

1ST ANNUAL  
GATHERING

# SOCIAL ENTERPRISE

MARCH 31  
to APRIL 1

COLLECTIVE

Produced by The Social Impact Firm  
[thesocialimpact.co](http://thesocialimpact.co)

## DAY 1

# A CELEBRATION OF WOMEN ENTREPRENEURS

## PROGRAM & SPEAKER DETAILS

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4:00  
PM

Opening Welcome - *Michelle Young*

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4:25-  
5:25  
PM

Women Trailblazers and Changemakers -  
Panel

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5:25  
PM

Q&A

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5:40  
-6:30  
PM

HeyMama Networking Mixer Welcome  
*Hilary Phelps*

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5:45  
PM

Speaker Drew Feig presents: what apps  
you need to use in your business

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5:40 -  
7:00  
PM

Networking Mixer

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SKYLINE 609 - 609 H STREET NE,  
WASHINGTON, DC 20002



# DAY 2

## SUSTAINABLE CHANGE IN A CHALLENGED WORLD

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2:00  
PM      Opening Welcome - *Michelle Young*  
A celebration of the changemakers in the room

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2:15-  
3:00  
PM      Fireside Chat | Facilitator - *Isaac McCoy*  
*Jacie Smalls & Mary-Frances Wain*

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3:05  
PM      MA in Social Entrepreneurship & Change  
Alumni Share

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3:15  
PM      Student Fast Pitch Competition - Group 1

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3:45  
PM      The Power of Story Telling with  
*Scilla Andreen*

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3:55  
PM      Coffee Break

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4:00  
PM      Student Fast Pitch Competition - Group 2

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3:45  
PM      The Power of Story Telling with  
*Scilla Andreen*

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4:25  
PM      Fireside Chat | Facilitator - *Michelle Jaconi*  
*Dr. Elizabeth Chen & Dr. Martin Burt*

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5:40  
PM      Fast Pitch Winners Announced

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5:50  
PM      Closing Remarks - *Michelle Young*

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6:00-  
7:00  
PM      Informal Networking Mixer

Pepperdine University's M.A. in Social Entrepreneurship and Change program offers a unique opportunity for students to study from around the world and attend in person, both in Washington D.C. and Los Angeles. Individuals looking to impact the world develop the skills to create social enterprises and lead sustainable change projects.

Learn more at [pepperdine.edu/masters-social-entrepreneurship-and-change/](https://pepperdine.edu/masters-social-entrepreneurship-and-change/)

## Event Host



*Michelle Young*

Social Entrepreneur, TV Personality,  
Educator, Speaker, Activist

Michelle Young is an educator, television personality, speaker, and activist, Michelle Young inspires many. Her persona exudes charisma and positivity, and her message is strong and passionate. A wealth of experiences have led Michelle to become a powerful presence in the entertainment industry, field of education, and public speaking arena.

After receiving her bachelor's degree in elementary education from Bradley University in 2015, Michelle began her career. As a 5th-grade teacher, she delivered engaging educational content and also spread her message of self-love and acceptance to the young minds she was molding.

Prior to teaching, Michelle's success was measured in the classroom and on the court. She showed her prowess in balancing the demands of her studies while making a name for herself as a Division I basketball player. In 2021, Michelle charmed audiences of The Bachelor and became a nationwide sensation reaching the runner-up spot during season 25. She returned to captivate viewers as the star of season 18 of The Bachelorette

## SPEAKERS - DAY 1 PANEL



*Erika Hanafin Feldhus*

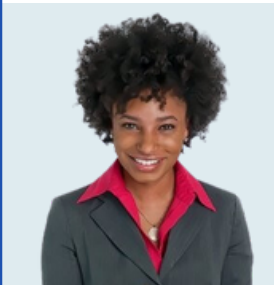
CEO of HeyMama

Erika is a mom to one and joined HeyMama, a membership community for working moms, in 2021 as the Chief Executive Officer. Growing up in a family of successful CEOs, Erika was enriched with the intricate details of running a successful business through observation, higher education, and extensive experience. She has spent the past 15 years growing small businesses and in a variety of industries through her efforts in business development, research and data, and operations and revenue management. Throughout it all, she has discovered that a company's culture defines its success. Both internally and externally, she is determined to build a healthy culture by compassionately raising women up through leadership, collaboration, philanthropy, and fundraising on a global level. Erika is a Startup Advisor, Chairman of an arts & education non-profit board, and is a Certified Holistic Health Coach from the Institute of Integrative Nutrition. As a sophisticated, intelligent, and supportive leader in business, Erika has been recognized for Excellence in Business by the National Association of Professional Women VIP Awards and holds President's Club and Knights of the Roundtable awards.

