



CONCORDIA

LEXINGTON SUMMIT | 2022



A Message from Concordia's Co-Founders

The 2022 Lexington Summit marked a new focus for Concordia. Gathering in Lexington, Kentucky—the very heartland of America—this first-of-its-kind event saw us take a domestic approach. We highlighted voices directly impacted by the increasing socio-economic divide across the country, and we identified opportunities for collaboration, innovation, and progress.

We are proud to have worked with an incredible line up of Partners and Sponsors on the ground in Kentucky, alongside the many individuals and organizations that make up our global community. Thank you, in particular, to our Principal Programming Partners at the University of Kentucky: the J. David Rosenberg College of Law, the Gatton College of Business and Economics, and the College of Education. Thank you, also, to our Principal Programming Sponsor, Rubicon Technologies, and Nate Morris, its Chairman and CEO, and Chair of the Lexington Summit. Thank you to all of our Members, Partners, Sponsors, Leadership Council Members, and Advisors who were able to join us in person in Lexington, and to the many more who supported us remotely.

We'd also like to extend our gratitude to Grammy-winning legends The Temptations for giving a special live performance at the Lexington Opera House to celebrate the spirit of heartland America. With deep ties to Detroit, The Temptations are a staple in American culture, and it was a privilege to hear from founding member Otis Williams on the group's heritage in the U.S. heartland.

We hope you find our 2022 Lexington Summit Report to be a useful, action-oriented resource to guide your work, conversations, and next steps, and we look forward to working with you over the coming months as we plan our 2022 Americas and Annual Summits.



Matthew A. Swift
Co-Founder & CEO
Concordia



Nicholas M. Logothetis
Co-Founder & Chairman of the Board
Concordia

Financial Inclusion



Financial Education: A Tool for Digital Equity and Financial Inclusion in the U.S.

Please note: all images link to their respective videos on YouTube.

Education is fundamental to success, but financial education is often overlooked as a tool to drive inclusion and development. Opening the panel on ***Financial Education: A Tool for Digital Equity and Financial Inclusion in the U.S.***, **Worku Gachou, Head of North America, Inclusive Impact & Sustainability, Visa Inc.**, a Lead Programming Sponsor for the 2022 Lexington Summit, asked each panelist to share how their drive to promote financial literacy arose. For **Allison Ball, Kentucky State Treasurer**, financial education began when, as a child, she created a small business selling pencils and learned about the value of money and the need to manage it wisely. With later careers as a bankruptcy lawyer and as Treasurer for the Commonwealth of Kentucky, Ball's conviction in the power of financial education strengthened.

Matt Forté, Founder of What's Your Forté Foundation, discovered his inspiration over the decade he spent as a celebrated running back in the NFL. Professional sports have a notorious reputation for leaving players unequipped for life after league. Forté, a finance major in college, had an innate understanding about the importance of money management, and now dedicates his time to working in low-income Chicago neighborhoods where financial literacy is less common.

Ball highlighted Kentucky's financial literacy education in schools, explaining that it could serve as a model for other states concerned about preparing young people for the real world. Forté echoed the need to educate young people, noting that his foundation works with inner-city Chicago youth to help develop a pathway for generational wealth. Young people are highly adept at social media and cash delivery apps, but sometimes lack the understanding that these easy-to-use methods can lead to monetary mistakes. The panelists agreed that private-sector funding is crucial to developing financial literacy. Gachou spoke about Visa's efforts to fund FinEd50 and other programs in the financial literacy space.

Closing out the session, Ball emphasized the need for strategic partnerships in the private sector to support financial literacy education, while Forté addressed the need for underserved neighborhoods to be a strategic focus for financial literacy programs so that dollars produced by small businesses stay within the community.

Financial education alone, however, is not enough. Economic recovery requires real effort to close the racial economic gap in Kentucky and throughout the nation. In the panel ***Equitable Economic Recovery***, **Tatiana Torres, Vice President of Public Affairs at SKDK and Concordia Advisor**, explained that at the height of the pandemic, Black-owned businesses were twice as likely as white-owned businesses to close.



