



The
Opportunity
Agenda

THE OPPORTUNITY AGENDA'S CREATIVE CHANGE 2017:

A RETREAT AT
SUNDANCE

AT THE

INTERSECTION OF
ARTS, ACTIVISM, AND
SOCIAL JUSTICE

Monday, July 17 – Friday, July 21, 2017

The Opportunity Agenda is pleased to recognize the generous support of the **Ford Foundation**, **Nathan Cummings Foundation**, **Open Society Foundations**, **The JPB Foundation**, **The Libra Foundation**, and **Unbound Philanthropy** for this year's Creative Strategies work.

Welcome to The Opportunity Agenda's 2017 Creative Change Retreat!

Welcome to our diverse and dynamic community of culture-changers from across the country, drawn from the worlds of art, entertainment, advocacy, activism and philanthropy. Over the next four days, we'll have time to connect, reflect, and create together. No matter what perspectives you bring, your ideas, inspiration, and participation are vital to making this retreat a success.

It's been quite a year. When we convened last year's Creative Change Retreat, we did not know who would be president, but we knew that there would always be powerful people who attack the most vulnerable and stoke Americans' worst fears and prejudices. We did not know that there would be an epidemic of fake news and alternative facts, but we knew that truth and justice would always need a champion. And we did not know how hard it would get to reach everyday Americans through traditional media, but we knew that the creation of art and the power of popular culture would be crucial to engaging them.

It's been quite a year. But can this also be the year when the power of love, inclusion, and culture overcome the narrative of fear and division? We hope our time together helps set that course.

Thank you for taking time out of your busy schedule to join us here at Sundance, a place that has become synonymous with a commitment to the arts and the natural world. We hope you will find the legacy and inherent beauty of this setting to be an inspiring backdrop for our time together.

We look forward to creating an open and generative space that honors your contributions to it!

Best regards,



Alan Jenkins
President



Betsy Richards
Director of Creative
Strategies and Public
Programs

AT YOUR ASSISTANCE

While you are at Sundance, do not hesitate to call members of the staff for assistance with your room, hotel facilities and services, or getting around the property.

Arrival at Salt Lake City Airport and Transport to Sundance

Private transportation through All Resort Premier Transportation has been arranged for you from Salt Lake City Airport to Sundance upon your arrival. Note: Please alert Raquel de Anda at creativechangeretreat@gmail.com if there is a change in your travel plans prior to the retreat. If you need to reach someone immediately while you are in the process of traveling, please contact Kristy Custer at All Resort Premier Transportation at 435-649-3999 (ext #3) or kcuster@allresortgroup.com. If she is not available, please contact a member of our staff.

All Resort Premier Transportation: 435-649-3999 (ext #3) or kcuster@allresortgroup.com

Raquel de Anda: 415-425-8674

Janelle Treibitz: 646-734-6705

Sundance Concierge: 801-223-6000

For All Other Matters

We are also available for assistance before and throughout the retreat, including:

Presentation Questions: Betsy Richards: 973-767-7889 or Janelle Treibitz: 646-734-6705

Audio/Visual or Set-Up Questions Related to Your Presentation: Jean Little: 860-304-3349

Transportation Questions: Raquel de Anda 415-425-8674

Lodging Arrangements: Janelle Treibitz: 646-734-6705

Anything Else on Your Mind: Betsy Richards: 973-767-7889 or Janelle Treibitz: 646-734-6705

Departure Information

Please check in with Raquel de Anda the day before your departure to confirm departure time from the reception area/lobby area. You should plan to leave Sundance from the reception lobby at least 3 hours before your flight.

Wireless and Computers

For participants who choose to share their Creative Change experience online, the retreat's hashtag is **#CreativeChange17**. In addition, The Opportunity Agenda runs a **private Facebook Group, Creative Change Participants (which you will be invited to join)**, to connect attendees and alumni during the retreat and beyond.

However, we ask that all participants be respectful of the privacy of other participants and the sensitive nature of conversations that occur at the retreat with regard to using social media and posting pictures during or after the event. Social media users are asked to not discuss participants by name or to tag others in photos without first securing their permission. Additionally, social media participation should be reserved for breaks and free time, not during presentations or discussions—this is particularly true given that program sessions are considered “no-phone zones.” Although members of The Opportunity Agenda staff will be taking notes and capturing images, we also want to underscore that individual comments and conversations are off the record and completely confidential.

