

BOOK LAUNCH AGENDA

Celebrating the pre-launch of:

INSPIRING GENERATIONAL LEADERSHIP

YOUR
GUIDE

TO DESIGN A
CONSCIOUS CULTURE

Written by ICE CEO | Founder **DeLinda Forsythe**

When:

November 3rd, 2021, 4:00-8:00PM

Location:

**Alexandria Real Estate Tech Building
Conference Center 9605 Scranton –
indoor/outdoor event**

Event Sponsors:

**Conscious Capitalism San Diego (CCSD)
Conscious Capitalism Inc. (CCI)
Innovative Commercial Environments (ICE)
Inspiring Generational Leadership Inc. (IGL)**

PURPOSE OF EVENT

The purpose of this event is to raise awareness of [Conscious Capitalism](#) principles, philosophy and the national community of leaders that exist within the 2014 founded organization, and introduce the local chapter, CCSD. Conscious Capitalism (CC) has 38 highly-engaged chapters. They've created an extremely robust village of like-valued, purpose-driven national leaders that connect virtually to share best practices and [create community](#). Though the leadership principles postulated through CC may not be well-known, appearing as nascent in San Diego, it has been robustly debated and engaged with tremendous financial, societal, environmental success since 1984, utilizing different platforms, organizations, and terminology.

*CCI chapters and leaders share a mission to create a positive ripple effect that aspires to
elevate humanity through the free market system
today and for future generations yet to be born.*

CCSD, relaunched in 2021, aspires to foster awareness of the advantages and benefits of the tenets of Conscious Capitalism. We desire to expand understanding of the value of creating a virtuous circle that benefits all stakeholders, especially the environment and younger generations. *Inspiring Generational Leadership* is the first book to focus on the relevance of Conscious Capitalism and its alignment with Millennials and Gen Z values.

Conscious Capitalism offers an alternate choice to socialism. 70% of Millennials in a 2019 YouGov survey confirmed their belief that [socialism is a better form of government than capitalism](#); they need another choice!

We hope to pique your interest to learn more! We provide no-cost speaking engagements to non-profits to spread awareness of CC leadership principles. We believe organizations that support the business community will enjoy learning how they can adopt more effective practices *to attract and retain today's younger generations*. We also have consultants and coaches that can actively engage with for-profit companies to better embody these principles.

Some of our current initiatives:

- CCSD is leading the effort to develop a tech-enabled CC badge for Girl Scouts because 52% of female business leaders, 69% of US Senators and 100% of US Secretaries of State were Girl Scouts. Content for badge based on moderator Laura Hall's book *The ABCs of Conscious Capitalism for KIDS*
- Introduce SD colleges and universities to the Mars, Inc./Catalyst program the Economics of Mutuality, a field-tested program that has elevated the poorest villages for over a decade in Asia, Africa and other nations
- Introduce metrics for measuring more than just financial ROI but other forms of capital: societal, human, natural and the basics of conscious capitalism to San Diego businesses through no-cost CCSD training programs
- San Diego BIA Toastmasters Club working with High School AVID students to learn basic communication skills and fundamentals of conscious capitalism

AGENDA

4:00 Refreshments served inside/outside, networking with active conscious leaders. Book Signing at front desk. Pre-purchase book: <https://www.delindaforsythe.com/book>

5:15 Del Lewis, President of CCSD welcomes guests in auditorium

5:20 Speaker: DeLinda Forsythe to provide context for the evening to include a power point on what CC is, why it's significant for the future of capitalism and the purpose for writing *Inspiring Generational Leadership*

5:35 Videos: Beyond Zero & Greyston

5:45-6:00 Speaker: Greg Horowitz discusses significance of keystones and why UCSD is keen on developing conscious leaders

6:00-6:15 Sandra Pelletier Interview and Evofem commercial

6:15-7:15 Speaker panel event moderated by Laura Hall with guests Kent Gregoire and DeLinda Forsythe

7:15-8:00 Networking continues with guest speakers and CCSD board members, desserts, and coffee

Speaker Bios and Links



Del Lewis, President/CEO [TriClare Business Holdings](#), Business Strategist, Keynote Speaker, Author

Del is well-versed in employing business as a force for good. As a Serial Entrepreneur, Investor and Founder of TriClare Business Holdings, a venturepreneurial firm that invests in privately held businesses and as co-founder of Red River Shipping, a maritime shipping company widely considered the first wholly minority-owned company to be awarded a U.S. government contract with the Military Sealift Command, Del epitomizes the essence of a Venturepreneur. He is a former investment banker leading syndicated finance deal teams, raising over \$2 billion for his Middle Market clients. Del is a graduate of The U.S. Merchant Marine Academy, holds a U.S. Coast Guard Merchant Mariner's license and held the rank of Lieutenant Commander in the U.S. Naval Reserve. Del is an engaged supporter of the San Diego community, serving as the San Diego Bowl Game Association and President of Conscious Capitalism San Diego, CCSD.



