



# creative change 2022

**Monday, July 25, 2022 - Friday, July 29, 2022**

a retreat at Sundance at the intersection  
of arts, popular culture, and social justice

# WELCOME TO THE 2022 CREATIVE CHANGE RETREAT!

On behalf of all of us at The Opportunity Agenda, we are grateful for you taking time out to join us for this, our 10th Retreat. This is a momentous occasion, not only because it marks a key milestone, but also our first opportunity to come together since the emergence of the pandemic.

We're gathering across regions and fields—arts, entertainment, advocacy, activism, and philanthropy and will be keeping your safety and health in mind. Sundance is a place committed to the balance of the arts, nature, and community and we hope you will find the legacy and inherent beauty of this setting an inspirational backdrop for personal care and collective visioning.

We have all lived through collapse, polarization, violence, and attempts to strip us of our rights and safety. It is our hope that Creative Change will serve as a kind of medicine—a safe place for reflection, connection, and collaboration to help us re-energize for the work ahead. Despite the seemingly unending turbulence, we have also witnessed an evolving appetite for new visions for the road ahead—ones that point to greater interdependence, sustainability, and collective action.

The strands woven at the nine previous retreats have grown into transformational collaborations; diverse, culture-changing partnerships; and field-changing ideas. What connections, renewals, and visions will this year's landmark 10th retreat yield? That's for each of us to discover and determine, individually and collectively, over these next few days. No matter what experiences and perspectives you bring, your ideas, inspiration, and participation are valuable to us all.

Now it's your turn. Your turn to bring your unique creativity, energy, and strategy to this diverse and dynamic group. Your turn to weave connections, take in the beauty of nature, and plant seeds for future projects. And your turn to spend time visioning with these incredible folks, ways that we can go forward to help create a just, sustainable, caring, and abundant future for all. We're not going back. We are certainly moving forwards. We look forward to getting to know you and creating an open, safe, and generative space that honors your contributions to it and to our world!

With gratitude,

**Betsy Richards**  
**Director of Cultural Strategies**

# PROGRAM

## MONDAY, JULY 25

All day **Participants arrive at Salt Lake City Airport**

10:00am–6:00pm **Registration Table open** (*Reception Area*)

7:00pm–9:00pm **Welcome Reception with Food and Drink**  
(*Redford Conference Center and Lawn*)

## TUESDAY, JULY 26

7:30am–9:00am **Breakfast** (*Redford Conference Center and Lawn*)

9:00am–10:00am **Opening, Introductions, and Speed Meeting**  
(*Redford Conference Center*)

10:00am–11:15am **Opening Conversation: We Can Thrive Together**  
(*Redford Conference Center*)  
We will kick off our time together with an interactive conversation that focuses on the power of visioning a just and abundant future for all. This session will feature inquiries led by **Charon Hribar, Jeremy Liu, and Shawn Taylor**

11:30am–12:30pm **Sharing Our Stories: Work from the Field** (*Redford Conference Center*)  
Highlighting some examples of the role that storytelling in its myriad forms plays in social change, the morning and afternoon will include a range of work to inspire our engagement for the remainder of the retreat. This session includes presentations by **Sheri Bradford, Rommy Torrico, Allie Young, Mark Gonzales, Macky Alston, Nando Alvarez, and Josh Healey.**

12:30pm–1:30pm **Lunch** (*Redford Conference Center and Lawn*)

1:30pm–2:30pm **Sharing Our Stories: Work from the Field**  
(*continued*) (*Redford Conference Center*)  
This afternoon's session will feature **Alex Albadree, Jin-Ya Huang, Evan Narcisse, Alex Rivera, Russel Craig, Annie Del Hierro, and Quess Moore.**

2:30pm–3:00pm	<b>Seeding the Network: Collaboration and Connection</b> Participants will briefly explore possibilities for collaboration and connection within the retreat, seeding our Design Team process that begins the next morning.
3:00pm–3:15pm	<b>Announcements and Close</b>
3:15pm–5:30pm	<b>Free Time</b>
5:30pm–7:00pm	<b>Dinner</b> ( <i>Redford Conference Center and Lawn</i> )
7:30pm–9:00pm	<b>The Mix Up</b> ( <i>The Lookout</i> ) <b>Josh Healey</b> will host an informal evening of clips, comedy, spoken word, stories, and music. Featuring <b>Kenice Mobley, Beau Sia, Jackie Keliiaa, Maytha Alhassen, Daniel French, Meklit Hadero, and Charon Hribar.</b>

