



# KICKOFF SUMMIT

IGNITING NEXT-LEVEL LEADERSHIP

FOR THE LEADER IN *ALL* OF US

CONNECTING DEEPER & ENGAGING WIDER

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# SCHEDULE OF EVENTS

## SATURDAY, SEPTEMBER 23

- 4:00 PM**                      **Check In/Registration & Welcome Reception**  
Center Lobby                      Light Bites & Cash Bar
- 5:00 PM**                      **Introduction**  
Theatre                              *Lynne McAuliffe; Dean of Central Wyoming College*
- 5:10 PM**                      **The Inspiration & Vision for the Teton Leadership Center**  
*Sandy Schultz Hessler; TLC Executive Director*
- 5:20 PM**                      **Laying The Foundation**  
*Jonathan Schechter; Jackson Town Council Member & President & Founder of the Charture Institute*  
Presentation of the results of the public opinion survey of area residents about what we care about and how we feel about where we are going as a baseline for how we can build our leadership abilities to create a thriving community.
- 6:00 PM**                      **Total Value Generated: You as a Source of Good Growth**  
Keynote                              *Jim Ritchie-Dunham; President of the Institute for Strategic Clarity and The Human Flourishing Program at Harvard University*  
It is possible to serve all the stakeholders in your sphere and to fully engage the creative energies available to you. It is time to say Yes! to the creation of net-positive systems.
- 7:00 PM**                      **Local Leaders Lighting the Way: An Open Discussion of the Strengths, Challenges, and Practices in Building a Multi-Faceted Success Framework for Your Business**  
*Fred Keller; Founder of Cascade Engineering, Nona Yehia; Founder/CEO Vertical Harvest Farms, Facilitated by Jim Ritchie-Dunham*
- 7:45 PM**                      **Reflective Questions & Roadmap for Sunday**  
*Gary Trauner; Executive Director of Silicon Couloir*
- 8:00 PM**                      **Adjourn**

## SUNDAY, SEPTEMBER 24

- 8:00 AM**                      **Late Registration/Check In**
- 8:30 AM**                      **Coffee, Pastries & Socializing**  
Center Lobby

<b>9:00 AM</b> Theatre	<b>Welcome &amp; Recap</b> <i>Dr. Brad Tyndall, President, Central Wyoming College</i>
<b>9:05 AM</b> Keynote	<b>The Power of Purpose &amp; How it Can Change Everything</b> <i>Nick Craig; Founder and CEO of the Core Leader Institute &amp; Author of <u>Leading from Purpose</u></i> Purpose is a buzzword these days, yet how do we really articulate what that is, how to find it, and how it helps us shift our leadership mindset? Leading from Purpose transforms our impact.
<b>10:05 AM</b>	<b>Local Leaders Lighting the Way</b> <i>Nick Craig with Andrew Perez; Founder of High Point Cider and Carli Sapir, Founder &amp; CEO of Amboy Street Ventures</i>
<b>10:30 AM</b>	<b>Break</b>
<b>10:45 AM</b> Keynote	<b>Head &amp; Heart Leadership</b> <i>Betsy Myers; Expert On Emerging Leadership Trends &amp; Author of <u>Take the Lead</u></i> The head of a leader brings clarity to an organization's purpose and strategy, but it's the leader's heart that inspires others to engage and participate toward that purpose.
<b>12:00 PM</b> Panel	<b>Local Leaders Lighting the Way</b> <i>Kris Shean; Owner of Häagen Dazs &amp; Kristen Fox; Executive Director of Womentum. Facilitated by Betsy Myers</i>
<b>12:30 PM</b> Center Lobby	<b>Catered Box Lunch</b> Networking & Book Signing
<b>1:30 PM</b> Keynote	<b>Restorying Leadership</b> <i>Craig Chalquist; Professor at Pacifica CIIS and National University, Author, Storyteller &amp; Consultant– Who works where psyche, story, place, nature and imagination meet.</i> How can we bring forth visions of how things could be? Research on the power of storytelling– including the stories we tell ourselves and how motifs from ancient tales play out today– emphasizes that facts and information require frameworks of meaning and inspiration to motivate our best efforts.
<b>2:15 PM</b>	<b>Local Leaders Lighting the Way</b> <i>Kelli Jones; CEO &amp; Founder Noso Patches and Will Morrow; CFO of Vertical Harvest Farms &amp; previous CFO of Melvin Brewing, facilitated by Craig Chalquist</i>
<b>2:45 PM</b>	<b>Break</b> Light refreshments
<b>3:00 PM</b> Keynote	<b>Courage &amp; Clarity</b> <i>Matthew McCarthy, recently retired CEO of Ben &amp; Jerry's</i> A discussion about what living from and navigating through next-level leadership has taught him about what is possible.
<b>3:45 PM</b>	<b>Closing Remarks: Where Do We Go from Here?</b> <i>Sandy Schultz Hessler, Gary Trauner &amp; Jonathan Schechter</i>
<b>4:00 PM</b>	<b>Adjourn &amp; Book Signing</b>

