

*Praxis Peace Institute and
RSF Social Finance present*



“We must join together to bring forth a sustainable
global society founded on respect for nature, universal
human rights, economic justice, and a culture of peace.”

From the Preamble of the Earth Charter

THE ECONOMICS OF PEACE

Transforming Money
Rebuilding Community
Redefining Wealth

**OCTOBER 18–23, 2009
SONOMA, CALIFORNIA**

Dear Friends,

In the midst of the greatest economic collapse in recent history, Praxis Peace Institute and RSF Social Finance have joined forces in convening *The Economics of Peace* conference. Both organizations are dedicated to deep inquiry, systemic solutions, and spiritual values that honor the earth and all of its inhabitants.

We began our planning sessions as an inquiry. What would economic relationships look like if fear and scarcity were replaced with collaboration and generosity? If everyone had meaningful employment? And, what type of economic system supports peace?

Today, the connections between economics and peace, social justice, and environmental sustainability are clouded by the drive for profit and the need to over-accumulate wealth. If we are to transform our current economic practices and monetary policies, we need new forms that reflect our most deeply held values. Equally important is the need to understand the myths and beliefs that have shaped our thinking and hinder systemic change. Cultural norms have a way of imposing the status quo, and our challenge is to help transform failed policies into ones that serve everyone.

We have planned a series of presentations that address different aspects of systemic economic change. There will be keynote speeches, practical workshops, and interactive presentations that draw on the expertise and creativity of all participants. There will be café discussion groups, open space sessions, and multiple networking opportunities for participants and organizations to collaborate on future projects. This conference will showcase some of the most successful and inspiring examples of economic models that value people and planet before profit.

Please join us for an inspiring and energizing meeting of concerned individuals and organizations! Together, we can manifest sustainable and peace-oriented alternatives that transform money, rebuild community, and redefine wealth. In the midst of crisis, we have the opportunity to rediscover our commonwealth and build a sustainable and peaceful future. We welcome your participation in this timely meeting of outstanding thinkers, doers, and activists!

In peace,

John Bloom, Director of Organizational Culture, RSF Social Finance

Chris Lindstrom, RSF Fund for Complementary Currencies

Georgia Kelly, Founder/Director of Praxis Peace Institute

What would economic relationships look like if fear and scarcity were replaced with collaboration and generosity?

The Economics of Peace is both vision and praxis. It is a dynamic process that draws from inquiry, imagination, and practical application. It is an emerging form of enterprise that already exists in many part of the world but receives very little notice in mainstream culture. One of the purposes of this conference is to shine a light on these models, to learn from them, and to transform our economic culture.

Purpose and Goals

In the midst of economic collapse, we are compelled to seek wiser systems of commerce and more equitable economic relationships. While it is imperative that we understand the history of our economic structures and what went wrong, it is equally important that we experience the outstanding examples of collaborative business practices and innovative exchange systems that are changing the economic landscape today. Examples include cooperative businesses, complementary currencies, green business, green jobs, slow money, slow food, living wage initiatives, social finance, credit unions, Business Alliance for Local Living Economies (BALLE), and more.

The challenge before us is to align the efforts of the millions of individuals, businesses, and organizations that are working to provide a space for independent networks and organizations. The goal is to form deeper levels of collaboration and to begin describing the next economic paradigm. In essence, it will be a place for the imaginal cells of a movement to begin transforming economic relationships to better serve people and planet.

“Complementary currencies facilitate transactions that otherwise wouldn’t occur, linking otherwise unused resources to unmet needs, and encouraging diversity and interconnections that otherwise wouldn’t exist.”

Bernard Lietaer

Sonoma Vineyard



“The cooperative movement is an economic effort that is translated into an educational action, or it is an educational effort that uses economic action as a vehicle of transformation.”

Don Jose Maria Arizmendi

“It is illogical and deeply destructive to design an economic system in a way that creates an artificial demand for perpetual growth on a finite planet.”

David Korten

Why Sonoma?

