



# Rules Change -- The DC Gathering: *Rethinking the Playing Field for Corporations, People and Democracy*

March 14-15, 2014 / George Mason Univ. Arlington campus



GMU School of Public Policy / Principal convener\* / <http://www.ruleschange.org>

## PROGRAM / SCHEDULE

**As of February 27, 2014 /**

*Scheduled times and participants subject to change.*

Check this page for periodic updates:

<http://newshare.com/rc-dc/program.pdf>

## FORMAT

*Rules Change: The DC Gathering (RC-DC) is an intimate, two-day, non-partisan effort to help connect policy "silos" considering the impact of corporations and government on markets, communities, stakeholders, and the planet. Each participant brings valuable experience and perspective -- and a commitment to reach common ground across boundaries of thought and ideology. Our schedule is designed to minimize you talk/we listen panel-discussion formats.*

REGISTER: <http://www.ruleschange.org>

Most of our work and discussion will take place in spaces within GMU's [Founders Hall](#), open in 2011. To do this we'll use the most innovative and effective organizing technology, including [Open Space Technology](#). RC-DC starts on Friday morning, March 14, at the Arlington campus of George Mason University and ends at 4 p.m. on Saturday, March 15. Program highlights follow.



\* -- With collaboration from the Aspen Institute's Business & Society Program and the F.B. Heron Foundation.

## FRIDAY – Issues workgroups

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**8:30 a.m.-9 p.m.** – We'll include a keynote panel, circle-round discussion, briefings by groups and individuals working independently in six [Rules Change categories](#): **Influence, measurement, ownership, accountability, governance and sustainability.**

## SATURDAY – Crafting solutions. Breaking silos

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**9 a.m.-4 p.m.** -- On Saturday, we'll build on the knowledge gained on Friday by breaking into small groups to find common ground between small groups working on similar issues and [key rules-change categories](#). The goals are to end the day with a greater sense of common purpose and potential for collaboration, and to find answers to the question: How can local civic groups partner with national organizations to be more effective in pushing for change?

### IDEAS MARKETPLACE

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Friday features [two 75-minute periods](#) when groups will present their ideas for change through these five frames, among others:

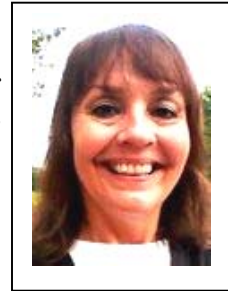
- 1. The power, and voice, of money:** Implementing campaign finance reform, Citizens United and the First Amendment. Reviewing the role of corporations in public policy, including charter reform.
- 2. Regulating, governing and owning business:** Balancing the power of government and corporations – their purpose and long-term impact on all stakeholders – the environment, communities, employees – and investors. Co-ops and alternative ownership.
- 3. Engagement, advocacy and solutions:** Moving from confrontation and partisanship to dialogue, deliberation, transparency and solutions – in the media, politics and workplaces.
- 4. Finding equality and justice for all:** Measuring success and happiness -- and a widening wealth and income gap. The impact of health care, taxes, wages and trade.
- 5. Securing sustainable communities and world:** Measuring and creating incentives for investors and governments to focus on restoring an ecological balance across food, energy, transportation and habitat.

### KEY PRESENTER

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#### *The Civic Stewardship Project – Mapping the Rules Change Ecology* **1 p.m., Friday, March 14**

Dozens of mainstream books have been written about the impact -- good or bad -- of large corporations on our economy, communities and environment. Washington "think tanks" across the political spectrum are studying opportunities for change. It has been difficult to grasp and visualize the array of initiatives and how they might overlap, or collaborate. Now, [Marcy Murningham](#), with help from Rules Change Project volunteers, is developing a visual, clickable, online, resource, the [Civic Stewardship Mapping Project](#). In this after-lunch exercise, Murningham will unveil the map for the first time, explain its sourcing and intention, and invite suggestions and data contributions to improve it.



# TENTATIVE SCHEDULE

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## Friday, March 14

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- **8:30 - 9 a.m. - Breakfast and Networking**

## KEY PRESENTATION (9:15 a.m. Friday)

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- **9:15 - 10:30 a.m. -- TIME OUT: Enforcing the Rules, Fixing the Rules, or Changing the Game? A panel discussion.**

Half of Americans say our system of democracy needs “a lot of changes” or a complete overhaul, [an Associated Press-NORC poll reported Jan. 2](#). *What can citizens and corporations do to revitalize our democracy, level the economic playing field and sustain Earth’s resources? Do we need to enforce the rules we have, fix the rules so they are fairer to all, or actually change the game?* In this “conversation catalyst” evening, we seek a framework for carefully considering all three without prejudice.

