



The **Opportunity** Agenda

*Building the National Will
to Expand Opportunity in America*



The **Opportunity** Agenda

*Building the National Will
to Expand Opportunity in America*

CREATIVE CHANGE 2009: A SOCIAL JUSTICE RETREAT IN COLORADO

August 28 - September 1

The Opportunity Agenda
568 Broadway
Suite 302
New York, NY 10012
Tel: 212.334.5977
Fax: 212.334.2656

www.opportunityagenda.org

The Opportunity Agenda is a project of Tides Center.

Sponsored with the support of the Lambent Foundation, Open Society Institute,
and anonymous donors.

Welcome to CREATIVE CHANGE 2009!

You are in for what we hope will be an exciting adventure: to explore how the intersection of activism, advocacy, art and media can move our society and world toward a vision of social justice. The Opportunity Agenda is very grateful to everyone who made the time and financial commitment to attend this retreat.

Creative Change brings together a diverse group of leaders—advocates, artists, media makers, organizers, and donors—linked by their commitment to transformative social change. The goals of the gathering will be to connect, reflect, share ideas, and brainstorm innovative ways of inspiring and mobilizing support for social justice values and solutions. Our vision of social justice for the retreat will focus on transformative change for the most vulnerable members of our society—low-income people, people of color, immigrants, women, the LGBT community—and on social issues that were less visible during the 2008 election cycle. And, given the dramatic impact of the arts and new media on moving hearts, minds, and policy, we will pay particular attention to the role that these contributions can play in motivating action.

There will be no requirement of specific action coming out of the sessions. Rather, we expect that the “products” of the gathering will be less tangible, but more enduring: lasting, trusting relationships that we will each call upon in the months and years to come; dynamic ideas that will make their way into each of our activities over time; innovative strategies for connecting social justice, arts, and media; and “cross-pollination” that bridges sectors, movements, and communities, creating a sense of common understanding and purpose that can help us work together in the future. To achieve those goals, we will combine broad discussions of values and the creative process with specific examples of what is working and what can be built for the future.

Creative Change is a participatory retreat, not a conference. We invite you to relax, explore, make new connections, and recharge. But we also ask that you engage, participate, and contribute to each of the days’ conversations. The “conversation catalysts” who have graciously agreed to help get each session started are just that: catalysts. In addition to sitting back to listen to others, we hope you’ll step up and share your perspectives with the group. We’re all experts at Creative Change, both teachers and students.

Creative Change is designed to be a safe space for leaders to come together. We ask that you be respectful of the “no solicitation” spirit of the retreat, and save inquiries to funders for projects to a later date. Finally, our conversations will be off-the-record, with notetakers capturing big ideas and insights, while maintaining the candor and confidentiality that is important to robust debate and discussion.

So welcome, and thanks for bringing your insights, experience, and enthusiasm. I look forward to sharing these wonderful days in Telluride and continuing to make creative change together in the future.



Alan Jenkins, *Executive Director*

SPECIAL THANKS

Connie Heller provided the inspiration for the event in conversations with Alan Jenkins. Geraldine and Kit Laybourne inspired us to explore Telluride as a destination, and graciously agreed to host us for dinner. Ann Beeson and Erlin Ibreck (Open Society Institute), Michelle Coffey (Lambent Foundation), and Claudine Brown (Nathan Cummings Foundation) helped provide support and ideas in the development stage.

Thanks, also, to our Host Committee, for their ideas and planning, including: Katy Chevigny, Arts Engine; Michelle Coffey, Lambent Foundation; Mallika Dutt, Breakthrough; Si Kahn, Grassroots Leadership; Sally Kohn, Center for Community Change; Geraldine Laybourne, Founder, Oxygen Media; Kit Laybourne, New School University; Connie Heller, Linked Fate Salon; Liz Manne, Work In Progress; Erlin Ibreck, Open Society Institute; Erin Potts, Air Traffic Control.

Creative Change 2009 was designed and produced by staff from The Opportunity Agenda: Alan Jenkins, Executive Director; Jason P. Drucker, Director of Development & Operations; and Janet Dewart Bell, Director of Communications. Gibrán Rivera from Interaction Institute for Social Change is the facilitator, and helped provide guidance during the retreat design and planning process.