Sonoma County is home to a plethora of organizations and businesses that support environmental sustainability, fair employment practices, fair trade, and the revitalization of The Commons. From the GoLocal Cooperative of Sonoma County to the Green New Deal, Green Jobs Sonoma County, local city councils, local organic agriculture, and solar and geothermal energy, there is widespread support for new economic relationships in our community. All nine major cities in Sonoma County are collaborating in the Climate Protection Campaign to reduce greenhouse gases 25% by 2015.

Because so many sustainable projects are already in process here, Sonoma County can share these models with other cities and communities. With the highest voter turnout in California for the 2008 election—93.4%—Sonoma County is home to concerned and active citizens.

The town of Sonoma is uniquely suited to the type of conference that Praxis Peace Institute has become known for over the years. Café discussion groups, plenary breaks, and lunch can be enjoyed in outdoor restaurants and cafés on the main square. Because the town of Sonoma is designed like a European city with a central town square and park, the conference has a center without being confined to a hotel.

Morning plenary sessions will take place in the historic Sebastiani Theater on the square in downtown Sonoma. Local cafés will supply food and beverages for our breaks. A few evening sessions will be at the Sonoma Community Center or the Veterans Memorial Building. All conference venues, restaurants, shops, and several hotels and B&Bs are within easy walking distance of each other. This is a “walkable” conference with daily exercise and fresh air built into the schedule. However, we will also make transportation available to people who require it. There is plenty of parking available in plaza lots for those driving.

In 2009, amidst a financial meltdown of grand proportions and with a conference focused on new economic models, RSF Social Finance and Praxis Peace Institute decided that hosting this conference within a local living economy was the ideal way to walk our talk!

Conference Themes

The Economics of Social Justice and Environmental Sustainability

Exploring Money, Race, and Class

Green jobs, Slow Money, and Slow Food

The Shadow Economy

The Caregiving Economy

Living wage initiatives and the role of labor

The role of philanthropy and the Gift Economy in transforming society

The Influence of Cultural Myths and Propaganda on Economic Policies

Deconstruct the myths that block systemic change

The role of the media in forming public perceptions and opinions

Examine our beliefs about money and economics

Address economic assumptions: money, myths, and memes

How to change the economic story into one that better serves people and planet

Transforming the Means of Economic Exchange

Local living economies

Usury: Its history and role in the current economic crisis

Complementary currencies

Local stock exchanges

The micro-credit revolution

Community finance and social finance

Open source organization and exchange

Imagining the banks of the future

“Most Americans don’t realize that a middle class is created and maintained by direct intervention in the marketplace by a democratic government, including laws protecting labor, defining minimum wage, and taxing great wealth.”

Thom Hartmann

Toward a New Ethic of Ownership

Stewardship of the environment and natural resources

Explore organizational structures that support healthy ownership

Associative economic forms:

Community Supported Agriculture and Fair Trade Practices

Deconstruct the current financial crisis in an ethical context

Evolving Policies for a New Economics

Define economic policies that support peace, social justice,
and environmental sustainability

What is the role of cooperatives in a new economy? What can they teach us?

Triple bottom line accounting: financial, ecological and social benefits

Civic Participation: The role of informed citizens in developing policy

Accountability and transparency in business and government

The Role of the Commons in evolving new economic relationships



Sonoma City Hall



Sonoma Courtyard

About the Conference Conveners



Social Finance

For twenty-five years RSF Social Finance has been devoted to building the emerging field of social finance through investing, lending, and giving. RSF has been an innovator of new approaches in working with money that foster social and spiritual renewal. With the long-term view of transforming the way the world works with money, RSF funds social enterprises and other public benefit initiatives, and collaborates with other financial organizations and institutions to understand money and financial transactions in a new way that is direct, transparent, and personal.