Damara Catlett is a principal at The Raben Group, a public affairs firm based in Washington D.C. that powers social justice movements through strategic communications support, lobbying, issue campaigns, and impact entertainment.

Damara has over a decade of experience in policy campaign strategy, advocacy, communications, and lobbying and focuses her efforts on tech policy and racial justice issues. She also manages a diverse portfolio of clients comprised of tech companies, traditional civil rights groups, and public interest groups. She is an advisory board member for the Center for Democracy and Technology and a Kennedy Center Culture Caucus fellow. Her work with the Caucus focuses on Afro-futurism and how speculative fiction can help telegraph emerging tech issues.

During her time at the Raben Group, she's helped manage efforts for the Second Chance on Shoot First campaign, which brought national awareness to Stand Your Ground laws following the shooting of Trayvon Martin. Damara also led a multi-state civic engagement campaign focused on voter registration and engagement efforts for the National Urban League; the campaign brought together key stakeholders with state organizers, and in the end, reached over 350,000 African American voters.



*Damara Catlett*

Principal at The Raben Group



*Rochelle M. Howard*

US Department of Health and Human Services  
Senior Attorney Advisor

Rochelle M. Howard, Esq, MBA, currently serves as a Senior Attorney Advisor within the U.S. Health and Human Services. Her government service spans over twenty years, having served as Deputy Executive Director for the D.C. Office of Police Complaints, Deputy Assistant Inspector General for the Inspections and Evaluations Division at the D.C. Office of the Inspector General with additional work at the Department of Commerce and Office of Personnel Management Offices of the Inspectors General. Rochelle began her career in the U.S. Army JAG Corps for eight years serving in six combat missions in Iraq, Afghanistan, and Africa. Rochelle was the first full-time female NATO Anti-Corruption Advisor to the Afghan Police Inspector General, helping to build an anti-corruption system within the Afghan Ministry of Interior.

Rochelle earned her law degree from the Widener University School of Law, a master's degree in business administration from the University of Maryland University College, and her Bachelor of Arts degree in sociology with a concentration in criminology and a minor in Spanish from Louisiana State University. Rochelle will complete a master's degree in clinical psychology from Pepperdine's Graduate School of Education and Psychology in June 2023, having currently completed over 600 hours as a mental health practicum student at Mary's Center in Washington, DC.

Rabbi Sarah Bassin serves as the Director of Clergy and Congregations for HIAS where she helps connect synagogues and their spiritual leaders to the work of aiding and advocating for refugees and asylum seekers. Prior to this role, she was the associate rabbi at Temple Emanuel of Beverly Hills where she drove congregation-based justice work.

She began her rabbinate as the founding executive director of NewGround: A Muslim-Jewish Partnership for Change where she built minority-based coalitions. Under her leadership, NewGround was named one of the 50 most innovative Jewish organizations in the United States by Slingshot Guide and was recognized by Governor Jerry Brown of California as the state's faith-based organization of the year in 2013. Rabbi Bassin's demonstrated track record of anticipating trends in political and communal change is coupled with the courage to help lead communities through thoughtful processes of intentional transformation. She now serves on the boards of NewGround and UpStart — a national organization that has helped over 100 innovative Jewish nonprofits launch or scale up. She also serves on the advisory boards of the New Israel Fund, Hand in Hand Schools, the Jewish Center for Justice, and Tivnu: Building Justice. Rabbi Bassin has built an expertise in interfaith civilian diplomacy, traveling with elite delegations of faith and political leaders to England, France, Germany, Qatar, Azerbaijan, and Iran. For her work, she was named a fellow of Security and Religious Freedom at the UCLA Burke Center for International Relations. NPR's On Being featured Rabbi Bassin for her organizational innovation and interfaith work.

Hilary Phelps is a PR professional who works with brands and people who are making a positive impact in the world, primarily in the health, wellness and addiction recovery space. In 2022, Hilary publicly shared her story of healing and sobriety for the first time. Since then, she has been driven to help and empower others by sharing her addiction recovery journey.

Hilary is a woman in long-term sobriety, a recovery advocate, a speaker, a certified yoga + breathwork leader and a lover of coffee.

