

MIDWEST SYMPOSIUM ON SOCIAL ENTREPRENEURSHIP

CO-HOSTED BY EWING MARION KAUFFMAN FOUNDATION AND UMKC, IN COLLABORATION WITH
UNITED STATES ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP (USASBE)

KAUFFMAN CONFERENCE CENTER
(4801 Rockhill Road, Kansas City, MO 64110)

To register for the Symposium click here: [MAY 22 SYMPOSIUM REGISTRATION LINK](#)

MAY 22, 2023 PROGRAM SCHEDULE

8:00-8:30AM: Breakfast (Town Square Room)

8:30-8:45AM: Welcome by representatives of Ewing Marion Kauffman Foundation, UMKC and USASBE
(Town Square Room)

8:45-9:20AM: Kick-Off Address by Philip Gaskin, Kauffman Foundation Vice President of Entrepreneurship and Review of Program Schedule/Rooms Logistics by Tony Mendes, UMKC Regnier Institute for Entrepreneurship and Innovation (Town Square Room)

9:20-9:30AM: Break/Move to Breakout Rooms

9:30-11:30AM: Morning Breakout Sessions (in three Breakout Rooms):

- **Track 1: Duties and Social Purpose**

9:30-10:25: “Differentiated Social Good”: Purposes and Accountability (Session led by John Tyler, Kauffman Foundation) (1.1 Missouri CLE Hours; Kansas Pending)

Session Description: There are degrees to which the for-profit and charitable sectors both pursue social good and benefits for society. Their motives, incentives, and behaviors may be different, but that is not always necessarily required. If there is to be a space in the “middle” -- so to speak -- for social entrepreneurship and/or social business, that space and those who operate in it should probably be different from those who populate the for-profit and charitable spaces. How might that social space be differentiated from the others? Why should it be? Or maybe it shouldn't be differentiable? These questions and their answers matter in practice. They affect structure and form, governance, management, capital access, hiring, morale, legal issues relating to fiduciary duties owed by managers investors, and more – not just in theory or from an academic point of view but in execution and implementation. This session will focus on helping advance thinking about these and related points moving from and between theory and practice.

10:35-11:30: *Nonprofits, Business Activities, and For-Profit Subsidiaries: Constraints and Opportunities* (Panel Session moderated by Rebecca Martin, McDowell Rice)
(1.1 Missouri CLE Hours; Kansas Pending)

Session Description: Although charities and other nonprofit organizations are generally exempt from income tax, these organizations can incur tax on unrelated business income. The panel will address (1) When does an unrelated business activity become so substantial it could threaten the tax-exempt status of the organization?; (2) Why and when would a charity want to create a for-profit subsidiary?; (3) What are the advantages of creating a for-profit subsidiary?; (4) What are the disadvantages of creating a for-profit subsidiary?; (5) Should the non-profit subsidiary be a C Corporation or a LLC?; and (6) Should the non-profit subsidiary be a Benefit Corporation?

- **Track 2: Recent Trends and Innovations in Social Entrepreneurship**

9:30-11:30: *Pay it forward: Intersections between Social Entrepreneurs and Educators* (Session led by Stephanie Raible, University of Delaware)

Session Description: What should aspiring social entrepreneurs know before they dive into this career? This session explores social entrepreneurship as a career field and what those curious about social entrepreneurship want to know about the field. The session centers on the perspectives of (1) the presenter and how she has taught students to enter social impact careers over the past ten years, as well as (2) the expertise of the audience in the room, inviting attendees to contribute what they--or those they mentor--wish they knew when starting a career in the social impact space. *This session serves as one of the modules of the United States Association for Small Business and Entrepreneurship (USASBE) Social Entrepreneurship Certificate program and is open to all Symposium attendees as well.*

- **Track 3: Capital Raising for Social Enterprises and Related Policy and Planning Considerations**

9:30-10:25: *Challenges and Trends in Neighborhood-Level Investing* (Panel Session moderated by Evan Absher, Folks Capital)

Session Description: Investing in underserved communities requires a combination of public, private, and philanthropic funding. However, traditional investment mechanisms are not suited to prevent the worst effects of gentrification and displacement. These mechanisms treat communities and people as sources of risk and transaction costs when in truth they represent social capital and rich information. Only neighborhood-level investments that use inclusive community building, innovative financial modeling, and creative legal structures can tap the value of communities while providing for inclusive economic growth and agency. This panel will explore those tools with practitioners and thought leaders on how to creatively, and fairly invest at the community level.

10:35-11:30: *Environmental Justice, Justice 40, and “Virtual Community Action Planning”* (Panel Moderated by Tony Luppino, UMKC School of Law)

Session Description: This session will explore environmental justice and the Justice 40 Initiative (<https://www.whitehouse.gov/environmentaljustice/justice40/>) in which “the Federal Government has made it a goal that 40 percent of the overall benefits of certain Federal investments flow to disadvantaged communities that are marginalized, underserved, and overburdened by pollution”. The discussion will include an introduction to “Virtual Community Action Planning” (VCAP), a community-centered and data-informed holistic planning system, and the reality that cities that do not take a data-driven and technology-supported approach to planning environmentally sound infrastructure development or redevelopment initiatives in an equitable, inclusive, and community-engaged manner will have less access to governmental funding, and be less effective, than those that do.