## WEDNESDAY, JULY 27

7:30am–9:00am	<b>Breakfast</b> ( <i>Redford Conference Center and Lawn</i> )
9:00am–9:15am	<b>Morning Overview and Announcements</b>
9:15am–10:30am	<b>Design Teams Marketplace: Creative Collaborations for Change</b> Do you have a campaign or change agenda that could benefit from the creative and strategic minds at this retreat? Attendees will have the opportunity to offer a one-minute pitch about their project that will be followed by self-organization into small groups. Over the next day and a half, each group will be asked to generate ideas for cultural strategies that amplify the project's social change intentions.
10:45am–12:15pm	<b>Small Group Work–Design Teams</b>
12:15pm–1:15pm	<b>Lunch</b> ( <i>Redford Conference Center and Lawn</i> )
1:15pm– 2:45pm	<b>Small Group Work–Design Teams</b> ( <i>continued</i> )
2:45pm–3:00pm	<b>Announcements and Close</b>
3:00pm–5:30pm	<b>Free Time</b>
5:30pm–6:45pm	<b>Barbeque</b> ( <i>Amphitheater Picnic Area</i> )
6:45pm–8:30pm	<b>Bird Release</b> ( <i>Amphitheater</i> )

## THURSDAY, JULY 28

7:30am–9:00am	<b>Breakfast</b> ( <i>Redford Conference Center and Lawn</i> )
9:00am–9:30am	<b>Opening Announcements and Activity</b>
9:30am–11:00am	<b>Small Group Work–Design Teams</b> ( <i>continued</i> ) Design Teams return to their process to finalize their work and prepare presentations.
11:15am–12:30pm	<b>Show and Tell: Design Team Presentations</b>
12:30pm–1:30pm	<b>Lunch</b> ( <i>Redford Conference Center</i> )
1:30pm–2:00pm	<b>Announcements and Close</b>
2:00pm–3:30pm	<b>Open Space Conversation(s)</b> ( <i>Redford Conference Center and Lawn</i> )
3:30pm–6:30pm	<b>Free Time or Free Conversations</b>
6:30pm–9:00pm	<b>Reception followed by Closing Dinner</b> ( <i>Redford Conference Center and Lawn</i> )

## FRIDAY, JULY 29

ALL DAY	<b>Shuttles to Salt Lake City Airport</b>
6:00–8:00am	<b>Breakfast To-Go</b> ( <i>Early departures only, Front Desk</i> )
7:30am–9:00am	<b>Breakfast</b> ( <i>Redford Conference Center and Lawn</i> )

## WHAT IF I NEED SOMETHING?

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### Arrival at Salt Lake City Airport and Transport to Sundance

Private transportation through Snow Country Limousine has been arranged for you from the Salt Lake City Airport to Sundance. Upon arrival, you will receive an automated text message with your driver's contact information and meeting location.

Should there be any flight delays or cancellations, or if you have any issues connecting with your driver, please contact [ccretreat@stampeventco.com](mailto:ccretreat@stampeventco.com).

### Important Numbers

Sundance Concierge: 801-225-4107

### At Sundance

While you are here, do not hesitate to call Sundance's Main Number at 801-225-4107 to ask for assistance with your room, hotel facilities, and services, or getting around the property.

### For All Other Matters

We are also available for assistance and to respond to questions on the following matters:

Presentations: Betsy Richards or Sughey Ramirez

Audio/Visual or Set-Up Related to Your Presentation: Amanda Luke

Airport Shuttle or Lodging Arrangements: Yuval Kagan

Anything else on your mind: Betsy Richards or Sughey Ramirez

### Departure Information

Please check in with Yuval Kagan the day before your departure to confirm your departure time from the reception area/lobby area. Plan to leave Sundance from the reception lobby at least 3 hours before your flight.

## WIFI

### GUEST ROOMS AND COMMON AREAS

Network: Sundance Guest Wifi

Access Code: CC2022

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## SOCIAL MEDIA AND PRIVACY

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We ask that **all in attendance be respectful of the privacy of participants and the sensitive nature of conversations that occur at the retreat.** Social media users are asked to not discuss participants by name or to tag others in photos without first securing their permission. Additionally, social media participation should be reserved for breaks and free time, not during presentations or discussions—program sessions are considered “no-phone zones.” Although members of The Opportunity Agenda staff will be taking notes and capturing images, we also want to underscore those individual comments and conversations are off the record and confidential.

For participants who choose to share their Creative Change experience online, the retreat’s hashtag is **#CreativeChange**. In addition, The Opportunity Agenda runs a **private Facebook Group, Creative Change Participants** (which you will be invited to join), to connect attendees and alumni during the retreat and beyond.

## NO SOLICITATION

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Creative Change is intended to fill you with ideas and introduce you to others in and out of your field. We ask that you be respectful of the “no solicitation” spirit of the retreat. **Please save business inquiries or pitches for work or funding for a later date**, and focus on sharing, exploring, and building bridges to a more inclusive and just future.

## SHARING MATERIALS AND ART

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**There will be a table in the Redford Conference Center for you to share materials** (stickers, posters, reports, etc.). In addition, we will provide an informal way (clips, artist’s tape) to hang any posters, prints, or other art that you would like to display in the space.