From The Opportunity Agenda staff, we thank Dina Rezvani, who provided logistical support from New York City, as well as Juhu Thukral, Kisha Parks, Ross Mudrick, and Alicia Williamson, also all from The Opportunity Agenda, and Shannon Brunette, from Lambent Foundation, who are providing on-site support in Telluride. Eric Mueller from Element Group designed our written program.

From the Capella Hotel, we wish to thank Nicolas Sangros, Lynne Sanchez, Dina Beserra, and Cassie Hood. Emily Picarrazi from the Telluride Tourism Board provided insight and guidance throughout the process. Peter O’Brien is the caterer of our BBQ dinner at the Laybourne home. Thank you to All!

ABOUT THE OPPORTUNITY AGENDA

The Opportunity Agenda was founded in 2004 with the mission of building the national will to expand opportunity in America. Focused on moving hearts, minds and policy over time, the organization works closely with social justice organizations, leaders, and movements to advocate for solutions that expand opportunity for everyone. Through active partnerships, The Opportunity Agenda uses communications and media to understand and influence public opinion; synthesizes and translates research on barriers to opportunity and promising solutions; and identifies and advocates for policies that improve people’s lives. To learn more about The Opportunity Agenda, go to our website at www.opportunityagenda.org.

The Opportunity Agenda is a project of Tides Center.

AT YOUR ASSISTANCE

While you are at the Capella Hotel, do not hesitate to call upon members of the hotel staff, including personal assistant **Cassie Hood**, for assistance about your room, hotel facilities and services, or getting around in Telluride. Cassie can be found in the Guest Living Room.

Members of the The Opportunity Agenda staff also are available for assistance throughout the retreat; especially **Jason Drucker**, **Kisha Parks**, **Alicia Williamson**, and **Ross Mudrick**.

Shuttle buses from Telluride Express will be available to take you to the Montrose Airport upon your departure. Please alert us to any change in your travel plans. If you need to reach someone immediately, please contact:

Jason Drucker: 917.658.8800 (The Opportunity Agenda)
Cassie Hood: 970.369.0880 (Capella Hotel)

Wireless and Computers

The Capella is a wireless hotel, and you should be able to access the internet without a password. For assistance, please see the personal assistant in the Guest Living Room. An additional laptop computer is available for your use.

WHAT YOU NEED TO KNOW ABOUT TELLURIDE

Because of the altitude, it is essential that you take care of yourself! Here are some very important tips:

- ➔ **Daytime summer temperatures fluctuate** from the low 70s to mid 80s while nighttime temperatures can dip as low as the mid 40s. The mild temperatures combine with over 300 sunny days a year and very low humidity.
- ➔ **Dressing in layers** is recommended as weather can change dramatically throughout the day, depending on altitude and sunshine.
- ➔ **Apply and re-apply sunscreen** and lip balm to exposed areas; you are much closer to the sun's rays at 10,000 feet than at sea level.
- ➔ **Wear sunglasses and/or a hat** to protect your eyes from glare.
- ➔ **Drink plenty of water.** Telluride's high alpine, semi-arid climate produces very low levels of humidity, which can drain your energy levels quickly.

If you have any symptoms of altitude sickness including nausea, headache, or dizziness, please immediately alert a retreat organizer or a member of the Capella Hotel staff.

We hope that you will enjoy your time at the retreat and take advantage of this beautiful mountain setting. Telluride, Colorado is located in Southwestern Colorado, 127 miles southeast of Grand Junction, 125 miles north of Durango and 335 miles southwest of Denver. The town is nestled at the end of a picturesque box canyon, surrounded by the highest concentration of 14,000-foot mountain peaks in all of the United States. It is located in the heart of the Uncompahgre National Forest within the San Juan Mountain range.

The town of Telluride is home to approximately 2,200 permanent residents, and is connected to Mountain Village by a free gondola. Located mid-mountain at 9,500 feet above sea level, Mountain Village overlooks some of Colorado's most magnificent peaks. The Capella Hotel is located in Mountain Village, a 15-minute gondola ride from Telluride.