DISCUSSION LEADER: [Steven Pearlstein](#), [Robinson Professor](#), GMU / *Washington Post* columnist

PARTICIPANTS (subject to change):

- [Hedrick Smith](#), author, “Who Stole The American Dream?”
  - Former U.S. Rep. Tom Davis, co-founder [NoLabels.org](#)
  - [Miguel Padro](#), program director, Aspen Institute Business & Society Program
  - [Scott Klinger](#), dir., revenue & spending policies, Center for Effective Government
- **10:30 a.m. - Net Impact – America’s next-generation business leaders?**  
[Net Impact](#) is a leading non-profit with more than 300 chapters focused on empowering the next generation and encouraging them to use their careers to drive transformational change in the world. Learn more about the organization’s work and mission in this short presentation.
  - **10:45 a.m. – Break**
  - **11 a.m. – 12:15 p.m. – The Marketplace of Ideas**  
Taking place in the multi-purpose room, lounge and classrooms, the Marketplace of Ideas is a series of simultaneous break-out panel discussion and conversations. Themes may include “desegregating Congress,” non-partisan redistricting, the economic curse of “short-termism” and profit-chasing, citizen activism in the digital age and more.

*Marketplace of ideas events will be posted as scheduled at:*

<http://ruleschangeblog.wordpress.com/ideas>

- **12:15 - 1 p.m. – Box lunch and networking**
- **1 - 1:30 p.m. - The Civic Stewardship Project**  
Writer, educator and entrepreneur [Marcy Murningham](#) will unveil her Civic Stewardship Mapping Project. It’s a visual, interactive, online resource to see how groups large and small relate to each other on a variety of issues around the economy, community, democracy and the environment.

(See inset, previous page).

- **1:30 – 2:45 p.m. -- Small Groups Making Big Differences:**  
There's so much focus on big lobbying groups in U.S. government, that sometimes small, community-focused groups almost get pushed aside or thought less of in terms of what they can accomplish. This panel discussion will focus on some community-focused and local groups making a difference in driving local civic conversations and changes, and how they are doing so successfully. What can we learn from them?
- **2:45 - 3:15 p.m. – Networking Break / Learning so far**  
Plan to use this time to make informal connections or participate in a “what have we learned so far” facilitated discussion in the Auditorium or tour group tables.
- **3:15 p.m. – 4:30 p.m. – Marketplace of Ideas: Round II**  
Taking place in the multi-purpose room, lounge and classrooms, the Marketplace of Ideas is a series of simultaneous break-out panel discussion and conversations. Themes may include “desegregating Congress,” non-partisan redistricting, the economic curse of “short-termism” and profit-chasing, citizen activism in the digital age and more.
- **4:30 – 6 p.m.: Reception and Circulating Dinner**  
This is your opportunity to connect with presenters from the morning, Groups involved in rules change host discussion outposts in an “Idea Cafe.” A chance not only to connect with presenters from the morning, but to network ideas for Saturday’s working sessions for cross-silo dialogue. Also showing: key videos.

## KEY PRESENTATION (7 p.m. Friday)

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- **7 p.m. - 8:30 p.m. EVENING PANEL -- Rules Change: Are the media dogs watching?**  
(streamed live)

“A new economy is building quietly in cities and states across the country, in a thousand and one innovative experiments with business, policy, and commitments to stable communities and a healthy environment,” writes Univ. of Maryland political economist [Gar Alperovitz](#) in his new book, [“What Then Must We Do?”](#) He continues: “But this vast decentralized energy towards a better future is almost entirely off the radar of the mainstream press — they just don’t cover it.” Is Alperovitz right, and if so, why and what is to be done?

DISCUSSION LEADER: [Hedrick Smith](#), author, PBS documentary producer and former Washington Bureau Chief, *The New York Times*.

PARTICIPANTS (subject to change):

- [David Cay Johnston](#), author / board chair, [Investigative Reporters and Editors](#)
- [Dan Froomkin](#), founder, [Center for Accountability Journalism](#), HuffPost columnist
- [John Boyer](#), co-founder, Media Stewards Project
- [Todd O’Boyle](#), program director, Media & Democracy, Common Cause
- [Steven Pearlstein](#), GMU Robinson Professor / columnist, *Washington Post*

## Saturday, March 15

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- **9 a.m. Continental breakfast and networking**
- **9:00 a.m.-9:45 a.m. - The Myth of Shareholder Value: Re-structuring Ownership Rules**  
For 40 years, the convention wisdom at America's business schools was that the primary purpose of the corporation was to "enhance shareholder value." Lynn Stout's book, *"The Shareholder Value Myth,"* has transformed current thinking. Experts will **lead a discussion** about what's happened in the two years since her book was published -- and what's happening next.
- **9:45 a.m. -- 10:00 a.m. – Break**
- **10:00 a.m.- 10:30 a.m. – World Café – Creating Breakouts**  
Using techniques similar to "open space," we'll invite participants to post break-out sessions on topics of their choosing, based on what's been learned on Friday and based upon the interests of who's present. Breakouts will then occur in one morning and one afternoon session.
- **10:30 a.m.-11:45 a.m. – Cross-Silo Breakout Sessions – Round One**  
An opportunity to network, collaborate and discuss issues with civic leaders, non-profit organizations, academics and others. Specific ideas will be posted for end-of-day next steps. *If you have an idea for a breakout that you'd like pre-posted, email it to [ruleschange2014@gmail.com](mailto:ruleschange2014@gmail.com)*
- **11:45 a. m.-noon -- Lightening Harvest from Round One**  
Before breaking for a box lunch and discussion of gerrymandering, we hear quick check-ins from raconteurs from the first breakouts focused on action and collaboration.

