

JEFFERSON SOCIETY GLOBAL FUTURES SUMMIT



NOVEMBER 11-13, 2009

3207 STATE STREET • ERIE, PA 16508 • 814.459.8000 • JESerie.org

Healthcare costs are spiraling out of control. The earth's climate change is accelerating. The gap between rich and poor is getting bigger. And turmoil continues to grow in the Middle East.

So, where will we be in 15 to 20 years? That depends on what we do today. Join Jefferson Educational Society for a rare gathering of international and national thinkers to explore and discuss the future ideas which will affect our society, environment, healthcare and government. Our three-day summit will explore possible, probable and preferable futures.

Never before has such an esteemed group of thinkers converged at one time in Erie, Pennsylvania. Please join us for a conversation about the future of our community and our world. Don't miss out on this great opportunity!

2009 SCHEDULE OF EVENTS



Stephen Porter, J.D.
Center for International Environmental Law
Director of the Climate Change Program

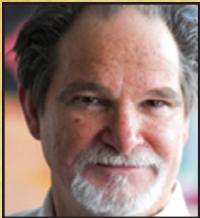
Wednesday – November 11, 2009
7:30 p.m. – 9:00 p.m.

Can the Climate Change Problem be Solved Given the Current Politics of International Cooperation?

Description: Explore the political dynamics of the current round of international climate change negotiations due to conclude this December in Copenhagen. Reaching agreement is proving to be extraordinarily difficult despite wide agreement as to the severity of the problem. The talk will briefly summarize the existing United Nations Framework Convention on Climate Change and its Kyoto Protocol, including the key role the United States played in negotiating both agreements and its decision to reject the latter.

Biography: Stephen Porter is a Senior Attorney with the Center for International Environmental Law (CIEL) and Director of the Climate Change Program. He first joined CIEL in 1995 and has worked on a wide variety of international environmental law issues from access to environmental information in East Africa to suing the U.S. Government under the Freedom of Information Act to gain greater public access to trade negotiations. He currently chairs the working group on legal issues for the Climate Action Network and has participated in the Joint Working Group on Compliance under the Kyoto Protocol. He has also analyzed issues related to the legal architecture of the post-2012 international climate regime.

Prior to joining CIEL, Porter was an environmental associate at Weil, Gotshal & Manges, a Peace Corps Volunteer in Mali doing forestry and erosion control, and a budget analyst at the Congressional Budget Office. He earned his J.D. from the Georgetown University Law Center in 1993, where he was Editor-in-Chief of the Georgetown International Environmental Law Review. Porter earned undergraduate degrees from the University of Michigan in environmental economics and natural resource policy and management.



William A. Smith, Ed.D.
Senior Fellow, Innovations Management
Author

Thursday – November 12, 2009
Luncheon 12:00 p.m. – 1:45 p.m.

The Promise of the Social Marketing Approach to Reducing Poverty

(Preceded by Special Video Presentation)

Description: Social marketing as applied to poverty reduction is the creation, distribution and promotion of products and services that benefit both the poor and society. The key contribution of social marketing is that the poor get to decide what “benefits the poor” means. Social marketing has been used to reduce infant mortality in developing countries, promote energy efficiency in the United States and increase compliance of traffic laws and seat belts. What can social marketing bring to the field of poverty?

Biography: A leader in the application of social marketing to the problem of poverty and disparities. Dr. Smith began his career as a Peace Corps Volunteer in Colombia, South America and remained active in Latin America for almost 20 years.

His doctoral work on the liberation educator, Paulo Freire, led to years of work with rural communities in developing a wide variety of poverty reduction programs, from adult literacy to the development of cooperatives. He spent the next 10 years directing a series of poverty programs throughout Africa, Asia and Latin America based on the application of marketing to large-scale social change. He has served on scientific committees for the Institute of Medicine, the National Centers for Disease Control and Prevention, and the Board of the Center for Plain Language. He has authored two books on fostering sustainable development and the other on the history of radio to address poverty around the world. Today he edits the only peer-reviewed journal on social marketing, the Social Marketing Quarterly.



George S. Howard, Ph.D.
Chairman, Dept. of Psychology
Notre Dame University

Thursday – November 12, 2009
7:30 p.m. – 9:30 p.m.

Are You Ready for the Hydrogen Economy?

Description: A major shift in the world’s energy systems will soon overtake us. We will transition from the era when energy was produced by burning hydrocarbons (e.g. oil, natural gas, wood, coal) to an era where hydrogen will supply our energy needs. This talk will explain the generation, storage, transportation and use of hydrogen. Some of the products that have already begun this transition (e.g. photovoltaic cells, hybrid-electric autos) will be explained. Finally, the transition to hydrogen will impact our country’s businesses, the homes we build, the cars we drive, etc. A list of “tips for transition” will be offered and discussed.