## SPEAKERS - DAY 2



*Hilary Phelps*

Sobriety and Recovery Advocate,  
Speaker, Certified Yoga +  
Breathwork Leader

# Facilitator



*Isaac McCoy*

Industrialist, Advisor & Business Strategist, Former Obama Administration Appointee

Isaac McCoy is an educator, professional mentor, and business development executive skilled at navigating the busy intersection of nonprofits, public entities, corporations, and social impact investments. A former White House Appointee in the Obama Administration, leading economic policies and initiatives to support the growth and sustainability of minority-owned businesses, Isaac is the co-founder of the Jamii Group and the i2j Group. The Jamii Group is a social impact and business development firm committed to helping business leaders create greater opportunities for themselves, redefine their competitive edge and impact their company's triple bottom line: financial, social and environmental, with efficiency and ease. The mission of i2JGroup is to acquire companies, grow jobs, and build communities to achieve mutual benefit for all. The i2j Group defines success by measuring profit + purpose which guides how we assess opportunities to build upon the vision, values, and mission of business owners. Selected by U.S. State Department, Isaac serves as a Global Innovation Fellow. Global Innovation Fellows are emerging entrepreneurs and innovators who are committed to international dialogue that promotes shared economic prosperity and inclusive innovation in and between American and Chinese markets. Dedicated to educating the next generation of business leaders and influencers, Isaac serves as the Dean of the School of Business, Entrepreneurship, and CIS at historic Stillman College. As Dean, his vision and strategy to achieve the School of Business' goals & objectives focuses on these areas: Entrepreneurship and Innovation, Technology, Accreditation, Fundraising, Globalization, and Civic Engagement and Responsibility.

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*Jackie Smalls*

Vice President, Discovery Education, Social Impact Coalitions

Jackie Smalls, is the Vice President of Social Impact at Discovery Education. As a national education leader specializing in STEM K-12 education, she is responsible for strategic growth and impact of multi-sector partnerships on critical issues in K-12 education. Currently, this includes the STEM Careers Coalition™ by corporate and non-profit leaders and anchored in schools by Discovery Education—and the Social-Emotional Learning Coalition, a network of partners committed to bringing critical, culturally relevant social-emotional learning resources into core instruction to support educators and students nationwide.

Jackie served as Chief Program Officer at Code.org focused on K-12 Computer Science Education and continues to serve on Code.org's Board of Directors. She has held various instructional and leadership roles in public education as part of the District of Columbia and Prince George's County Public School systems. She was on the writing team responsible for developing national Next Generation Science Standards and served in the United States Army as an Environmental Science Officer where she developed a passion for STEM.

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*Mary-Frances Wain*

Prosperity Now Chief Engagement Officer

Mary-Frances Wain is Chief Engagement Officer at Prosperity Now where she leads philanthropy, community engagement, marketing and communications strategies. Mary-Frances joined the Prosperity Now executive team in August 2020, capping a twenty-five year career dedicated to expanding and ensuring opportunities for every person to achieve their full potential, with a demonstrated track record in leading communications and philanthropic initiatives to foster lasting change. As a result of her work on global, national, and local levels, she is recognized for her innovative and collaborative leadership and commitment to inspiring and building leadership in others. Mary-Frances has specific expertise in capacity building for organizations and ideas that empower systematically marginalized communities.

Prior to joining Prosperity Now, Mary-Frances was Senior Vice President of External Affairs at the National Women's Law Center where she led the development and marketing and communications teams to build visibility and support by engaging influencers, celebrities, media, activists and investors as champions of gender and racial justice through law, policy and culture change, including for the TIME'S UP Legal Defense Fund. Mary-Frances Wain has also held executive leadership positions with the United Nations Foundation, UNA-USA, the Make-A-Wish Foundation®, the National Museum of Women in the Arts and Suited for Change. Mary-Frances also managed and ran her own consulting company, where she worked with regional and national nonprofit and private sector clients to increase their organizational capacity to achieve philanthropic goals, with a specific focus on organizational sustainability, board development, executive coaching, branding and resource development.

Mary-Frances is an accomplished speaker including at the United Nations, the Women's Forum for the Economy and Society, Association for Fundraising Professionals and numerous corporate and industry events.

Mary-Frances is an alumnus of Syracuse University's S.I. Newhouse School of Public Communications. She is active with numerous nonprofit organizations in volunteer and leadership capacities. Mary-Frances is an avid runner and resides in Washington, DC with her husband, their 17-year old son and his ten-year-old labradoodle.

# Facilitator



*Michelle Jaconi*

Washington Post | Head of News Talent Strategy and Development

Michelle Jaconi is Head of News Talent Strategy and Development for the Washington Post. In her role, she works with Post journalists to develop new approaches to build trust, engagement, and audiences around quality journalism.

