

10:00 AM  
11:00 AM

## Opening Plenary · *Building with Vision, Planning with Purpose* The Stage

To start the day, this panel features entrepreneurs and founders who have built successful social enterprises. Hear their successes, missteps and lessons to learn how you can incorporate your purpose, mission and values into a thriving business. You will also hear from a government leader on resources available to support entrepreneurs.

**David Gelles** · *Reporter, The New York Times (moderator)*

**Alejandra Y. Castillo** · *National Director, Minority Business Development Agency, US Department of Commerce*

**Daniel Lubetzky** · *President, The KIND Foundation; Founder & CEO, KIND*

**Jeff Raider** · *Co-Founder & Co-CEO, Harry's*  
**Rhys Powell** · *President & Founder, Red Rabbit LLC*

11:15 AM  
12:00 PM

## Breakout Sessions #1

### Growing a “Healthy” Business · *Food Panel Discussion* The Stage

Join a conversation about the state of socially responsible food entrepreneurship in our country. Attendees will walk away with a deeper understanding of food as an entry point for improving our world, as well as tips on activating consumers to care about food-related issues.

**Kate Bratskeir** · *Food Editor, Mic*

**Brian Rudolph** · *Co-Founder & CEO, Banza*

**Caron Proschan** · *Founder & CEO, Simply Gum*

**Elle Lanning** · *Chief of Staff & SVP, Corporate Development, KIND*

**Jordan Gaspar** · *Managing Partner, AccelFoods*

### Seal the Deal, Get Ready to Grow · *Sales Working Session* Upper Lobby

Without sales, a small business can turn into just a hobby. This interactive session will teach the basics of a strong sales strategy, how to manage different periods of growth, and how to incorporate your social mission into your sales approach. This will be a chance to workshop specific entrepreneurial challenges with members of the KIND Sales Team.

**Chuck Engle** · *SVP, Sales*

**Joanne Bolonda** · *VP, Field Sales*

**Jon Israelite** · *VP, Business Development*

**Rami Leshem** · *VP, Sales - Specialty Channels*

**Sandi Kabins** · *Field Training Manager*

### Protecting Yourself & Your Business · *Legal Question & Answer Session* Lower Lobby

Ask the lawyers from Goodwin your most pressing legal questions, including how to raise capital and choosing the right legal structure for your socially responsible business.

**Anna Dodson** · *Partner, Private Equity Group*

**Eric Willenbacher** · *Partner, Tax Practice*

**Jeff Klein** · *Partner, Technology*

## KIND Team Support Center The Hall

Do you have a really specific question or challenge your socially responsible business concept is facing? This is your opportunity to get one-on-one advice from the **KIND Team** and special guests from **Goodwin, Tory Burch Foundation, & Warby Parker**.

(continued on back)

12:00 PM  
1:00 PM

○ Lunch in **The Hall**

1:00 PM  
1:45 PM

○ Breakout Sessions #2

**Building Your Brand · *Marketing Working Session***  
**The Stage**

Every business owner knows that a strong brand is key to a business's success. But what's harder to figure out is exactly how to get there. What does your brand say about your product? How do you balance social impact with marketing, and how can they support each other? The KIND Marketing team will lead attendees in this interactive session to help them work through specific marketing challenges.

**Miguel Leal** · *EVP, Marketing*

**Tammy Hazen** · *VP, Field Marketing*

**Rachel Perkins** · *Director, Brand Marketing*

**Victoria Belinsky** · *Digital Marketing Specialist*

**Sonja Hagen-Cole** · *Director, Partnerships*

**Art of the Pitch · *Pitch Practice & Feedback Session***  
**Upper Lobby**

Learn from entrepreneurs' pitching in front of our panel of successful entrepreneurs and business leaders. These entrepreneurs will get immediate coaching and feedback from both judges and attendees on how best to present their socially impactful business and get investors to sign on the dotted line. Our panel of friendly "sharks" includes:

**Andrew Yang** · *Founder & CEO, Venture for America*

**John Leahy** · *President & COO, KIND*

**Jalak Jobanputra** · *Founder & Managing Partner, FuturePerfect Ventures*

**Sarah Foley** · *Managing Director, SWAT Equity Partners*

**Food & Beverage 101 · *Question & Answer Session***  
**Lower Lobby**

Starting a new food & beverage business? Join this conversation to understand what the key ingredients are to launching a food product, how to stay true to your values during product development, and find your recipe for success.

**John David Leahy** · *Director, New Product Development, KIND*

**Sarita Porbandarwala** · *Senior New Product Development Manager, KIND*

**Justin Mervis** · *SVP & General Counsel, Legal, KIND*

**Stephanie Perruzza** · *Health & Wellness Specialist, KIND*

**Nilda Isidro** · *Partner in Food Industry Group, Goodwin*

**KIND Team Support Center**  
**The Hall**

Do you have a really specific question or challenge your socially responsible business concept is facing? This is your opportunity to get one-on-one advice from the **KIND Team** and special guests from **TOMS, Tory Burch Foundation, & Warby Parker**.

2:00 PM  
3:00 PM

○ Closing Plenary · *Reflections & Advice from Arianna Huffington*  
**The Stage**

As founder of The Huffington Post and CEO & Founder of Thrive Global, **Arianna Huffington** will take attendees through her journey as an entrepreneur, how she secured investors for her endeavors, her pivot from media to wellness, and how she's incorporated social purpose into her approach. The session will be moderated by **Rebecca Jarvis**, Chief Business & Economics Correspondent, ABC News.