## OUR SPEAKERS

### **JONATHAN SCHECHTER**

*Founder & Executive Director of the Charture Institute, and Jackson Town Councilmember*

Jonathan has been a member of the Jackson WY town council since 2019, and is also the founder and Executive Director of the Charture Institute, a Jackson-based think tank. Charture's focus is on Co-Thriving, the state in which human communities and the natural environments around them simultaneously flourish. A graduate of Stanford and Yale universities Jonathan's professional and political careers have been built around two fundamental premises: As a species, humans can be no healthier than the ecosystems in which we live; and as a society, we can be no healthier than our institutions. In addition to relishing the embarrassment of riches that is life in the Tetons region, Jonathan is the proud parent of his Tetons born-and-raised son Alex, a professor of sculpture at Clemson University.

### **DR. JIM RITCHIE-DUNHAM**

*President, Institute for Strategic Clarity & The Human Flourishing Program, Harvard University*

Dr. Jim Ritchie-Dunham stewards a global initiative to create net-positive systems. He is the founder and president of the Institute for Strategic Clarity, researcher in Harvard's Human Flourishing Program and in Harvard's Center for Work, Health and Well-being in the School of Public Health, as well as teaching strategy and responsible leadership in the Boston College Carroll School of Management. His scholarly research on abundance-based systems of agreements is informed by field tests in 59 countries and survey data from >164,000 responses in 126 countries. Dr. Jim Ritchie-Dunham describes this work in the books *Agreements* (2023), *Ecosynomics* (2014), and *Managing from Clarity* (2001), as well as articles, videos, and online courses. He is the lead co-editor of the book *Leadership for Flourishing* to be published by Oxford University Press.

### **NICK CRAIG**

*President & Founder of the Core Leadership Institute (CLI)*

CLI is a global development firm committed to "waking up those who will wake up the many" For over 15 years, CLI has helped over 30,000 leaders discover their Purpose, the unique gift that they alone can bring to the world. In 2007, Nick began collaborating with Professor Bill George at Harvard Business School; this partnership ultimately led them to co-authoring, *Finding your True North: A Personal Guide*, which became the course book for the Harvard Business School MBA class Authentic Leadership Development (ALD). Nick is also the co-author of the Harvard Business Review article *From Purpose to Impact*. Nick's expertise in Purposeful leadership has been sought out by both corporate and academic organizations ranging from The LEGO® Group and Ben & Jerry's, to the United States Military Academy at West Point. The Harvard Business School case study, "Unilever's Paul Polman: Developing Global Leaders" features Nick's work with Unilever. Nick's insights from working with these organizations are captured in his book *Leading From Purpose: Clarity and the Confidence to Act When It Matters Most* and "Leading From Purpose" podcast series.