Over the last six years, RSF has been developing the Transforming Money Network, which includes those working across the full spectrum of financial approaches, from private equity to complementary currencies. Several groups and initiatives have developed as a result of this Network including: The Sequoia Principles for Transforming Money; the Fund for Complementary Currencies; Money, Race, and Class Conversations; and, Intuition and Money Gatherings

RSF's Fund for Complementary Currencies is committed to fostering replicable pilot projects in new forms of currencies including BerkShares, TimeBanks, and GETS (Global Exchange Trade System), and to furthering research and innovation in the means of economic exchange.



Praxis Peace Institute

Since its founding in 2001, Praxis Peace Institute has produced cutting-edge programs that address the most relevant social challenges of our time. These areas have included workshops in communication and conflict transformation, inquiries into the effects of culture and propaganda, conferences on participatory democracy and peacebuilding, and an invitational conference on solutions to species' extinctions.

In bringing together leading educators, researchers, activists and elected representatives, Praxis Peace Institute has established itself as a vehicle for deep inquiry, practical workshops, and civic education. Our goal is to understand the failed mechanisms of the old systems in order to avoid repetition, and to nurture the visions and alternative structures that support the evolution of systemic Peace, social justice, and responsible stewardship of the environment.

In collaborating with RSF Social Finance for our 5th conference, *The Economics of Peace*, we have an opportunity to reach many more people and organizations and to help network existing organizations. Our goal is to help transform an ailing economy into economic relationships that serve the well-being of all living creatures and our planet.

Co-Sponsors

Berrett-Koehler Publishers
 Business Alliance for Local Living Economies (BALLE)
 E.F. Schumacher Society
 Green America
 Mother Jones Magazine
 North Bay Bohemian
 Sonoma Community Center
 Sonoma County GoLocal Cooperative
 Westerbeke Ranch (Sonoma)
 YES! Magazine, and more.

Conference Principles

- **Inquiry:** What are the myths that define our economic environment and how do they influence our choices and limit our options? How can we demystify these beliefs and empower a new economic paradigm that works for everyone?
- **Vision:** Working collaboratively, we can create alternatives to failing economic patterns and practices. *The Economics of Peace* Conference will highlight some of the most successful business and economic models that incorporate collaboration, sustainable business practices, and respect for all workers.
- **Tools for the New Economy:** Practical and interactive workshops, daily discussion groups, and open space sessions will help define an economic vision for the 21st century.

Conference Presenters

Riane Eisler is an eminent social scientist, attorney, and cultural historian. She is the author of *The Chalice and the Blade* and *The Real Wealth of Nations: Creating a Caring Economics*. Eisler has been on the faculty of UCLA and currently teaches at the California Institute of Integral Studies, San Francisco, CA.

Fred Freundlich teaches at Mondragón University in Spain. He is a doctoral candidate at the Graduate School of Education, Harvard University, where his dissertation research is a new university initiative affiliated with the Mondragón Cooperative Corporation. Freundlich is a senior principal of Ownership Associates.

James K. Galbraith is a professor of economics and government at the University of Texas (Austin) and is Chair of Economists for Peace and Security. He is the author of six books, including *Created Unequal*, *Balancing Acts*, and *The Predator State*. He served on the staff of the U.S. Congress as Executive Director of the Joint Economic Committee and was a guest scholar at the Brookings Institution.

Tom Greco is a community and monetary economist, educator and former college professor. He is a leading authority on cashless exchange systems, monetary history and theory, and community economic development. He is the author of several books, including *The End of Money* and *The Future of Civilization*.

Sam Keen is a noted author, philosopher and expert on propaganda and cultural myths. He holds Ph.D. degrees in philosophy and theology from Harvard and has authored several bestselling books, including *Fire in the Belly* and *Faces of the Enemy*. He was a contributing editor at Psychology Today magazine for 20 years.

David Korten trained in economics, organization theory, and business strategy. He holds M.B.A. and Ph.D. degrees from Stanford University Graduate Schools of Business, has taught at Harvard, and served as a regional advisor for USAID. He is co-founder of the Positive Futures Network and Yes! Magazine and is the author of *When Corporations Rule the World*.