Equitable Economic Recovery

Hispanic, Asian American, and Pacific Islander-owned businesses also closed at elevated rates. **Dr. Aaron Thompson from the Kentucky Council on Postsecondary Education** explained that building a quality workforce should not leave portions of the population behind, and that employers need to get engaged in education efforts now to be ready for what they will need 5-10 years in the future.

Tracy Palandjian, Co-Founder & CEO of Social Finance and Concordia Senior Advisor, emphasized the importance of building robust talent development pipelines to help businesses facing labor shortages. These programs to develop skilled trades, acquire certificates, and

undertake job coaching require public-private sector partnerships and funding. It also takes an equitable distribution of capital to close the wealth gap, according to **Henry Childs, Chief Fund Manager for the NMSDC Business Consortium Fund**. Further exploring the idea of partnerships, Palandjian spoke about her organization's work in New Jersey through the *Pay it Forward* fund, which matches public funding with corporate contributions to upscale low-income New Jersey residents. Thompson suggested that economic development, workforce development, and higher education should work more closely together and systematically approach the problem from both ends. Childs reminded the audience that we are currently in the Fourth Industrial Revolution, happening more quickly than any before. We need an all-hands-on-deck approach to ensure that no one is left behind.

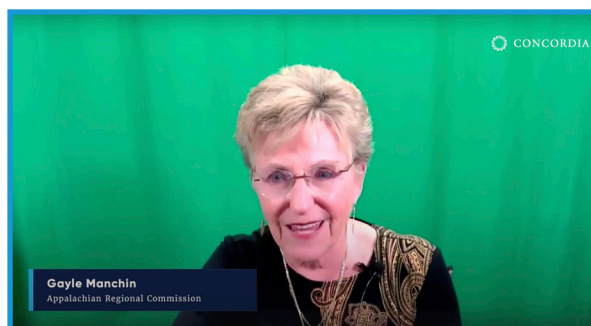


Opening Remarks: Douglas Smith

Letting the people of Kentucky find solutions is a crucial component to ensuring buy-in. In his opening remarks, **Douglas Smith, Senior Vice President for Public Affairs at Orchard Global**

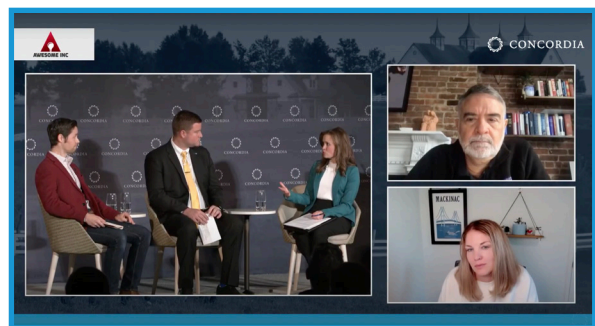
Asset Management and Concordia Advisor, drew on his experience as a Kentuckian and as former Assistant Secretary of the Department of Homeland Security to argue that the federal government should let Main Street drive solutions. Local community buy-in is crucial for success, so big problems require a whole-of-government and whole-of-community approach. Smith reminded the audience that when a tragedy strikes, government agencies show up as a unit, not as political parties. We can do more to drive innovation into the heartland, he continued, where people are not looking for a handout but a hand up. The center of the country can drive necessary change.

Looking more broadly at Kentucky in the Appalachian region uncovers some common threads. Delving into the history of the Appalachian Regional Commission, **Federal Co-Chair Gayle Conelly Manchin** explained that the Commission works hand in hand with states to develop local solutions that work.



Opening Remarks: Gayle Conelly Manchin

The Commission's original purpose was to build a highway through the mountains; part of its ongoing mission involves building an information highway—specifically broadband—through those same lands. Appalachia spans a huge region from southern New York to Mississippi and improved broadband in the region could be transformational to establish educational parity, better telehealth solutions, and more world-class innovation opportunities.



