



SOCIAL ENTERPRISE: USING THE POWER OF BUSINESS TO IMPROVE LIVES

Wednesday, February 23, 2011

6:30 - 8:30 pm

LaCava 300

Join Net Impact Bentley and the Graduate Women's Leadership Organization to hear four women speak about their experiences founding and running mission-driven businesses. Siiri Morley of Prosperity Candle, Anne O'Loughlin of Autonomie Project, and Alexis Schroeder & Jeanne Dasaro of the New Prosperity Initiative will discuss their careers, the social missions of their businesses, and the innovative business models that they use to accomplish them.

Refreshments will be served.





SOCIAL ENTERPRISE: USING THE POWER OF BUSINESS TO IMPROVE LIVES

Meet the panelists:

Prosperity Candle's mission is to empower thousands of enterprising women in places like Afghanistan, Haiti, Iraq and Rwanda who are rebuilding their lives with determination, by partnering with them to provide the right tools and resources to start a thriving business. Through its model of Shared Prosperity in which every entrepreneur participates in the success of the company, each woman Prosperity Candle works with has the opportunity to earn above a living wage, grow her candle business, and provide employment and leadership in her community.



Siiri Morley (co-founder)

Siiri has worked on poverty reduction and sustainable economic development projects in Afghanistan, Croatia, Ecuador and Kenya, and was a business capacity development advisor with the U.S. Peace Corps in Lesotho. She received her MBA from the Heller School of Social Policy & Management at Brandeis University in December 2009, and has consulted on social impact measurement to design firm IDEO, and interned at Preserve, an eco-friendly home products company that promotes socially responsible business practices.

Autonomie Project is an innovative Fair Trade fashion company offering stylish sweatshop-free, eco-friendly & vegan footwear and clothing for children and adults. Launched in late 2007, the founders of Autonomie Project were inspired by the lack in the social marketplace of a truly wearable & affordable ethical clothing brand. Autonomie Project supplies high-quality garments at competitive prices to socially conscious consumers that wish to make purchases with a social and environmental impact without having to sacrifice their own personal style, or break their wallet. In addition to a feel-good and fun shopping experience, Autonomie aims to raise awareness about today's most pressing global issues.



Anne O'Loughlin (co-founder)

Anne is a pioneer in the budding Fair Trade fashion movement, and has led grassroots campaigns locally, nationally and internationally to further the ideals of social entrepreneurship, labor rights, and environmentalism in business and consumerism. She co-owns and formerly served as the Chief Operating Officer of No Sweat Apparel, a start-up social enterprise, and led the development committee that launched the local Fair Trade Boston initiative as part of the international Fair Trade Towns movement. Currently, Anne is the co-founder, owner and President of Autonomie Project and is a lecturer on corporate social responsibility and social enterprise at Tufts University. She holds a B.A. in History and Spanish from Tufts University.



SOCIAL ENTERPRISE: USING THE POWER OF BUSINESS TO IMPROVE LIVES

Meet the panelists:

The New Prosperity Initiative (NPi) publicizes the efforts of individuals and organizations working to build social and economic prosperity. Through media and events, NPi aims to weave a network of ideas and solutions bringing the best models, strategies, and leadership qualities to the places that need them most. NPi produces interviews, articles, podcasts, and short videos intended to share knowledge and impart wisdom. NPi community dialogues connect leaders and citizens to discuss lessons learned, current projects, and potential collaborations.



Jeanne Dasaro, Co-Founder

Jeanne is a social entrepreneur/activist interested in using her skills for social change. She has extensive experience in nonprofit management, event planning, project planning, and community journalism. Jeanne is owner of [Plan-It Green Consulting and Events](#), a meeting and event planning company that delivers environmentally conscious meetings to mission driven organizations. She is a former board member of FAMILY Movement.

Jeanne studied Anthropology and Economics at the University of Michigan-Dearborn and is currently enrolled in the Professional Writing Program at U-Mass Boston. She has been featured in *O Magazine* as one of “Tomorrow’s Leaders” and *The Boston Globe* as a “Leading Woman” specifically for her social entrepreneurial spirit. When she isn’t pursuing professional interests, Jeanne can be found cooking in her kitchen or venturing off to get a new stamp in her passport.



Alexis Schroeder, Co-Founder

Lex is a [freelance writer and editor](#) and Program Associate at [The Berkana Institute](#) with a knack for connecting people and ideas. Originally from Old Orchard Beach, Maine, she holds a B.A. in Government from Smith College. Prior to NPi, she worked on the publishing team at [the Lean Enterprise Institute](#) in Cambridge, Mass., a research and publishing company dedicated to teaching the lean business method.

Lex is a columnist for [BostInnovation.com](#), an innovation and tech blog, where she writes on entrepreneurship, leadership, and creativity. She serves on the board of directors of [The Writers’ Room of Boston](#) and is proud to be a “Connector” for [Boston World Partnerships](#). In addition to developing the NPi business, she serves as NPi’s Managing Editor. These days she’s very interested in things like systems thinking, health and wellness, humor writing, poetry, and design.