*U.S. Representative **Dennis Kucinich** (D-OH) has served in the U.S. Congress since 1996. He has run for president twice and used his campaigns to highlight critical issues facing our nation. He has introduced legislation to authorize a cabinet level Department of Peace (HR 3760). Since the financial meltdown, he has also become a key spokesperson in Congress for establishing responsible financial policies.

**Invited*

“We’re living in
the best-kept illusion of an
economic non-collapse.”

Anonymous

Mikel Lezamiz is the educational director of the Mondragón Cooperatives Corporation (MCC) in Spain, the world's largest consortium of worker-owned businesses. He helped organize Praxis Peace Institute's 5-day seminar at the MCC headquarters in the fall of 2008.

Jacob Needleman is a professor of philosophy at San Francisco State University and is a consultant in the fields of psychology, medical ethics, philanthropy and business. His PBS special, *Money and Culture*, produced by Bill Moyers, discusses the role of money in our society. His books include *Money and the Meaning of Life*, *The American Soul*, and others.

Vandana Shiva, born in India, is a physicist and environmental activist. She is one of the leaders of the International Forum on Globalization and is the founder of the Navdanya Foundation for Science, Technology and Ecology. She is the author of *Water Wars: Pollution, Profits, and Privatization* and was the recipient of the Right Livelihood Award in 1993.

Judy Wicks is co-founder of the nationwide Business Alliance for Local Living Economies (BALLE) and a founder of the Sustainable Business Network of Greater Philadelphia (SBN). She is also president of White Dog Community Enterprises and has won numerous awards, including the Philadelphia Sustainability Life Time Achievement Award (2007).

U.S. Representative **Lynn Woolsey** (D-CA, Sonoma County District) is in her 9th term as a representative of California's 6th District. Her journey from welfare mom to business owner, Mayor of Petaluma, and now Congresswoman has informed her progressive policies. Woolsey is Co-Chair of the Progressive Caucus and is Chairwoman of the Committee on Education and Labor's Workforce Protections Subcommittee.

Artists

Nigel Armstrong is a 19-year-old student of violin at the Colburn School in Los Angeles. He was Associate Concertmaster of the San Francisco Symphony Youth Orchestra and was a featured soloist with the Boston Pops Orchestra in 2007.

Steve Bhaerman, aka **Swami Beyondananda**, is an internationally known humorist and author. He writes a spiritual/political blog called Notes from the Trail and has recently co-authored *Spontaneous Evolution* with cellular biologist, Bruce Lipton (pub. Date Sept. '09).

“Inevitably the present-day economy will have to shrink as we all get busy creating the new one that must come to be born.”

James K. Galbraith

Osprey Orielle Lake, sculptor and conference Artist-in-Residence, is the founder/artist of the International Cheemah and Mari Monument Projects, which are dedicated to environmental sustainability, cultural diversity and societal transformation.

For detailed bios and presenter additions, please visit our website often at www.praxispeace.org

Workshops and Break-Out Sessions

Mikel Lezamiz & Fred Freundlich, from the Mondragón Cooperatives, Spain.

Richard Logie, Founder of Global Exchange Trading Systems (GETS).

Julianne Maurseth, Ph.D., Professor of Green MBA program, Conference Outcomes

Terry Mollner, Common Good Investing.

Daniel Pinchbeck, Evolver: A Social Network for Conscious Collaboration.

Kelley Ragala & Derek Huntington, Sonoma County GoLocal Cooperative (local BALLE chapter)

The sculpture "Balance" is dedicated to the awareness and protection of the global commons—the air we breathe, the water we drink, the communities we live in, the wildlife in our regions—and in leaving a legacy of well-being and beauty.

Osprey's art will be on display at the Spirits in Stone Gallery, 452 First St. East, Sonoma during the conference.

Don Shaffer, President and CEO, RSF Social Finance, Redefining Social Finance

Norman Solomon, Author, Activist, Co-Chair of *Green New Deal*.