How to Scale Remote Work Across Appalachia

Throughout the region, the COVID-19 pandemic transformed working life, moving more people into remote positions than ever before. Despite the shock to the system, there are distinct benefits to this new era, as highlighted in the session ***How to Scale Remote Work Across Appalachia***. **Ami Dar, Founder & Executive Director of Idealist**, explained that his organization's hiring has expanded to new areas it previously had not considered, like Appalachia, due to the reality of remote work. Economists predict this wider net of talent will be good news for salary levels in rural places. For **Nick Such, Co-Founder of Awesome Inc.**,

a 2022 Lexington Summit Patron Programming Partner, the opening of entry-level positions for remote work provides good opportunities for places where talent exists but opportunity has not. **Colby Hall, Executive Director of SOAR**, emphasized how greater broadband access will help bring more jobs to eastern Kentucky, where job prospects have traditionally been limited. **Ann Weeby, Vice President for Workplace Innovation at Salesforce**, a Patron Programming Sponsor for the 2022 Lexington Summit, explained how her company is democratizing access to training and industry certifications, expanding it to new areas and potential workers. It is, she said, the silver lining to COVID-19.

Moderator **Kristen Kennedy, Morning Anchor for WKYT**, a Media Partner for the 2022 Lexington Summit, asked the panelists to consider the future of remote work and how to capitalize on new trends. Hall explained that population loss in eastern Kentucky has been a significant drag on the economy there. New opportunities for remote work change the paradigm so opportunities are “local” to wherever the worker is. Dar expressed some concern over younger people missing an in-person office experience. Younger workers who are solely remote may not learn some of the interpersonal skills necessary to succeed in most businesses. He suggested that hybrid opportunities might be a smarter way to proceed. For Weeby, younger workers and nontraditional talent have a bigger window of opportunity when they can be sourced anywhere, though she echoed some of

Dar’s concerns. Such reminded the audience that internships and apprenticeships will continue to be important as young people build their credibility in business.

Looking well beyond Appalachia can provide answers too. **New Hampshire Governor Chris Sununu** understands the value of transparency in government, especially during a crisis. In a conversation on **COVID-19 and Economic Recovery** hosted by **Bill Bryant, Evening Anchor & Political Editor for WKYT**, Sununu reviewed how his state approached the COVID-19 pandemic from its earliest days, highlighting the importance of data and flexibility in meeting the needs of his constituents.



COVID-19 and Economic Recovery

In light of New Hampshire’s growing population, Sununu focused on keeping his state’s businesses afloat even as the national economy shut down. Sununu described how the nation’s governors were forced to find creative solutions for securing personal protective equipment, relying on each other’s experiences as the virus rolled across the country.

Governor Sununu explained how he drew business stakeholders together in New Hampshire to create solutions better positioned to succeed than in states that used a singular approach. Working under an executive order and with federal CARES Act funding, New Hampshire streamlined the process to provide the funding necessary to relieve businesses during an unprecedented time. As the state and country continue to recover from the pandemic, Sununu suggested that getting people to re-engage in the workforce will require training and alternative pathways for younger people. He further suggested that communities need to improve housing, zoning, and permitting to attract younger families and higher-density buildings. He ended the panel with an appeal to lower the rhetorical heat in politics.



Opening Remarks: Hon. Sherryl Newman

Some issues span demographics more than regions. For example, according to **Sherryl Newman, Director of LINK Strategic Partners** (a 2022 Lexington Summit Patron Programming Sponsor) and **Former Secretary for the District of Columbia**, the uncontrolled wage gap and gender bias still hinder women across groups but especially

women of color. Newman reminded the audience that women held up the economy during World War II but were summarily dismissed after the men returned to the home. Even now, women make up 48% of the workforce but only 27% of executive positions in the C-suite. Only 6% of Fortune 500 companies have women leaders. Black women are the worst paid, earning only 63-70 cents per dollar earned by men. Newman also expressed concern for the 42% of women who report discrimination and the 55% of women in leadership positions subjected to sexual harassment.

All is not gloomy, though, Newman continued. Society has come a long way. Vice President Kamala Harris, CEOs, mayors, congresswomen, and the two most recently-confirmed Supreme Court Justices, Amy Coney Barrett and Ketanji Brown Jackson, prove that women are breaking barriers daily. There is strength and hope, and Newman reminded the audience not to give up or to give in.