PROGRAM

FRIDAY, AUGUST 28

All Day	Arrivals at Montrose Airport. Shuttles to Capella Hotel.
12:00pm-7:00pm	Registration Open for Participants
7:00pm-Late!	Welcome Reception (Suede Bar at Capella Hotel) Heavy hors d'oeuvres and cocktails

SATURDAY, AUGUST 29

7:30am-9:00am	Breakfast (Jasper)
7:30am-9:00am	Registration Open for Participants (Jasper)
9:00am-10:30am	Welcome and Setting the Agenda: Alan Jenkins and Gibrán Rivera (Ballroom) Important Announcements: Jason Drucker Mug Shots and "Speed Meeting"
10:30am-12:00pm	Session 1: A Moment of Change (Ballroom)

The year 2009 embodies a moment of remarkable change, in politics, the arts, media, the economy, and beyond. After a decade of conservative politics, voters embraced a new vision and elected the nation's first African-American president—with artists and new media playing a crucial role. A historic economic crisis has created new perils as well as possibilities in the policy sphere. And as newspapers and other traditional media teeter at the economic brink, social networking and other more democratic and participatory media forms are on the rise. In this session, we'll discuss the trends, challenges, and opportunities of this moment, from artistic, political, economic, new media, organizing and other perspectives. How can we sustain a transformative discourse of change in the era of Obama? What does organizing and activism look like in a Facebook, Twitterized world? How is artistic activism bridging gaps of age, race, and sexuality—or is it?

Claudine Brown, Nathan Cummings Foundation; **Carol Jenkins**, Women's Media Center; **Eli Pariser**, MoveOn.org; **Rashad Robinson**, GLAAD

12:00pm-12:30pm	Working Lunch (Ballroom)
12:30pm-2:00pm	Session 2: What's Working (Ballroom)

Exciting models have emerged in recent years for integrating arts, culture, media, and social justice activism. This discussion will highlight dynamic and promising examples, exploring how they can be replicated, expanded, or improved. What are the key elements of effective creative change? How can the energy of multicultural and identity-based movements be reflected and channeled? How can we assess our progress in moving hearts, minds, and policy? And how is the role of storytelling evolving in an interactive context?

Cheryl Contee, Jack and Jill Politics; **Mallika Dutt**, Breakthrough; **Scott Goodstein**, Revolution Messaging, LLC; **Geraldine Laybourne**, Founder, Oxygen Media; **Bird Runningwater**, Sundance Institute

3:00pm-5:00pm	Hiking Excursion (Gather at Guest Living Room)
---------------	--

Please join staff from the **Telluride Tourism Board** for a beginner-moderate hike on the Ridge Trail from the San Sofia Peak, from right behind the Capella Hotel. The total hiking time expected is 1.5 hours. After the hike, take the gondola into Telluride from Mountain Village for shopping and sightseeing, or enjoy the facilities at the Capella Hotel until dinner. (Sneakers or hiking shoes required. Please dress in layers. Bring a bottle of water and camera!)

6:30pm-7:00pm Host Committee and Staff Meeting (Jasper)

7:00pm-8:30pm Dinner (Onyx Dining Room)

8:30pm-10:00pm **Kathy Mattea Presents a Work in Progress** (Suede Bar)

Please join us for a multimedia presentation—storytelling, slides and live performance—about music, the environment, history, activism and nonviolence. It is the personal story of Grammy award-winner **Kathy Mattea**, how she came to a new understanding of the power of music to change the world, and the opening up of a deeper “calling” that has been the result of that process. Participants are invited to reflect with Kathy and the other guests about her presentation and the nature of storytelling. Kathy’s friend **Si Kahn** will introduce her.

SUNDAY, AUGUST 30

7:00am-8:30am Breakfast (Jasper)

8:30am-9:00am **Drawing on Our Creativity** with Kit Laybourne, New School University (Ballroom)

9:00am-11:20am Session 3: **The Creative Process and Social Change: A Knowledge Café** (Ballroom)

Where do truly creative ideas come from, and how do we translate them into art, communication, and collective action? How do we create the conditions under which they can flourish? This discussion will explore the creative process across our collective fields and movements, from inspiration to expression, to social transformation.

Michelle Coffey, Lambent Foundation; **Sally Kohn**, Center for Community Change; **Tajj Moteelall**, Consultant and Philanthropic Adviser

Small group work will follow.