## BOX LUNCH AND DISCUSSION: Noon-1 p.m.

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### *"Addressing the Gerrymandering Curse"*

An increasing number of congressmen and women run with no or token opposition because their district lines have been redrawn in state-sponsored partisan processes to isolate minority voter blocks. Experiments to change the re-districting process are underway in California and other states. Is the most important necessary "rules change" adjusting how we organize congressional districts? What efforts are being made to engage more citizens in this issue? We'll look at GIS mapping research comparing district lines with socioeconomic factors.

DISCUSSION LEADER: Hedrick Smith, author, *Who Sole The American Dream?*

- [Michael P. McDonald](#), associate professor, George Mason University, non-resident senior fellow, Brookings Institution and principal investigator, [United States Elections Project](#).
- [Celinda Lake](#), Lake Research Partners
- **1 p.m. - 2:15 p.m. -- Cross-Silo Breakouts – Round Two**  
An opportunity to network, collaborate and discuss issues with civic leaders, non-profit organizations, academics and others. Specific ideas will be posted for end-of-day next steps.
- **2:15 - 2:30 p.m. – Break**
- **2:30 – 3:30 p.m. – Extending the Conference: Harvesting Ideas for Action**  
In the most important session of the two days, we'll consider suggestions for extending the Rules

Change Project beyond the conference format, harvesting ideas for action from Friday's issues workgroups and Saturday's cross-silo cafes.

REGISTER NOW: <http://www.ruleschange.org>

-- END OF RULES CHANGE: THE DC CONVENING --

## SATURDAY MATINEE / SNEAK PREVIEW:

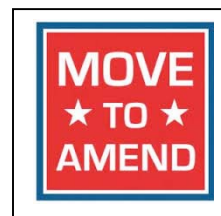
4:00 p.m.-6:30 p.m. / Founders Hall / GMU Arlington

Arguments for a constitutional amendment to change Citizens United.

# PAY 2 PLAY

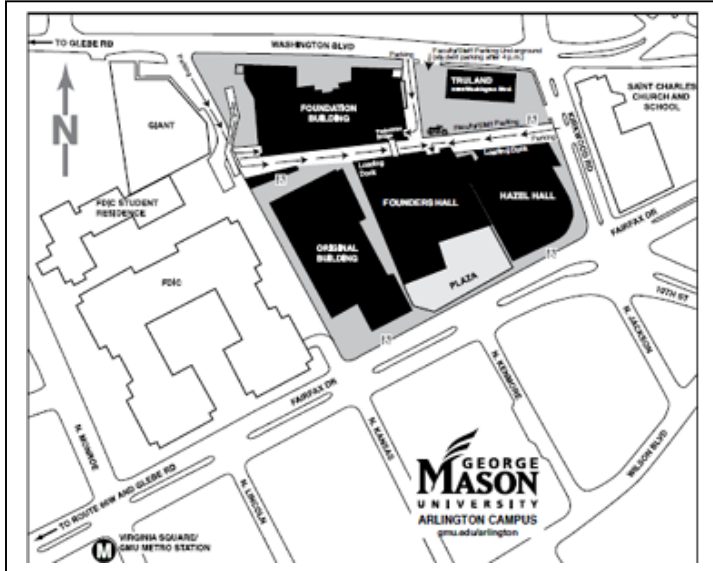
## DOCUMENTARY FILM and LIVE DISCUSSION

Could a constitutional amendment reduce the influence of money on U.S. politics? In a *Rules Change* after-event, the non-partisan [Money Out Voters In \(MOVI\)](#) coalition stages the first Washington, D.C.-area public screening of the 90-minute documentary, *"Pay 2 Play: Democracy's High Stakes."* by director John Ennis and executive producer Holly Mosher and featuring Robert Reich, John Nichols, Van Jones and Jack Abramoff. The film is followed by a live discussion and sneak preview of a 30-city effort, ["The 28th Amendment National Roadshow"](#), kicking off April 26 at UCLA. "Play2Play" film supporters include:



# LOCATION

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George Mason University -  
Arlington Campus  
Founders Hall  
3351 Fairfax Drive  
Arlington, VA 22201

Address for Google Maps and Mobile  
Devices:  
3301 Fairfax Drive, Arlington, VA  
22201-4426

The Virginia Square-GMU Metro  
Station is three blocks from Founders  
Hall. Walk three blocks east. Take the  
crosswalk just after North Kenmore to  
arrive at Founders Hall.

# LODGING

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A block of rooms has been reserved at the Holiday Inn – Arlington at Ballston (Metro) . The hotel, less than a mile (and one metro stop) from the Arlington campus of George Mason University. The hotel will run a free shuttle van upon request.

[RESERVE ROOM](#) (use code "UA8."



## Recommended hotel

[Holiday Inn – Arlington at Ballston](#)

4610 N. Fairfax Drive  
Arlington, VA 22203  
(703) 243-9800

There are these [other hotel options](#).



# REGISTER NOW

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<http://www.ruleschange.org>