DeLinda Forsythe, CEO/Founder [Innovative Commercial Environments, ICE](#), Keynote Speaker, Author

DeLinda Forsythe is a thirty-five-year executive and ethical entrepreneur in contract furniture. Since 2006, she's field-tested and developed her intuitive leadership philosophies as CEO and Founder of ICE in partnership with Millennial teammates. Working collaboratively with her coworkers, ICE has had outlier success to include being on the Inc. 5000 Fastest Growing Companies seven times—only 1.5 percent of US firms have been on this list seven times! *Inspiring Generational Leadership: Your Guide to Design a Conscious Culture*, DeLinda's first book, captures the leadership and success journey of ICE and other conscious business enterprises.



Greg Horowitz [Innovation Ecosystem Architect, VC, Serial Entrepreneur](#), Author, Global Innovation Policy Adviser, Public Speaker. With his diverse background as a venture capitalist, serial entrepreneur, and innovation ecosystem architect, Greg has transformed organizations, communities, governments and countries that embrace the development of innovation ecosystems. Greg's unique expertise lies at the intersection of high impact startup investment + mentorship, innovation based economic development, capital formation, policy, strategy, technology transfer and commercialization. his diverse background as a venture capitalist, serial entrepreneur, and innovation ecosystem architect, Greg has transformed organizations, communities, governments and countries that embrace the development of innovation ecosystems. Greg's unique expertise lies at the intersection of high impact startup investment + mentorship, innovation based economic development, capital formation, policy, strategy, technology transfer and commercialization.



Laura Hall [Global Retail Consumer Goods Advisor](#), Author, Speaker, Conscious Capitalism Ambassador

Laura, a global retail executive with over 30 years of experience in the business of fashion and retail consumer goods, brings a combination of experience, perspective, and purpose-driven business thinking. In her last corporate role as President of Accessories for Polo Ralph Lauren, Laura gained valuable knowledge in how best to advise other global consumer goods companies because she's been through most of the same challenges and opportunities. Laura founded WHYZ Partners in 2018, a different kind of consumer goods consultancy: offering real world/real time expertise in merchandising, manufacturing, marketing, unified commerce, and sustainability. A primary mission at WHYZ is to partner with clients to empower the next generation of retail executives to create an ecosystem of extraordinary, socially responsible businesses and leaders. Laura is a respected female voice for socially responsible business practices that resonate with today's Millennial and Gen-Z consumers. As a founding author for Conscious Capitalism Press, Laura published *The ABCs of Conscious Capitalism for KIDS: Create a Business, Make Money, Change the World*.



Kent Gregoire [Certified Conscious Capitalism Consultant](#), Serial Entrepreneur, Keynote Speaker, Angel Investor

As the Founder | CEO of Symphony Advantage, Kent has developed his brand of the 'CEO to 'CEOs'; providing advisory, training, and coaching services to executive level management for over 35 years. He focuses on a win-win-win approach that delivers exponential value to all stakeholders. Kent launched his first manufacturing company at 14 and has founded or led dozens of successful companies. He is an angel investor in purpose-driven companies taking companies through all business cycles—start-up, growth and repositioning. He's led many through successful exits and raised tens of millions of dollars in private capital. Kent is a sought-after speaker in the U.S. because of his extensive experience and expertise, engaging audiences worldwide to include the United Nations, EO and Saint Bonaventure University (SBU).



Sandra Pelletier [Chief Executive Officer](#) President, and Executive Director of Evofem Biosciences, a San Diego-based biopharmaceutical company committed to developing and commercializing innovative products to address unmet needs in women's sexual and reproductive health. Sandra joined Evofem as CEO in 2015 and has been responsible for the company's rapid growth and evolution, including the Company's transition to the public market in January 2018 and multiple equity financing rounds that have raised over \$500 million. Under her leadership, Evofem launched Phexxi®, the first and only FDA-approved non-hormonal, on-demand birth control in 2020. She has also advanced Evofem's investigational product candidate, EVO100, into a Phase 3 clinical trial for the prevention of both chlamydia and gonorrhea in women, for which there are no prescription products available. Earlier in her career, she founded WCG Cares, an international nonprofit organization focused on creating sustainable supply chains that delivered reproductive healthcare products to women in more than 100 developing countries.