### **BETSY MYERS**

*Expert & Author on Emerging Leadership Trend*

Betsy is on a mission to improve leadership by developing leaders and teams who infuse passion and purpose into their organizations by leading from both the head and the heart. Through her insightful keynotes and workshops, Betsy inspires and offers practical guidance to executives and managers around the world who want to level up their leadership, retain top talent, and achieve results in the modern workplace. Betsy is a renowned expert on emerging leadership trends and women's leadership and is the author of *Take the Lead: Motivate, Inspire, and Bring Out the Best in Yourself and Everyone Around You*. She is a Senior Advisor at the Warren Bennis Leadership Institute at the University of Cincinnati and also serves on the Council on Advancing Women in Business for the Export-Import Bank of the United States. Previously, Betsy was founding director of the Center for Women and Business at Bentley University and Executive Director of the Center for Public Leadership at Harvard's Kennedy School. Betsy served as President Clinton's Advisor on Women's Issues and was Chief Operating Officer of President Obama's 2008 National Presidential Campaign. She also held leadership roles in the U.S. Small Business Administration.

## **DR. CRAIG CHALQUIST**

*Professor, Author & Consultant*

As a “loreologist,” Craig writes and teaches at the intersection of psyche, story, and imagination, with one foot in the academy and the other in the world. Through his work, Craig inspires us to explore the limits and possibilities of the personal and collective stories we navigate by in order to deepen, expand, or replace them so we move from being confined by them to authoring them. Dr. Chalquist coined the term “terrapsychology” to describe the study of how our natural surroundings can manifest intimately in human psychology. He also coined “enchantivism,” a form of storytelling that moves from human injustice to a vision of how we most desire to live as a global community. Founder of the world’s first Ecotherapy Certificate Program, Craig is on the board of Holos Institute and the editorial board of the journal *Ecopsychology*. His books include *Ecotherapy: Healing with Nature in Mind*, *Myths Among Us: When Timeless Tales Return to Life*, and *Terrapsychological Inquiry: Restoring Our Relationship with Nature, Place, and Planet*. His work in the world is in service to creating and supporting the sustainable, just, and delightful communities of belonging he knows we are capable of scaling up.

## **MATTHEW MCCARTHY**

*Recently retired CEO of Ben & Jerry’s*

With over 30 years in the corporate world, Matthew McCarthy has built a career transforming business. From starting in a family business to leading \$1 billion-plus global companies, Matthew has been at the forefront of re-inventing business to drive results through purpose. He was the CEO of Ben & Jerry’s for the past 5 years, leading the company to its greatest period of financial growth and social mission impact. He recently wrapped up a 26-year run at Unilever where he led some of the most iconic and pioneering brands in the consumer packaged industry. Matthew’s impact and leadership has received broad recognition including Cannes Gold Lion, Fast Company’s Most Creative People In Business, Adweek’s Brand Genius award, and Columbia Business School’s Botwinick Prize in Business Ethics. Matthew’s body of work speaks to his human-centered leadership approach and he is inspired to participate in the TLC Summit. He is a mentor and coach, and also considers himself a life-long student, especially in matters of gender and racial equity, reparative justice and environmental regeneration. Matthew’s wife Lisa is the Director of the Zoological Health Program at the Wildlife Conservation Society, Bronx Zoo. They make their home in New York’s Hudson Valley.

## **LOCAL LEADERS LIGHTING THE WAY**

### **Fred Keller**

*Founder of Cascade Engineering*

### **Nona Yehia**

*Founder & CEO Vertical Harvest Farms*

### **Andrew Perez**

*Founder of High Point Cider*

### **Carli Sapir**

*Founder & CEO of Amboy Street Ventures*

### **Kris Shean**

*Owner of Häagen Dazs*

### **Kristen Fox**

*Executive Director of Womentum*

### **Kelli Jones**

*CEO & Founder Noso Patches*

### **Will Morrow**

*CFO of Vertical Harvest; Former CFO of Melvin Brewing*



## **ANNOUNCING A COLLEGE ACCREDITED ONE YEAR ADVANCED LEADERSHIP CERTIFICATE PROGRAM BEGINNING THIS FALL IN JACKSON, WY**

Learn how to bring out the best in who you are and those around you; build your leadership foundation and definition of success; shift decision-making into conscious alignment with your vision and values; effectively utilize time and manage priorities; better listen; communicate and negotiate; inspire and empower others.