Prior to launching the new department, Jaconi ran the creative video team at the Washington Post, which created news programming for OTT platforms as well as Post subscribers. Her editorial footprint spanned from producing tentpole live event coverage to overseeing the Post's celebrated TikTok account. She also serves as executive producer on a slate of original documentary series including "Descendants" and "How to be a Journalist" — which are distributed thru the Post website, apps and Amazon Prime Video.

Prior to the Post, Jaconi led the newsroom of the Independent Journal Review, a buzzy-internet phenomenon which was dubbed both a "sleeping giant" and "winner" of the 2016 cycle by the Washington Post. In the role of Vice President and Executive Editor, Jaconi ran the site at a profit through a difficult time for the news industry. During her time at IJR, Jaconi led a partnership with ABC News for a presidential debate and executed a young voter outreach series for Rock the Vote which garnered more than \$60 million in earned media. IJR won the MediaPost OMMA award for best Best in Web Site Excellence in News and Politics, beating out entries from much better-funded corporate entities, including HBO.

Before her start-up days, Jaconi honed her skills at CNN, where she founded CNN's Cross Platform Programming unit, leading breaking news and political coverage across CNN's television networks, digital properties and mobile apps. In that role, Jaconi executed editorial partnerships with companies such as Instagram, Facebook and Twitter and produced live debates and specials on CNN's cable network, website and social channels.

In her six years at CNN, Jaconi launched and led programs in every television day part, most recently with the rebirth of "Inside Politics." As an executive producer, she ran control rooms and hired teams for both television and digital arms of CNN. She also co-wrote a daily political blog and email newsletter during the 2012 presidential campaign.

Jaconi's proudest journalistic achievements at CNN were serving on the presidential debate team and creating CNN's "State of the Union" program, where she pitched, sold and executed a 50 state tour of America during the first year of the Obama administration.

Prior to joining CNN, Jaconi spent 12 years at NBC's "Meet the Press with Tim Russert," the longest-running television program in the world. During her team's tenure, "Meet the Press" dominated public affairs programming in ratings, ad revenue and cultural impact. The show also pushed innovation — from breaking the high definition barrier in broadcasting to offering the entire program on the web (which was highly controversial at the time).

Jaconi has earned multiple awards for her contributions, including the Walter Cronkite Award for Excellence in Media for producing the "Meet the Press Senate Debate Series," a Peabody for CNN's coverage of the Arab Spring, and back to back breaking news Emmy Awards for presidential election nights, at two different networks — CNN and NBC. Her most recent recognition was at the WAN-IFRA North American Digital Media Awards, where the Post's TikTok channel was awarded, "Best Digital Project to Engage Young Audiences."

Jaconi earned a degree in international politics from Georgetown University's School of Foreign Service and earned her master's degree from Georgetown's Communications, Culture & Technology program. She currently serves on the Advisory Board for Georgetown's Institute for Politics & Public Service.

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Dr. Martín Burt is world renowned social entrepreneur who has developed various anti-poverty and educational social innovations that are currently being implemented in 55 countries. He is the founder (1985) and CEO of Fundación Paraguaya, a social enterprise named Latin America's most impactful and innovative development organization by the Inter-American Development Bank. Dr. Burt currently a member of the Board of Directors of the Schwab Foundation for Social Entrepreneurship at the World Economic Forum, the Bertoni Nature Conservancy Foundation in Paraguay and Teach A Man to Fish in the UK. In public service, he has served as Chief of Staff to the President of Paraguay, was elected Mayor of Asunción, and was appointed Vice Minister of Commerce. Dr. Burt has written books on economics, development, municipal government, poetry and education. His latest book "Who Owns Poverty?" was published in September 2019. He has received awards from organizations including Avina Foundation, Skoll Foundation, Schwab Foundation, Synergos, Eisenhower Fellowship, Inter-American Development Bank, World Innovation Summit for Education, and Nestlé. He holds a PhD from Tulane University and is a Visiting Professor of Social Entrepreneurship at Worcester Polytechnic Institute and Research Associate at University of California, Irvine.

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*Dr. Martin Burt*

Fundacion Paraguaya and The Stop



*Dr. Elizabeth Chen*

Massachusetts Executive Office of  
Elder Affairs, Secretary

Dr. Elizabeth Chen is the Secretary of the Massachusetts Executive Office of Elder Affairs (EOEA). She leads the state’s agency dedicated to ensuring that 1.7 million older adults and their caregivers in the Commonwealth have the resources they need to live and thrive in the community of their choice. Secretary Chen has been at the helm of EOEA since June 2019 and oversees the agency’s \$850 million combined state and federal budget.

