyal

Cause Concerts is about turning Sacramento's growing music scene into a philanthropic tool. The effort would partner with music venues and event groups to add a \$1 increase to ticket prices. Donations are collected and given to local nonprofits and scholarships that focus on arts and music development. It's a collaborative effort of those that celebrate the funky individuality of this city's music scene, to take their passion and do something good with it.

## The Dune

by Kimberly Garza

The Dune is a temporary urban park along the Sacramento riverfront that will serve to reconnect the river with the city. Sacramento's rivers are its biggest assets, yet there are few connections between the city and the river, and even fewer areas to view and enjoy them. In response, the Dune proposes a new model of an urban park that seeks to create an interactive, educational and fun experience along the river in the fall of 2016.

## Sac2050

by Ash Roughani

Sac2050 takes the headache out of navigating Sacramento's myriad government websites by creating a single interface to find information. Code for Sacramento launched Sac2050.org to build a civic operating system and empower residents with the tools they need to accelerate quality-of-life improvements across six areas: the economy, education, health and families, public safety, environmental sustainability, and transportation and housing. The project will connect government and nonprofit organizations with individuals that want to contribute, maximizing the region's collective social impact.

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## Download the app, watch the videos and **vote!**

- 1** Download the Metro EDGE app from the Apple App store or Google Play store.
- 2** Take the "Pitch for Change" survey to vote for your favorite pitch. Make sure to vote by 2:00pm today

