



Wedgwood Circle Institute Presents:
Investing in Culture Conference
Washington Studio School
April 16, 2009

8:30-9:00 am: Check-in & Continental breakfast

9:00-9:45 am: *Overview of Wedgwood Circle Institute* Mark Rodgers -*Managing Director, Wedgwood Circle*

9:45-10:15 am: *Keynote: The Importance of Investing in Culture Thesis*
Steve Garber- *Director, The Washington Institute*

10:15-10:30 am: *Practically Investing in Culture*
Dave Kiersznowski—*Founder and CEO, DEMDACO*

10:45-12:15 pm: *Morning Panel: Culture Creators Producing Good, True and Beautiful for the Common Good*

Moderated by: Mark Rodgers

Jerry Eisley —*Founder and Director, The Washington Arts Group and Foxhall Gallery*
Karen Goodwin —*Founder, 5th Avenue Entertainment*
Jill Lamar —*Director, Discover Great New Writers Program, Barnes & Noble*
Charlie Peacock —*Songwriter, Producer, Executive, Author*
Laura Waters —*Director and Producer, As We Forgive*

In this session, participants will learn about the incredible impact that one song, one book or one film can have on a person's life and worldview. Our talented panelists will share how they are tangibly renewing the culture through creation and distribution of fine art, music, films and stories. By the conclusion of this panel, participants will have a better understanding of how media and entertainment shapes society's imagination and have a clearer picture of how their organization can take the first step in supporting culture products that are true, good and beautiful for the common good.

12:15-1:30 pm: Lunch

1:30-2:15 pm: *PRI Investing Overview:*
Lisa Richter- *Principal, GPS Capital Partners*

Participants will gain an understanding of how program-related investments (PRIs) can be used to spur innovation and charitable outcomes in arts and culture. Specifically, participants will: Discover the range of ways PRIs can be used, including vehicles (debt, equity, deposits, real estate, leases, guarantees), beneficiary institutions (nonprofit, faith-based and for-profit entities sponsoring activities with charitable purpose), and markets (urban, rural, domestic, international)

2:15-2:45 pm: *PRI Q&A Session*

3:00-4:15 pm: *Afternoon Panel: PRI into Practice - Foundations Engaged in PRI*

Moderated by: Lisa Richter

Robert Fry—*Chief Investment Advisor, National Christian Foundation*
Norah McVeigh—*Managing Director, Financial Services, Nonprofit Finance Fund*
Wendy Holmes- *VP, Consulting and Resource Development, Artspace Projects*
Heidi Kurtz- *Director of property development, Dance Place*

The goal of this panel is to help participants understand the unique processes for underwriting various types of PRIs. Panelists will hear from foundations such as National Christian Foundation and have the opportunity to ask more questions as they consider entering the PRI space. Participants will also learn how to work with specialized intermediary companies such as the Nonprofit Finance Fund to underwrite and manage PRIs as well as examples of organizations that have benefited from PRIs to expand their impact.

4:15-5:00 pm: *Closing Q&A and Wrap-up*