No Solicitation

While Creative Change is intended to fill you with ideas and introduce you to others in and out of your field, we ask that you be respectful of the “no solicitation” spirit of the retreat. Please save business inquiries or pitches for work or funding for a later date, and focus on sharing, exploring and building bridges to a more inclusive and just future.

WHAT YOU NEED TO KNOW ABOUT SUNDANCE

Created by Robert Redford, Sundance is a haven for discovery and inspiration that offers diverse mountain recreation experiences year-round. Sundance is situated at the base of 12,000-foot Mt. Timpanogos on 5,000 acres of preserved wilderness, and is committed to the balance of art, nature and recreation.

Here are some tips for your visit:

- ▶ **Temperatures fluctuate** and a 30-degree temperature swing in one day is not unusual. While daytime highs can reach 90 degrees, nighttime lows sink to the mid-50s.
- ▶ **Dress in layers:** In July, Sundance is hot and sunny with fairly low humidity and cooler evenings.
- ▶ The occasional brief afternoon thunderstorm is not unusual. **Come prepared for rainfall.**
- ▶ **Please bring a warm hat and a wind resistant/fleece-style jacket** or other similar cover-up. We will host an evening barbeque and bird release, and by the time the sun goes down it will be very cool.
- ▶ **Apply and re-apply sunscreen** and lip balm to exposed areas.
- ▶ **A brimmed hat and sunglasses** are recommended to protect your eyes from the glare.
- ▶ **Please bring a water bottle** - they will not be provided.
- ▶ **Drinking extra water and minimizing your alcohol intake** can help you adapt to the altitude
- ▶ Please bring sneakers or trail shoes for low- to medium-impact walking and optional hiking.
- ▶ We suggest **bringing a simple backpack** with you, not only to tote your materials but also to allow you to hike and participate in other optional free-time activities.
- ▶ **There is NO town within walking distance of the property.** There is a small shop in the main building with toiletries, but if you need prescriptions, specific foods or other items, you will have to travel by taxi to the nearest town. This will be very inconvenient and expensive. We recommend that you **pack well!**

GETTING AROUND SUNDANCE BY SHUTTLE

Sundance offers free shuttle access around the property. For shuttles from the lodging rooms, guests can touch the operator or front desk button or call ext. 4020 or ext. 0 to place their request. We recommend calling the front desk to request a shuttle at least 15 minutes prior to your desired departure time.

PROGRAM

MONDAY, JULY 17

- All day **Participants Arrive at Salt Lake City Airport**
- 11:00am – 6:00pm **Registration Table Open** (*Reception Area*)
- 7:00pm – 9:00pm **Welcome Reception with Food and Drink**
(*Redford Conference Center and Lawn*)

TUESDAY, JULY 18

- 7:30am – 9:00am **Breakfast** (*Redford Conference Center and Lawn*)
- 9:00am – 10:00am **Opening, Introductions, and Speed Meeting**
(*Redford Conference Center*)
- 10:00am – 11:15am **Opening Conversation: Culture’s Power Over Fear** (Redford Conference Center)

We will kick-off our time together with an interactive conversation that focuses on harnessing the power of popular culture, art and storytelling to cut through fear-based narratives and lift up our highest values and aspirations in a moment of great challenges.
- 11:30am – 12:30pm **Sharing Our Stories: Work from the Field**
(*Redford Conference Center*)

Highlighting some examples of the role that storytelling in its myriad forms plays in social change, the morning and afternoon will include a range of work to inspire our engagement for the remainder of the retreat. This session includes presentations by **Michèle Stephenson, L. Kasimu Harris, Sonia Guiñansaca, Ryan Wong, Jackie Sumell, April Reign and Sage Crump.**
- 12:30pm – 1:30pm **Lunch** (*Redford Conference Center and Lawn*)
- 1:30pm – 2:30pm **Sharing Our Stories: Work from the Field** (continued)
(*Redford Conference Center*)

This afternoon’s session will feature **Sue Obeidi, Steven Pargett, Elizabeth Voorhees, Crystal Echo Hawk, Marisa Jahn, Sarah Pharaon, Salvador G. Sarmiento and Twanna Hines.**
- 2:30pm – 3:00pm **Seeding the Network: Collaboration and Connection**
Participants will briefly explore possibilities for collaboration and connection within the retreat – seeding our Design Team process that begins the next morning.
- 3:00pm – 3:15pm **Announcements and Close**
- 3:15pm – 5:30pm **Free Time**
- 5:30pm – 7:00pm **Dinner** (*Redford Conference Center and Lawn*)