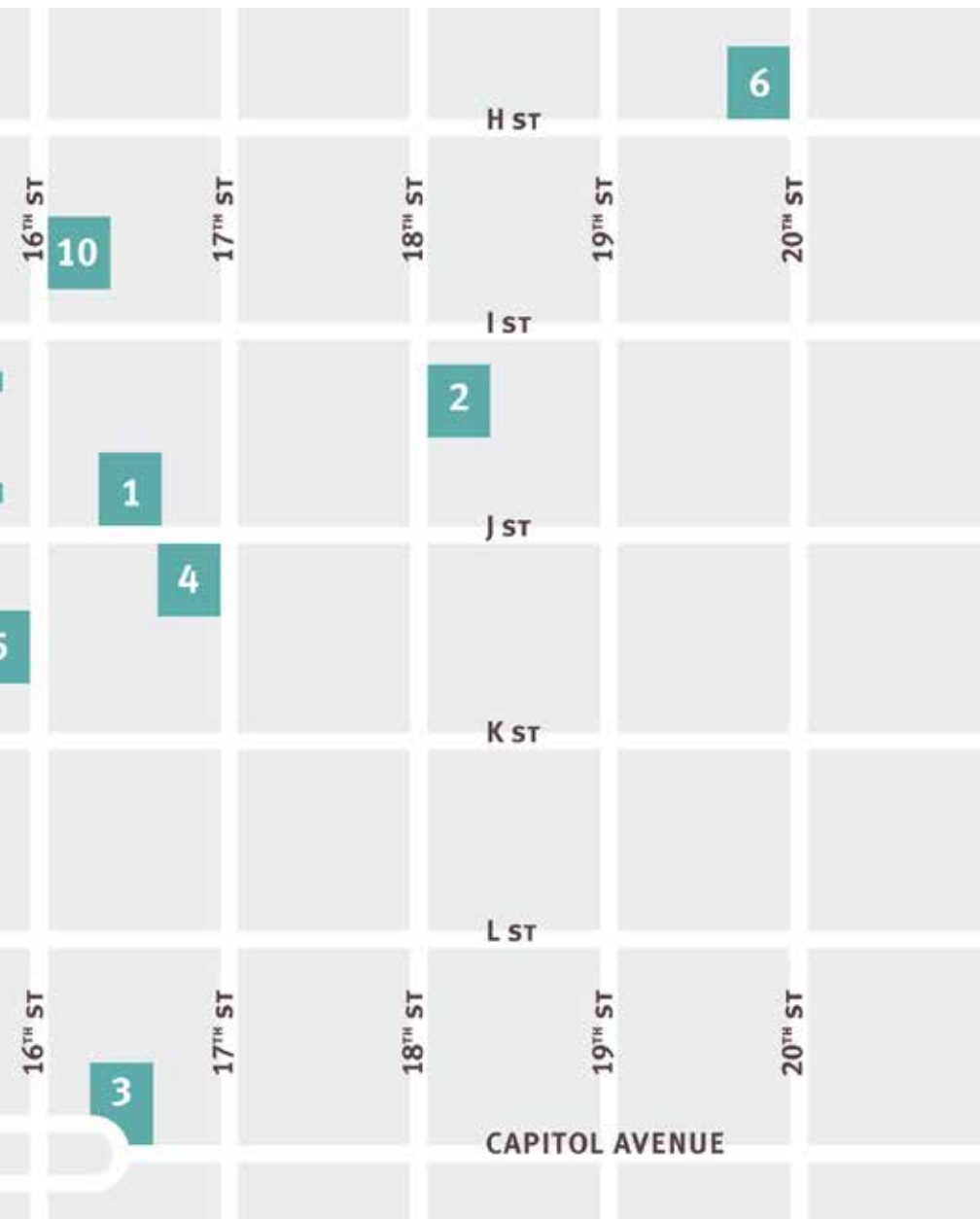
# BREAKOUT SESSIONS MAP



- 1 Getting Ready for the Millennial Wave**  
Lucca, 1615 J St.
- 2 Bridging the Gap and Providing a Platform for Advancement**  
USC Sacramento Campus, 1800 I St.
- 3 Money Matters**  
CA Dept. of Public Health,  
1615 Capitol Ave.

- 4 Changing the Game**  
Goldfield Trading Post, 1630 J St.
- 5 Creating a Culture that Embraces Change**  
Mikuni, 1530 J St. #150
- 6 From Ideas to Results**  
Urban Hive, 1931 H St.

All 12 Breakout Sessions will run from 1:15 – 2PM and again from 2:15 – 3PM. Attendees will have 15 minutes to travel between workshops.



- 7 The Changing Skyline of Sacramento**  
Bus tour departs from the west side of Memorial Auditorium
- 8 Be Your Financial Change**  
Cafeteria 15L, 1116 15th St
- 9 Unleashing the 18-hour City**  
Stantec, 1201 J St.

- 10 Bringing Change to Your Organization**  
The Find, 817 16th St.
- 11 Be the Change. Be an Advocate**  
Memorial Auditorium, 1515 J St.
- 12 Peer Mentorship Tinder**  
Memorial Auditorium, 1515 J St.

# BREAKOUT SESSIONS

## 1. Getting Ready for the Millennial Wave

📍 Lucca

Baby boomers currently occupy an overwhelming majority of the leadership position in business, government and community organizations. While they have been working for 30+ years already, they are ready to retire in droves. A generational shift is imminent. This breakout session will be moderated by Jim Tabuchi, a retired baby boomer dedicated to developing young professional leaders. A panel of graduates from the Sacramento Asian Pacific Chamber's Catalyst leadership program will discuss what they have done to ready themselves for the opportunities at hand. Please join us if you are ready to answer the call to lead for the next generation.

**Speaker:**  
Jim Tabuchi

**Sponsor:**



**Host:**  
California Asian Pacific Chamber of Commerce Foundation

## 2. Bridging the Gap and Providing a Platform for Advancement

How To Utilize Common Interest Networking To Benefit Your Career Development

📍 USC Sacramento Campus

Greater Sacramento Habitat Young Professionals (HYP) not only offers the chance to give back to the community,

but to network under a common interest alongside professionals from a breadth of fields in various stages of their careers. Being a HYP member can offer you the common interest platform to cultivate professional connections both in and outside of your organization, as well as the opportunity to work together to change lives. Hear directly from a panel of Habitat for Humanity of Greater Sacramento board members and the HYP Leadership Council members about how to take advantage of philanthropic-based networking to elevate your professional connections, make a difference in your community community, and bridge the gap and forge connections between you and senior colleagues.