Woody Tasch, Author of *Slow Money* and *Chair of the Investors' Circle*.

John Wilson, Ph.D., Economics and Social Justice: Building a New Model.

More workshops and break-out sessions are being added!

Please check our website frequently for updates and additions to speakers, workshops, and other presentations.

www.praxispeace.org



Special Features

Workshops

In-depth workshops and training sessions will be held every afternoon.

Panels

Conference speakers and workshop facilitators will address specific issues in plenary panels throughout the conference.

Open Space Sessions

We are reserving time and space for conference attendees to post their own sessions and invite others to participate.

Café Discussions

Groups of four to eight people will meet in cafés around the central square to discuss topics related to conference themes.

Excursions and Events

- Three group dinners for conference participants and speakers (extra cost, see Registration page).
- Special Tour of the Benziger Family Winery. Learn about biodynamic farming methods, the most sustainable form of organic farming, from this unique family-owned vineyard.
- Morning hikes on the Overlook Trail Loop (2 miles)—spectacular view of Sonoma and easily accessible from the center square.
- Networking Reception for all conference participants and speakers.
- Reception at Spirits in Stone (on the plaza) for Artist-in-Residence, Osprey Orielle Lake.
- Optional visit to Train Town, one of the largest small-scale railroads in America. Take the 20-minute ride through another place and time. One mile from the square.
- Optional Wine Tasting Tours (not organized by conference).
- Discount coupons from local businesses.
- Join the Tuesday afternoon Farmers' Market in the main square—food, music, lots of local organic produce and crafts, as well as political groups and non-profits promoting their causes.

Sonoma is home to award-winning restaurants and wines, local organic produce, candy makers, bakeries, unique shops and active citizens' groups.

The Economics of Peace Conference October 18–23, 2009—Sonoma, CA

Accommodations In Sonoma

Hotel Information is available on our website, or you can contact Praxis Peace Institute (707-939-2973), or the Sonoma Visitor's Bureau (707-996-1090) for hotel and B&B information.

Important:

If you are registering early, please call Praxis Peace Institute (707-939-2973) for the best lodging closest to conference venues. Praxis has discounts at three local hotels.

Cancellation And Refund Policy

Refunds for cancellations will be issued as follows:

- Full refund, minus \$75 processing fee, to July 17, 2009
- Between July 18 and August 18, 2009—70% refund
- Between August 19 and September 18, 2009—50% refund
- 30 days or less—No refund.

Refunds will be made after the conference and no later than November 30, 2009. However, cancellations made prior to July 18th may receive refunds prior to the conference. **Important:** Paid Registrations ARE transferable, but you must make the arrangements yourself with the party replacing you. You must inform us of this change.

*Site of Morning Plenary Sessions.
Photograph by Mark Farwell 2008*



The Economics of Peace Conference October 18–23, 2009—Sonoma, CA

Registration Form

You may also register online at www.praxispeace.org, or mail or fax this registration form to us.

(Please print clearly. For more than one person, please use a second form)

Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____

E-mail _____

I would like help finding a roommate.

Restaurant information:

I prefer: Vegetarian meals Vegetarian with Fish Meat

Although meals are not included, we are organizing group meals for dinner. These are priced separately and include full buffet, \$32 each. Please check below if you are paying for the dinner package.

Three group dinners (Mon., Tues, & Thurs.) @ \$32 each = \$96

Conference Fee: \$650 for 5-day conference

(includes all plenary sessions, workshops, meetings, café discussion groups, music, artist reception and networking reception).

Payment Options:

VISA MASTERCARD AMEX CHECK (checks save us money in bank fees)

Amount enclosed or to charge _____

Credit Card Number _____

Expiration Date _____ V Code (on back of credit card) _____

Signature _____

Checks should be made payable to Praxis Peace Institute and sent to:

Praxis Peace Institute
P.O. Box 523, Sonoma, CA 95476

Or faxed to:
FAX: 707-939-6720
TEL: 707-939-2973
www.praxispeace.org





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