7:30pm – 9:00pm

The Mix Up (*Creekside*)

Zahra Noorbakhsh will host an informal evening of clips, comedy, spoken word, stories, and music. Featuring **Johan Miranda, Aisha Shillingford & Terry Marshall, Dallas Goldtooth & Thomas Ryan RedCorn, Thenmozhi Soundararajan, Caty Borum Chattoo, Jenny Yang, and Brer Rabbit & Jonny 5 of the Flobots.**

WEDNESDAY, JULY 19

7:30am – 9:00am

Breakfast (*Redford Conference Center and Lawn*)

9:00am – 9:15am

Morning Overview and Announcements
(*Redford Conference Center*)

9:15am – 10:30am

Design Teams: Creative Collaborations for Change

Do you have a campaign or change agenda that could benefit from the creative and strategic minds at this retreat? Attendees will have the opportunity to offer a one-minute pitch about their project that will be followed by self-organization into small groups. Over the next day-and-a-half, each group will be asked to generate ideas for cultural strategies that amplify the project's social change intentions.

10:45am – 12:15pm

Small Group Work – Design Teams

12:15pm – 1:15pm

Lunch (*Redford Conference Center and Lawn*)

1:15pm – 2:45pm

Small Group Work – Design Teams (continued)

2:45pm – 3:00pm

Announcements and Close

3:00pm – 5:30pm

Free Time

5:30pm – 6:45pm

Barbeque (*Redford Conference Center and Lawn*)

6:45pm – 8:30pm

Bird Release (*Ski Lift to Ray's Summit*)

THURSDAY, JULY 20

7:30am – 9:00am

Breakfast (*Redford Conference Center and Lawn*)

9:00am – 9:30am

Opening Announcements and Activity

9:30am – 11:00am

Small Group Work – Design Teams (continued)

Design Teams return to their process to finalize their work and prepare presentations.