**Speakers:**  
Kelley Smithey  
Ron Lamb  
Freddie Silveria  
Laine Himmelmann

**Sponsor:**



**Host:**  
Greater Sacramento Habitat Young Professionals (HYP)

## 3. Money Matters

The Art of Fundraising

📍 CA Dept. of Public Health

One of the hardest things to do is raise money. Without proper funds many organizations are unable to achieve their mission, hold annual events, provide services and programs, and perform their day-to-day functions. Money Matters: The Art of Fundraising provides an in-depth look at how you can improve your organization's fundraising efforts.



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Learn how to develop a compelling and consistent message, and how to deliver it to increase visibility, supporters and volunteers. This breakout session is aimed at engaging young professionals in an interactive discussion that explores different opportunities to raise funds and the role fundraising plays in providing resources to an organization. It is geared toward those who are new to fundraising, board members, volunteers, and young professionals interested in learning more about the fundraising process.

**Speakers:**

Eugene Willis Jr., Veronica Smith  
Gina Lujan

**Sponsor:**



**Rabobank**

**Host:**

Greater Sacramento Urban League  
Young Professionals

## 4. Changing the Game

**How The Sacramento Kings Are Using Technology to Revolutionize Sales in the Sports Industry**

**📍 Goldfield Trading Post**

As one of the premier young professionals organizations in the region, Ignite Young Professionals of the Roseville Chamber are always looking for more ways to arm future leaders with the best of what's to come. Many of us recognize that cold-calling is one of many outdated tactics of the past. The Sacramento Kings are disrupting customer engagement with new technology that allows teams to review, dissect and utilize data to improve the customer's buying experience. With their "Sales 3.0"

platform, innovative, hungry sales and service reps can use their tech savvy skills and interact with customers – in the way that's most comfortable for both of them – with impressive results.

**Speaker:**

Phil Horn

**Sponsor:**



**Host:**

Ignite Young Professionals of the Roseville Area Chamber of Commerce

## 5. Creating a Culture That Embraces Change

**📍 Mikuni (Upstairs Loft)**

Change is the one thing in our world today that is constant. Rick VanDermyden, leadership speaker, trainer and coach, will present how to create a culture that not only accepts change, but embraces and looks for ways to remain relevant through change and disruption.

**Speaker:**

Rick Vandermyden

**Sponsor:**



**Host:**

The Junior League of Sacramento, Inc.

## 6. From Ideas to Results

**The Entrepreneur's Roadmap for Success**

**📍 Urban Hive**

Don't miss your chance to have an intimate conversation with some of the region's most innovative young entrepreneurs. In this interactive session, a diverse panel of Sac

# BREAKOUT SESSIONS

Town's best and brightest will share their secrets and tips to making your entrepreneurial dreams a viable reality. Share your dreams with the panel, and they will give you personalized suggestions for taking your first step! Moderated by Amanda Blackwood, CEO of The Momentum Initiative, this panel features KJ of KJ2 Productions, Lisa Wrightsman of Street Soccer USA, and Jessica Kriegel of In the Sac App.

**Speakers:**

Lisa Wrightsman  
Kenneth Johnston  
Jessica Kriegel

**Host:**

The Nehemiah Emerging Leaders Program (NELP) Alumni Association

**Sponsor:**



## 7. The Changing Skyline of Sacramento

A Bus Tour with Mike Heller and Todd Leon

**📍 Bus Tour: Departs and returns to Memorial Auditorium**

It's an exciting and historic time to be living in Sacramento. From the planned development of the Downtown Railyards to the Golden 1 Center to the redevelopment of Midtown, the Sacramento skyline is being changed by the commercial construction industry. Join Mike Heller as we take a bus tour and discuss some of his past, present and future projects, including the MAARS Building, the Tribute Building, R12 and the Ice Blocks Project. Todd Leon will talk about the projects CADA is

working on to make Sacramento a more diverse and vibrant place to live.

