

News Release

What's Next Lecture Series Explores Innovation and Offers Thought-Provoking Look at Trends and Opportunities for the Next Decade

SANTA CRUZ, California. January 15, 2010. -- The **What's Next Lecture Series** kicks off its five part Innovation program with a look at "Sustainability and Social Innovation: Doing Well by Doing Good," on February 18, 2010 from 7:00 – 9:00 pm at the Kuumbwa Jazz Center. This inaugural lecture features Peter Meehan, CEO of Newman's Own Organics, KoAnn Skrzyniarz, CEO of Sustainable Life Media, and Joshua Levine, Vice President of the SRI Wealth Management Group at RBC. Sandy Skees, CEO of Communications4Good, will moderate the panel as it explores trends and success factors in companies that combine profitability with a social and environmental mission.

Speakers will provide the audience with current thinking, best practices and trends in sustainability and social innovation, examining how brands and the media are framing this business shift. Topics will include an exploration of how businesses are responding to the social, environmental and economic challenges of today's world with innovation and entrepreneurial opportunities. From the trendsetting Newman's Own Organics, which pioneered the socially responsible business model from Santa Cruz, to newly emerging opportunities in impact investing and social investments, to changes in media and marketing, this lecture will take both a broad and a deep look at this important trend.

Hosted by UC Santa Cruz, NextSpace Coworking + Innovation, and the City of Santa Cruz Redevelopment Agency, the year-long series will feature topics that explore Sustainability and Social innovation (February 18), Energy (April), The New Workplace (June), Research & Development (October), and Gaming & Social Media (December).

The **What's Next Lecture Series** takes a provocative look at innovation from business, policy and social change vectors, providing inspiration, insight and the tools needed for succeeding in the next decade. "With this series, we're excited to offer an in-depth look at the critical role innovation plays in addressing some of the most pressing challenges and amazing opportunities facing the world today," said Jeremy Neuner, CEO of NextSpace. "We believe that the Santa Cruz region can be ground-zero for world-changing innovation by leveraging our strong local community, our world-class university and our local entrepreneurial ecosystem."

Sponsors for the session include: Drew Miller Insurance, Communications4Good, Studio Holladay, the Santa Cruz Weekly, and KUSP radio.

The What's Next Lecture Series' "Sustainability and Social Innovation" program will take place at the Kuumbwa Jazz Center, 320 Center Street, Santa Cruz, from 7:00 – 9:00 pm on February 18, 2010. Cost is \$15/students are free but must register in advance. For more information or to purchase tickets, see <http://www.whatsnextlectures.com>