Dr. Chen began her career as a public servant as the Assistant Commissioner of the Massachusetts Department of Public Health, where she oversaw the licensing of health care professionals and patient care settings, including hospitals, clinics, nursing facilities, and ambulances.

Prior to her public service, Dr. Chen worked for more than 30 years in the private sector, serving as the president of an academic institution and the chief executive of biotech companies.

Dr. Chen received a BA from Yale University; an MBA from the University of Pennsylvania; an MPH from Harvard University; and a PhD in Gerontology from UMass Boston, where her academic work focused on advance care planning.



## M.A. IN SOCIAL ENTREPRENEURSHIP AND CHANGE PROGRAM REPRESENTATIVES



Dr. Kirnon has over 30 years of operational experience in biomedical and medical device organizations. Dr. Kirnon is currently Co-Founder and CEO of Mercado Innovations, Inc. and Shawshank Therapeutics, Inc. Since January 2009, he has served as the Co-founder and CEO of PharmaPlan LLC and Vitavis Laboratories Inc, which was sold to Nestle health Sciences in 2017. Dr Kirnon was previously the President and Chief Executive Officer of Pepgen Corporation, a biopharmaceutical company based in Alameda, CA specializing in autoimmune diseases. He was formerly the President and CEO of Target Protein Technologies, Inc., a pharmaceutical company based in San Diego and specializing in the development of pharmaceutical compounds targeted to specific tissues and organs of the human body.

Prior to TPT, he was the President and COO and a member of the Board of Yamanouchi Pharma Technologies, Inc. (now Astellas), which was responsible for developing and commercializing Yamanouchi’s proprietary drug delivery technologies as well as the US development and manufacture of Yamanouchi’s pharmaceuticals. Previously, he was the President of the Drug Delivery Division of Cygnus, Inc., successfully leading the Division into profitability and subsequently through sale of its business. He also drove the successful commercialization of the glucometer device GlucoWatch®. Dr. Kirnon has also held various business development, sales, and marketing positions at Cygnus, Allergan, and SmithKline Beecham (now GSK). He sits on several industry and academic boards. Dr. Kirnon is also the Program Chair for Pepperdine University’s Social Entrepreneurship and Change Program.

In addition to an AB degree in Biochemistry from Harvard University and an MBA from Pepperdine University, Dr. Kirnon received his doctorate in organization change and transformational leadership from Pepperdine University. Dr. Kirnon is a firm believer in the idea that social entrepreneurship should be a part of every for-profit business model, and has long been involved in both education and transformational leadership development.



As a serial innovator, investor and an entrepreneur, Zarik has combined broad based technology, business, and financial expertise in developing innovative advanced technology solutions, services, operations, and game changing startups.

These startups have been founded to solve problems that have meaning in different industries such as NASA Space Programs, Digital Media, Augmented Reality, Hospitality, Social Networking and Collaboration, and Solar Energy.

Considering his lifetime achievement besides his marriage to his beautiful wife and his wonderful children, Zarik was responsible for the development of the mission-critical Electric Power System Flight Software for the **International Space Station (ISS)** for NASA. This system was successfully launched by NASA, and has successfully been orbiting around the earth for the past few decades.

As a **Professor at Pepperdine University** and a **public speaker**, Zarik has been teaching and mentoring Doctoral, MBA and undergraduate Business School students in Entrepreneurship, International Management, Venture Initiation, Managing The Philanthropic Enterprise, and Social Entrepreneurship courses.

As a public speaker, Zarik promotes the role of “Leadership”, “Kindness”, and “Imagination” in all we do in our lives. He has Trademarked “Leadership as a Service” and “Imagine Always” to promote such positive habits in his speaking engagements and mentoring sessions globally.



*Dr. Steven Kirnon*

Program Chair



*Dr. Zarik Boghossian*

Fast Pitch Coach

Thank  
+ You



*Bree Jensen*

Event Producer  
CEO, The Social Impact Firm

Thank you to our event production partner,  
**The Social Impact Firm**

**Thank You to our Fast Pitch Judges**

**Jerr Boschee - Program Vice Chair**

**Michelle Jaconi**

**Isaac McCoy**

**Rob Best**

**Danielle Vogel**

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**Congratulations, Cohort 15!**

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# Event Program