Biography: Howard is a professor of Psychology at the University of Notre Dame. He has served as Chairman of the Department of Psychology and Director of the Laboratory for Social Research at Notre Dame, as well as the Joseph Monahan Director of College Seminar. He served as past president of two divisions of the American Psychological Association: Theoretical and Philosophical Psychology and Humanistic Psychology. Howard also was the 1998 winner of Notre Dame’s Faculty Award. He is the author of a dozen books and more than 170 scientific articles and chapters.



Kevin M. Fickenscher, M.D.
EVP of International Healthcare Perot Systems

Friday – November 13, 2009
Luncheon 12:00 p.m. – 1:45 p.m.

Globalization and Virtualization: The Healthcare Reality and Possibility

(Preceded by Special Video Presentation)

Description: The world is changing at a feverish rate and healthcare is a part of that race. Consumers are demanding increased quality, increased services and decreased costs. In order to stay ahead of the curve, healthcare institutions, clinicians and healthcare information technology (HIT) professionals must be aware of the many global and virtualization trends and imperatives that are instrumental in transforming healthcare today. In this session, the mechanisms that are transforming the world of healthcare will be discussed.

Biography: Dr. Fickenscher serves as the Executive Vice President of International Healthcare for Perot Systems, London, England, a major resource for healthcare management consulting and information integration with clients based throughout the world. Dr. Fickenscher has extensive experience in strategic and operational development in complex healthcare organizations. He has provided leadership for various organizations related to technology and information management, organizational transformation and development, physician management, health policy analysis, leadership development, clinical quality and resource/care management, among other areas.

Dr. Fickenscher graduated from the University of North Dakota School of Medicine in 1978, obtained two years of family medicine training at the Residency Program in Social Medicine at Montefiore Hospital and Medical Center in The Bronx, New York, and completed his last two years of training through the University of North Dakota, while concurrently developing a rural health program. He obtained his Family Practice Board-certification in 1982, and is a Certified Physician Executive and Fellow with the American College of Physician Executives and a Fellow of the American Academy of Family Physicians.

FEATURED SPEAKER



Eugene J. "E.J." Dionne, Jr., Ph.D.

Journalist, Author

Washington Post, NPR and Meet the Press

Friday – November 13, 2009

7:30 p.m. – 9:00 p.m.

How Will American Politics Change in the Future?

Description: Americans voted for change in both 2006 and 2008. But did they set a new course for the United States or are we in for an extended period of voter dissatisfaction in which the electorate moves back and forth between the parties? In fact, certain demographic shifts – notably the rise of a young progressive generation, the growing Latino vote and the increasing moderation of the suburban electorate – suggest that some of these changes will be enduring. And although it is not visible now, political conservatives will be looking for a new set of ideas, since they will have no more luck recycling Reagan era ideas indefinitely than liberals did recycling New Deal era concepts in the 80's and 90's. Politics will also be shaped by how Americans interpret the current economic downturn and where they ultimately decide to fix the blame. Barack Obama's election was a turning point in American history. The difficult and sometimes bitter struggles going on in politics reflect awareness on the part of politicians and citizens alike that we are the middle of a struggle to define what comes next.

Biography: E.J. Dionne, Jr. employs his passions for people and politics and his keen intellect to deliver reasoned analysis that is followed by a wide circle of policy-makers nationwide – on the left, right and center. In his columns as well as his appearances as a commentator for National Public Radio, ABC's "This Week with George Stephanopoulos" and NBC's "Meet the Press," Dionne demonstrates that he "knows the present with the keen sense of a beat reporter and the past with the perspective of a scholarly historian" (America Magazine, 2008). Dionne began his now twice-weekly op-ed column for The Washington Post in 1993. In 1996, it was syndicated by The Washington Post Writers Group, and he now appears in more than 100 newspapers in the United States and abroad, including Erie's Times-News. Before joining The Post in 1990 as a reporter covering national politics, he spent 14 years with The New York Times, reporting on state and local government, national politics and from around the world, including stints in Paris, Rome and Beirut. In selecting Dionne as its 1996 recipient of the annual Carey McWilliams Award to honor a major journalistic contribution to the understanding of politics, the American Political Science Association called Dionne "one of Washington's finest journalistic thinkers . . . His tireless efforts uplift the public . . . in a time that cries for reasoned debate, not more negative ads, rumor or simplistic sound bites." In 1997, he was named one of the 25 most influential Washington journalists by National Journal and among the capital city's top 50 journalists by the Washingtonian magazine.



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