**Each breakout will be limited to 50 people.** Sign up for each breakout by the Emerge Summit Registration area when you arrive at Memorial Auditorium.

**Speakers:**  
Mike Heller  
Todd Leon

**Sponsor/Host:**



## 8. Be the Change in Your Financial Future

**📍 Cafeteria 15L**

How does one manage their personal finances successfully – to work for and not against them? As young professionals acquire assets and face challenges such as student loans and credit card debt, what tools can they use to budget wisely? Elise Schexnayder will walk you through the steps necessary to identify your passions and how to use them to make the difference in your financial life.

**Speaker:**  
Elise Schexnayder

**Sponsor/Host:**



## 9. Unleashing the 18-Hour City

**📍 Stantec**

If you want to shape Sacramento's tomorrow, this is the session for you! As cities work to build stronger, more resilient communities and companies chase talented young professionals, the competitive pressure to create

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urban centers that appeal to today's talent pool is unmatched. How can the 220-acre Railyards site, the largest infill development project west of the Mississippi River, appeal to young professionals and unleash Sacramento's vision for an 18-hour city?

Join ULI Sacramento Young Leader Group for an interactive conversation with Railyards developers and Sac Republic FC to discuss what amenities are important to you in order to create one of the most dynamic, urban neighborhoods in Sacramento. This is your time to make an impact and make Sacramento great!

**Speakers:**

Alan Hers,  
Denton Kelley  
Warren Smith

**Sponsor:**



**Host:**

ULI Sacramento  
Young Leader Group

## 10. Bringing Change to Your Organization

### 📍 The Find

Dan Stevenson is an agent of change and has led many teams, including start-ups within different organizations such as Apple, Sony, Compaq and Gateway. Dan will show you how you can bring change to your organization through collaboration with others, creating new solutions, and connecting as a team.

**Speaker:**

Dan Stevenson

**Host/Sponsor:**



## 11. Be The Change. Be An Advocate.

### 📍 Memorial Auditorium

Want to #BeTheChange in Sacramento, but not sure how to make it happen? Hear from experts from the nonprofit, community advocacy, and political worlds that are making a difference in our community and learn how you can become an advocate, too.

**Speakers:**

Bernadette Austin, Tricia Rosenbaum, Scott Moak

**Host:**

Metro EDGE

## 12. Peer Mentorship Tinder

### 📍 Memorial Auditorium

Ever wanted to have some face-to-face time with some of our region's most celebrated young professionals? Now is your chance as we have gathered 10 of Sacramento's most shining examples for a series of intimate discussions. After hearing a 60 second intro from each of our YP all-stars, "swipe right" on your favorite three and you and 1-2 others will take part in an honest and passionate conversation on how they did it and hopefully come away with new friendships that can be meaningful resources in and out of the office.

**Speakers:**

Erika Bjork, Mac Clemmens, Roshawn Davis, Kachet Jackson-Henderson, Allison Joe, Justin Knighten, Aaron Marchand, Jake Mossawir, Kelly Rivas

**Host:**

Tre Borden, Metro EDGE YP of the Year

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## Presenting



## Premier



## Hydration Station



## Charging Station



## Presenting Reception



## Reception



## Reception Photo Booth



## Gold



## Booth

University of the Pacific, All City Realty Group, United Way California Capitol Region, University of Southern California, The Find/Studio 817, Nehemiah Community Foundation, The Niello Company, Sacramento State, VSP, Safe Credit Union, SMUD

## Media Premier



## Media Gold



The Year-Round Source For Sacramento's Events

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 Event Co-chair:  
**Leidhra Johnson**, Paragary Restaurant Group @leidhra



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