Courses will be taught in person at the Center For The Arts and are led by experienced practitioners and faculty from top universities around the country, including *Lizann Eisen, Fred Keller, Kat Smithhammer, Sandy Schultz Hessler* and other guest presenters.

### **Next Level Leadership - Fall 2023**

In this course, students will develop their leadership foundation by expanding their understanding and awareness of the different patterns and lenses we look through and how that impacts how we see the world, leading to our behaviors, interactions, decision-making, and overall leadership skills, styles, and mindset.

Learning to see wider allows leaders greater communication and negotiation abilities; better creative, problem-solving, and innovation skills; and improved prioritization / time management. Next Level Leadership becomes the foundation for advanced work and skills going forward.

#### *Major Topics:*

- Adult Development Theory
- Lens of Perspective (I, We, Its)
- Expanding beyond to a "both/and" world
- Defining Complexity, Collaboration, Systems theory, Synergy, Paradox and Coherence with respect to Businesses, Community and Decision Making
- Power of Values, Vision & Success
- Understanding Personal Patterns
- Power of Externalities and Total Value Generated
- Rewarded or Unrewarded Risk Management

*Course Timing:* 2 weekends from Friday evening to Sunday at noon (10/13-15 and 12/1-12/3); Wednesdays (10/18-11/29, excluding Thanksgiving Week)

*Cost:* For Wyoming residents: each course is \$468; for Idaho residents the cost is \$627.

Visit [tetonleadershipcenter.org/courses](https://tetonleadershipcenter.org/courses) for more information or email [hello@tetonleadershipcenter.org](mailto:hello@tetonleadershipcenter.org) for registration next steps and to answer any questions.

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**TLC Teton Talks: Community Conversations Across Complex Issues** begins October 24th and hosts Jonathon Schechter of the Charture Institute and Town Council to share a deeper dive and discussion into the ~ 1000 person survey across the Teton Region on how we are feeling and where we want to head.

**CWC Presents** is a series of talks on the fourth Tuesday of each month with topics ranging from Food to the Wind River Reservation. [TLC Teton Talks: Community Conversations across Complex Issues](#) are scheduled four times this year on October 24th, January 23rd, April 23rd, and August 27th. All talks take place from 6-7:30 at the Teton County Library, Ordway auditorium, 125 Virginian Lane. *Please join us.*

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*Central Wyoming College's mission is to transform lives and strengthen communities through learning, leadership and connection. CWC is a designated Native American Serving Non-Tribal Institution (NASNTI), and serves the largest American Indian student population in the state of Wyoming.*

## **WHERE WE GO FROM HERE**

### **INSPIRATIONAL READING**

*(available for purchase in the Lobby Sunday)*

*Leading From Purpose: Clarity and the Confidence to Act When It Matters Most*  
by Nick Craig

*Take the Lead: Motivate, Inspire, and Bring Out the Best in Yourself and Everyone Around You*  
by Betsy Myers

*Storyed Lives: Discovering and Deepening Your Personal Myth*  
by Dr. Craig Chalquist

*Ecosynomics: The Science of Abundance*  
by Dr. Jim Richie-Dunham

*Attunement: Six Practices to Connect to the Powerful Leader Inside: If Not You, Then Who*  
by Sandy Schultz

### **PLEASE SHARE YOUR VOICE**

*We'd love to hear your thoughts on the event!*

<https://www.surveymonkey.com/r/GR3WDZ6>



### **JOIN OUR EMAIL LIST TO STAY INFORMED & INVOLVED**

tetonleadershipcenter.org

hello@tetonleadershipcenter.org

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## AND TO ALL OUR VOLUNTEERS, TEAM MEMBERS AND CREATIVE PROFESSIONALS

*Sandy Schultz Hessler, Lynne McAuliffe, Gary Trauner, Sue Muncaster, Susan Durfee, Rebecca Reimers, Kristine Brandt, Kristie Ryan, Julie Dery, Kyra Vail, Hannah Saunders, and the crew at The Center*