



FOR IMMEDIATE RELEASE

September 22, 2014

Corporate and community leaders to gather in Calgary next week to discuss the role of business in addressing social issues and sustainable development.

CALGARY, September 22, 2014 – Business, community and student leaders will gather at Ambrose University in Calgary for the **Soul of the Next Economy Forum** on October 3-4, 2014 to discuss the current role of business in sustainable domestic and international development, corporate social responsibility, and social enterprise, as well as co-create solutions and define future directions.

“The lines between the business, public, and charitable sectors continue to blur,” says Randy Poon, Forum co-chair and chair of the Ambrose business program. “Business is no longer simply about profit margins. There is an expectation for business to play a meaningful and active role in addressing social and environmental issues. This Forum is an opportunity to discuss where we’ve been and where things are headed.”

The Forum kicks off on Friday October 3rd, with a keynote presentation by Peggie Pelosi, founder and CEO, ORENDA Connections and author of *Corporate Karma*, followed by a panel discussion on good corporate citizenship with Calgary business leaders Wayne Chiu, President of Trico Homes; Craig Ryan, Corporate Social Responsibility Director of Business Development Bank of Canada; and Suzanne West, President & CEO of Imaginea Energy Corp.

Sessional and workshop topics for Saturday October 4th include *Shared Value: Achieving the Bottom Line AND Social Good*; *Developing a CSR Program in Your Company: How to Do Well by Doing Good*; *Starting and Growing Your Social Enterprise*; *Microfinance for Poets: What is Microfinance*; and *Cathedral Thinking: Can We Build a Canada Where Poverty is Eliminated?* to name a few.

Forum registration is \$99. Visit www.nexteconomyforum.com for more information and to register.

The Soul of the Next Economy Forum is a partnership amongst Ambrose University, The Fig Tree Foundation, Rotary District 5360 Microcredit & Community Development Task Force, and the Calgary Poverty Reduction Initiative and is brought to you through the support of our community partner Black Diamond Group.

###

Media Contacts: Barb Briggs, Marketing & Publicity Coordinator
Soul of the Next Economy Forum
403-287-0483
marketing@nexteconomyforum.com