Small group leaders:

Allan Buchman, Culture Project; **Dan Cameron**, U.S. Biennial; **Dee Davis**, Center for Rural Strategies; **Rick Lowe**, Project Row Houses; **Rebecca O’Doherty**, Appalachia Media Institute; **Rachel Payne**, Google Uganda; **Takema Robinson**, Finding Our Folk; **Jawole Zollar**, Urban Bush Women

11:30am-12:00pm **Introduction to Open Space Discussion Format** (Ballroom)

Gibrán Rivera will facilitate and introduce the concept of ‘Open Space’ on Day 1, so that people start thinking of the conversations they want to have. For Open Space, attendees propose topics, which the whole group will consider and select. The individuals will self-organize according to their interests.

12:00pm-1:00pm Lunch (Jasper)

1:00pm-2:30pm Session 4: **Open Space Discussion** (Ballroom and Jasper)

Topics will be announced at the end of lunch. Facilitated by **Gibrán Rivera**.

2:30pm-4:30pm Free Afternoon

Please enjoy the afternoon for exploring Telluride (use the gondola), the facilities of the Capella Hotel (pool and therapeutic services), and spending time with new and old friends. If you have special activities that you would like to plan (golf, horseback riding, hiking), please speak with **Cassie Hood** in the Guest Living Room about making arrangements prior to the free afternoon.

4:30pm Sharp! Departure for BBQ chez Laybourne (Gather at Guest Living Room)

Please join us for an unforgettable evening—with barbeque, music, frisbee golf, and maybe a campfire—at the home of **Geraldine and Kit Laybourne**. Address: 7300 Peninsula Drive, Placerville, Colorado, 970-728-0163.

Shuttle buses will leave from the Capella Hotel lobby entrance, starting at 4:30pm, and will begin returning at approximately 9:30pm. We expect no more than 2-3 shuttle buses, so please do not miss the departure time!

10:00pm Last shuttle bus departs chez Laybourne for return to Capella Hotel

MONDAY, AUGUST 31

7:00am-8:30am Breakfast (Jasper)

8:30am-9:00am **Movement Exercise** with **Jawole Zollar**, Urban Bush Women (Ballroom)

9:00am-10:30am Session 5: **“Fishbowl Tag” Conversation on Creative Change Infrastructure** (Ballroom)

What’s needed to grow and cultivate creativity and collaboration across activism, media, and the arts? This discussion will explore the “pipeline” that’s necessary to make creative change happen more often, more intentionally, and more effectively. And it will draw on our best ideas about how to build and maintain that pipeline over time.

Conversation starters:

Katy Chevigny, Arts Engine; **Taryn Higashi**, Unbound Philanthropy; **Si Kahn**, Grassroots Leadership; **Liz Manne**, Work in Progress; **Loris Taylor**, Native Public Media

10:30am-12:00pm Session 6: **Moving Forward: Promising Ideas and Recommendations** (Ballroom)

This discussion will highlight the most exciting ideas, insights, and recommendations that have emerged during the retreat, with an eye toward ways we can be more creative and collaborative change-makers going forward. We’ll consider potential future activities and how our thinking might influence arts, media, and political discourse in the outside world.

Small group leaders:

Carol Atlas, State Voices; **Denise Brown**, Leeway Foundation; **Justin Cole**, GLAAD; **Diane Fraher**, American Indian Activists, Inc.; **Sarah Ingersoll**, Independent Consultant; **Pam Korza**, Animating Democracy; **Kirsten Levingston**, Ford Foundation; **Michael Raiser**, Cinereach

12:00pm-1:00pm Lunch (Jasper)

1:00pm-2:00pm Session 7: **Creative Reflections** (Ballroom)

Comments by **Alan Jenkins** and **Gibrán Rivera**, with spoken word presentation by **Carlton Turner**, **Alternate Roots**.

2:30pm Sharp! Jeep Adventure (Gather at Guest Living Room)

The Imogene Pass tour climbs Tomboy Road from downtown Telluride to a summit of over 13,100 feet. You’ll enjoy the thrill of high country adventure and the colorful history of Telluride’s most famous gold mine: Tomboy. In addition to Tomboy, tour highlights include the “Social Tunnel,” the summit of Imogene and the Red Mountain Overlook, which offers astounding views of the towering Weminuche Mountains to the east. We drive in beautiful new vehicles converted with special seating and canopies for maximum comfort, safety, and optimal viewing. Guests will return by 6pm.

7:00pm-9:30pm Cocktail Reception and Closing Dinner (9545 Restaurant)

TUESDAY, SEPTEMBER 1

All Day Departures to Montrose Airport (Guest Living Room)

6:45am-9:30am Breakfast (Jasper)