11:15am – 12:30pm

Show and Tell: Design Team Presentations

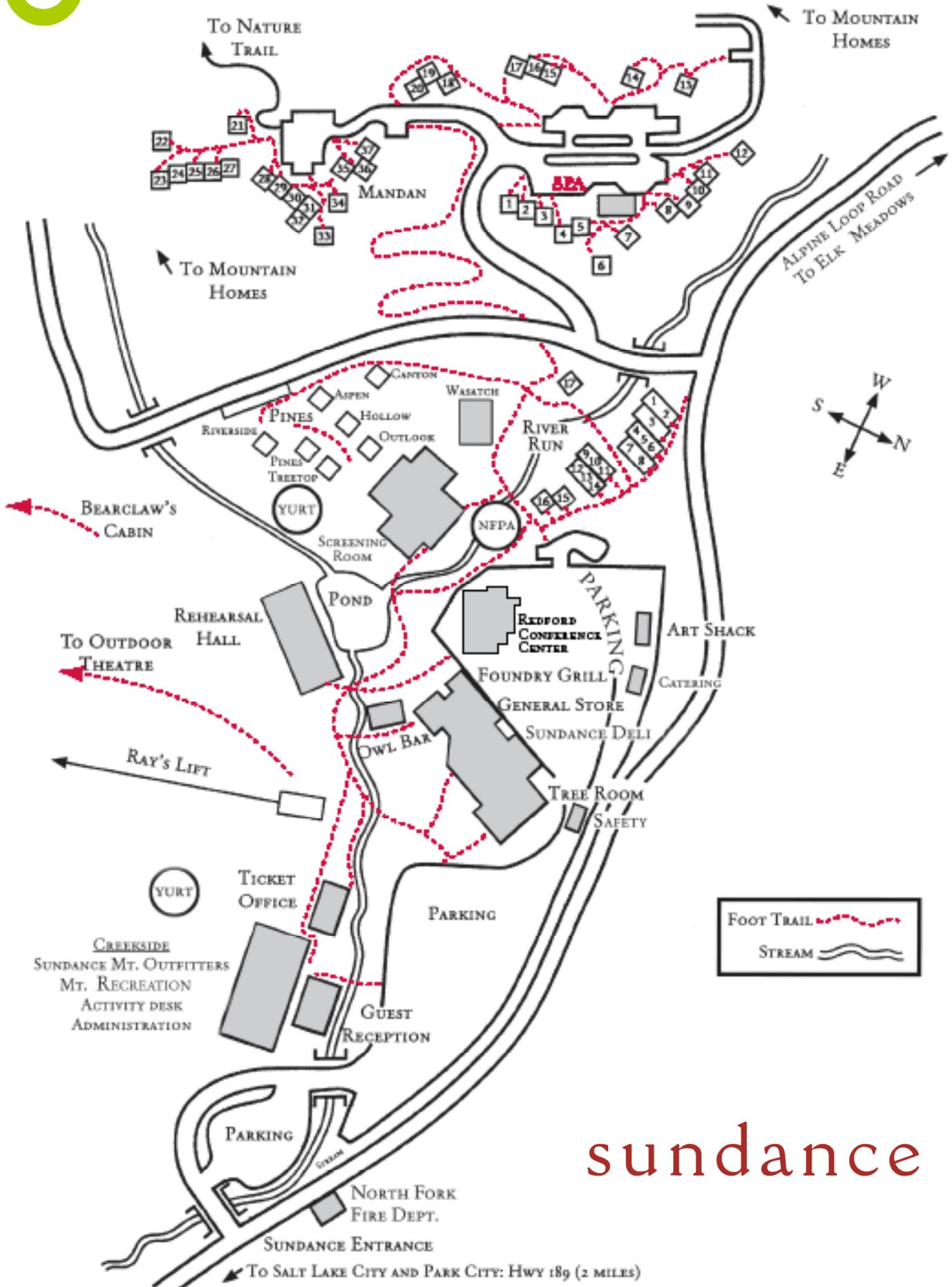
12:30pm – 1:30pm

Lunch (*Redford Conference Center and Lawn*)

- 1:30pm – 2:00pm **Announcements and Close**
- 2:00pm – 3:30pm **Open Space Conversations**
(Redford Conference Center and Lawn).
- 3:30pm – 6:30pm **Free Time or Free Conversations**
- 6:30pm – 9:00pm **Reception** followed by **Closing Dinner**
(Redford Center and Lawn)

FRIDAY, JULY 21

- All day **Shuttles to Salt Lake City Airport**
- 7:00am – 9:30am **Breakfast** *(Redford Conference Center and Lawn)*



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ACKNOWLEDGEMENTS

The Opportunity Agenda is particularly grateful to the **Ford Foundation, Nathan Cummings Foundation, Open Society Foundations, The JPB Foundation, The Libra Foundation, and Unbound Philanthropy** for supporting our Creative Strategies work. **We continue to appreciate Cara Mertes, who connected us to the team at Sundance, which has become a true home for this retreat.**

Thank you to our 2017 Retreat Advisory Team **Jayeesha Dutta, Alexis McGill Johnson, Lina Srivastava,** and **Brian Walker** for their ideas, support, and planning.

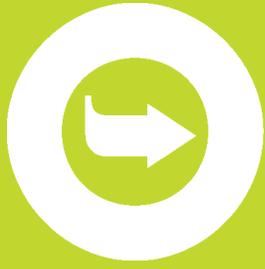
The 2017 Creative Change Retreat was designed and produced by staff from The Opportunity Agenda including a team led by **Betsy Richards** with the support of **Janelle Treibitz**. Thanks to **Gibrán Rivera** for his facilitation and guidance, **Jean Little** for coordinating technical needs, **Raquel de Anda** for overseeing travel logistics and our colleagues **Lincoln Bovell, Jamila Brown, Jennice Colon, Julie Fisher-Rowe, Rachel Grow, Michael Paul Jackson, Elizabeth Johnsen, Tad Kroll, Diana Negron, Kisha Parks, Sara Stuart** and **Jessica Wells-Hasan** for their support.

Finally, we wish to express our gratitude to The Opportunity Agenda's Steering Committee Members **Vincent Benjamin, Janis Bowdler, Michael Goldberg, Madifing Kaba, Joseph C. Lewis, David May, Alan Myers, Amy Redford, Richard Roberts, Sara Stuart, and Bryan Warner** for their support and leadership in The Opportunity Agenda's engagement with Creative Strategies and the Creative Change network.

About The Opportunity Agenda

The Opportunity Agenda is a social justice communication lab. We collaborate with social justice leaders to move hearts and minds, driving lasting policy and culture change. We amplify the inspirational voices of opportunity through communication expertise and creative engagement. To learn more about The Opportunity Agenda, go to our website at

www.opportunityagenda.org



The **Opportunity** Agenda

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