## WHAT YOU NEED TO KNOW ABOUT SUNDANCE

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Created by Robert Redford, Sundance is a haven for discovery and inspiration that offers a wide range of mountain recreation experiences year-round. Situated at the base of 12,000-foot Mt. Timpanogos and on 5,000 acres of preserved wilderness, Sundance is committed to the balance of art, nature, and recreation.

Here are some tips for your visit:

- **Temperatures fluctuate** and a 30-degree temperature swing in one day is not unusual. While daytime highs can reach 90 degrees, night-time lows can sink to the mid-50s. Dress in layers.



- Brief afternoon thunderstorms are common. **Come pre pared for rainfall.**
- **Please bring a warm hat and a wind-resistant/fleece-style jacket** or another similar cover-up. It will come in handy during our evening barbeque and bird release. By the time the sun goes down it can be very cool.
- **Apply and reapply lip balm and sunscreen** to exposed areas.
- **A brimmed hat and sunglasses** are recommended to protect your eyes from the glare.
- **Drink extra water and minimize your alcohol intake** to help you adapt to the high altitude.
- Please **bring sneakers or trail shoes** for low- to medium-impact walking and optional hiking.
- We suggest **bringing a simple backpack** with you, not only to tote your materials but also to allow you to take what you need on a hike and participate in other optional free-time activities.
- **There is NO town within walking distance of the property.** There is a small shop in the main building with toiletries, but if you need prescription medications, specific foods, or other items, you will have to travel by taxi to the nearest town. This is very inconvenient and expensive, so pack well!

## SUNDANCE SHUTTLE

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**Sundance offers free shuttle access around the property.** For shuttles from the lodging rooms, guests can touch the operator or front desk button or call ext. 4020 or ext. 0 to place their request. We recommend calling the front desk to request a shuttle at least 15 minutes prior to your desired departure time.

## TIPPING

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The Opportunity Agenda has covered your tips for all housekeeping staff, catering staff, and shuttle drivers. Additional tips for excellent service are always appreciated.

## COVID PROTOCOL

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This event requires proof of vaccination and a negative COVID test prior to arrival for all participants and staff. We strongly encourage wearing a mask in indoor public areas unless eating or drinking. It is critically important that you monitor your health. If you are feeling unwell or would like to request a mask or antigen test on-site, please let a staff member know.

We appreciate your support and cooperation. We will do everything we can to provide a safe and respectful environment for the retreat. Do not hesitate to reach out to our staff should you have any questions or concerns.



# ACKNOWLEDGMENTS

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The Opportunity Agenda would like to acknowledge that we gather on the homelands of the **Ute Peoples** past and present and honor, with gratitude, the land itself and the people who have stewarded it throughout the generations.

The Opportunity Agenda is particularly grateful to the **Ford Foundation, the John D. and Catherine T. MacArthur Foundation, The JPB Foundation, The Libra Foundation, Open Society Foundations, Pop Culture Collaborative, The Tow Foundation, Unbound Philanthropy, and Wellspring Philanthropic Fund, and the WhyNot Initiative** for supporting our Cultural Strategies work.

Thank you to our 2022 Retreat Advisory Team of **Adey Fisseha, Josh Healey, Charon Hribar, Jeremy Liu, Alex Rivera, and Shawn Taylor** for their ideas, support, and planning.

The **2022 Creative Change Retreat** was curated and produced by staff from The Opportunity Agenda, including a team led by **Betsy Richards** and **Sughey Ramirez**. Thanks to **Gibrán Rivera** for his facilitation and guidance; **Amanda Luke** for coordinating technical needs; and our colleagues **Ellen Buchman, Arnell Calderon, Julie Fisher-Rowe, Adam Luna, Chrystian Rodriguez, Erin Strek, and Leslie Weber** for their support.

Event management of the retreat is provided by **STAMP Event Co.** We are grateful to the STAMP team, including **Margaret Crisostomo, Mackenzie Meeks, Yuval Kagan, and Sarah George** for all of their support.

We wish to express our gratitude to The Opportunity Agenda's Board members: **Vincent Benjamin, Yasmin Cader, Vladimir Estiverne, Michael Goldberg, Bill Gorin, Maritza Guzmán, Alan Myers, Kat O'Brien, Richard Roberts, Sara Stuart, and Aduke Thelwell** for their support and leadership in The Opportunity Agenda's engagement with Cultural Strategies and the Creative Change network.

The Opportunity Agenda builds the public imagination and cultural will to challenge white supremacy. We advance narratives that support opportunity for all and work in community with partners to overcome opposition narratives that exclude and divide us. With an over 15-year legacy of leadership in the fields of narrative and cultural strategies, we increase the skills and reach of thousands of social justice influencers with training, convenings, partnerships, tools, and research. To learn more about The Opportunity Agenda, go to our website at [www.opportunityagenda.org](http://www.opportunityagenda.org).

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# SUNDANCE MAP