11:30AM-12:50PM: Lunch and Panel Session: *Facilitating and Scaling the Work of Social and Civic Entrepreneurs* (Panel Session moderated by Father Justin Mathews, Reconciliation Services)

Session Description: This moderated panel session will highlight and examine ways in which social entrepreneurship is being facilitated and supported through innovation programs, incubators, and communities of practice that draw on creative and collaborative efforts of neighborhoods, local governments, nonprofit organizations, educators, and the business community.

12:50-1:00PM: Break/Move to Breakout Rooms

1:00-3:00PM: Afternoon Breakout Sessions (in three Breakout Rooms):

- **Track 1: Duties and Social Purpose**

1:00-1:55: *Special Considerations in “Tandem Structures” Involving For-Profit and Nonprofit Organizations* (Panel Session moderated by Cassady Brewer, Georgia State University College of Law) (1.1 Missouri CLE Hours: Kansas Pending)

Session Description: A “tandem structure” typically describes a formal arrangement between two or more separate legal entities with a common social purpose. For example, a tandem structure might involve a nonprofit with a for-profit subsidiary or a joint venture between a nonprofit and a for-profit. This session will examine the design and utility of tandem structures, including the related legal and tax constraints.

2:05-3:00: *Examples of Innovative Approaches to Nonprofit/For-Profit Interactions* (Panel Session moderated by Brent Never, UMKC Bloch School-Public Affairs)

Session Description: The bold line between for-profit and nonprofit social ventures is increasingly becoming blurred. In this session, participants will be exposed to important structures at work in the Kansas City region and beyond to leverage the flexibility of business with the social mission of nonprofits. Ranging from formal organizational ties to informal partnerships across sectors, we will explore the opportunities and challenges of novel social venture efforts.

- **Track 2: Recent Trends and Innovations in Social Entrepreneurship:**

1:00-1:55: *Community-Centric Approaches to Affordable Housing and Digital Equity* (Panel Co-moderated by Dina Newman, UMKC Center for Neighborhoods, and Randall Johnson, UMKC School of Law)

Session Description: This discussion will feature examples of social and civic entrepreneurship in affordable housing and digital equity initiatives. The session will include focus on “connections” (and the need for more connections) between those two subjects in terms of their importance in the ability to have sustainable and thriving local economies in neighborhoods and widespread opportunities for education, health and wellness, economic prosperity, and generational wealth.

TONY VANTRECE, JENNIFER TIDWELL, REBECCA MCQUILLEN; FATHER JUSTIN’S AGING IN PLACE SOCIAL VENTURES; RICK USHER? LESLIE SCOTT? MCLAIN BRYANT?

2:05-3:00: *Creating New Professional Trades Pathways for Marginalized Communities* (Panel Session moderated by Kyle Benson-Smith, Determination Incorporated)

Session Description: Times are tough in the trades and construction-based businesses. Job openings rise precipitously each year, causing developments to slow and prices to rise amidst a season of high interest rates, inflation, and an increasingly dire affordable housing crisis. To make matters worse, difficult working conditions, feast or famine job opportunities, and poor employee wellness have led to male construction workers having one of the highest suicide rates of any industry in the country. Amidst this turmoil, a burgeoning coalition of trades-based social entrepreneurs in Kansas City have answered the call and are working to make the industry more inclusive, equitable, compassionate, and lucrative for traditionally marginalized communities.

- **Track 3: Capital Raising for Social Enterprises and Related Policy and Planning Considerations:**

1:00-3:00: *Scaling Social Ventures* (Session led by Jason Lortie, Florida Gulf Coast University)

Session Description: Growing a successful social entrepreneurial organization can be difficult given the dual-purpose mission that these types of organizations are built to pursue. This session will explore these challenges across a variety of topics by relying on the experiences of four local Kansas City social entrepreneurs in various stages of scaling each of their unique organizations. The panel will answer questions and discuss topics ranging from how they define social impact in their organizations, funding options for generating growth, strategies for scaling, important metrics that they track to manage growth, and the challenges they have faced and overcome (or are still trying to solve) so far. Particular attention will be paid to how these ideas apply to each of the organizations at different stages of growth. Audience questions will be encouraged and presented towards the end of the session! *This session serves as one of the modules of the United States Association for Small Business and Entrepreneurship (USASBE) Social Entrepreneurship Certificate program and is open to all Symposium attendees as well.*

3:00-3:10PM: Break/Move to Town Square Room

3:10-5:00PM: Showcasing Session

- Presentations by three KC Region Social Entrepreneurs who had been mentored in the Aaron L. Levitt Social Entrepreneurship Challenge conducted by UMKC's Midwest Center for Nonprofit Leadership, introduced by Evan Absher, with each focusing on lessons learned in their social entrepreneurship journeys and related tips for budding social entrepreneurs and for educators teaching social entrepreneurship:
 - Kristan Chamberlain--KC Can Compost
 - York Wilson—Strategic Workforce Development, Inc.
 - Sami Aaron—The Resilient Activist
- Presentations of social entrepreneurship education proposals or social venture models by five USASBE Social Entrepreneurship Certificate Program Participants