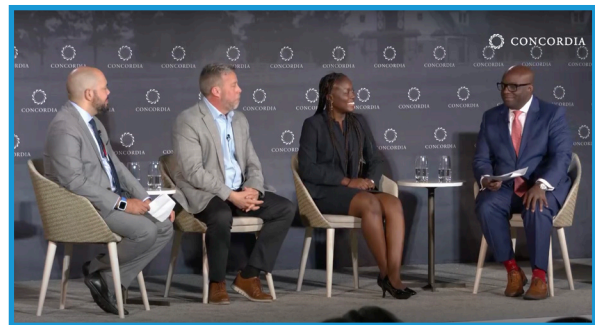
Breaking Barriers: Creating Equal Leadership Opportunities for Women

Although women have made great strides in both public and private leadership, the panel discussion

on *Breaking Barriers: Creating Equal Leadership Opportunities for Women* explored some of the ways in which the path remains more challenging for women than for men. Moderator **Dr. Mary J. Davis, Dean of the University of Kentucky J. David Rosenberg College of Law**, a Principal Programming Partner of the 2022 Lexington Summit, asked the panelists to consider how they themselves have created more opportunities for women. **Dr. Kerry Healey, President of the Milken Center for Advancing the American Dream and Concordia Leadership Council Member**, noted that we need to be more clear about the problem we are trying to solve. For example, women get only 2% of entrepreneurial funding even though their projects are often more profitable.

On the public sector side, **Lt. Col. Amy McGrath, Founder of Honor Bound**, explained how she focuses on getting women who have served in the military to run for elected office. Women win their races at the same rate as men, but fewer women run in the first place. Veterans specifically are well-positioned to serve as elected officials. **Gwen Young, COO of the Women Business Collaborative, Visiting Scholar at the George Washington University Elliott School of International Affairs, and Concordia Advisor**, expressed the need for leadership at the top to show a commitment to women in business. Representation does matter and policies that feature inclusive hiring and succession planning can help women step over the “broken rung” in the career ladder. Changes need to happen from the top with a shared commitment and with data.

Dr. Davis noted that organizational commitment is a challenge because it is not always as robust as depicted. Dr. Healey continued that women have other needs like childcare and are stepping into a corporate culture created by generations of men who did not share these same concerns. How we imagine work must change as we look at skills rather than a set career path. McGrath implored us to continue talking about gender equity in our country’s leadership because change comes from within and from outside organizations. Young followed with the idea that the people in the room matter, so women need to be at the table and stand up to systems in a way that is productive.



Education Pipelines in the Heartland

Improving education can lift individuals and families out of the cycle of poverty. In the discussion on *Education Pipelines in the Heartland*, moderator **Cordell Carter, Executive Director of the Socrates Program at the Aspen Institute and Concordia Advisor**, asked panelists to explore ideas for strengthening education in rural areas. **Julian Vasquez-Heilig, Dean & Professor of the College of Education at the University of Kentucky**, a Principal Programming Partner

of the 2022 Lexington Summit, explained that strengthening the relationship between high schools and universities could help address the teacher shortage by attracting students interested in teaching. Generation Z wants to leave a legacy and impact; teaching is the profession on the front lines of critical thinking.

Don Wettrick, CEO of the StartedUp Foundation and a former classroom teacher himself, suggested that students want to see problems as opportunities. Getting them out of the mindset of rote memorization allows for greater growth. Recent college graduate **Chelsie Alexandre, Partnerships Coordinator at Concordia**, noted that her generation is hyperconnected and looking for opportunities to collaborate. Reframing the purpose of education to harness some of that energy could reinvigorate students. Wettrick agreed that getting students to think more like entrepreneurs can offer them new perspectives on existing problems. Vasquez-Heilig suggested that we need to stop stealing the joy from students. Alexandre closed by imploring that intervention starts earlier in a child's education, worrying that we cannot simply apply innovative thinking as an afterthought.

"There are so many more people who are now working from home and continue to."

Kristen Kennedy, Morning Anchor, WKYT

"You need to learn [financial skills] young. You can learn it at different points in your life, but learning it young really makes a difference."

Allison Ball, Kentucky State Treasurer

"Teachers are on the frontlines and if they're not well armed [with resources], our students won't get well trained."

Worku Gachou, Head of North America, Inclusive Impact & Sustainability, Visa, Inc.

"Transparency is the foundation of public trust."

Chris Sununu, Governor of New Hampshire

"We work in low-income neighborhoods where not many people have money, so they don't know how to use it and make it work for them or save money."

Matt Forté, Founder, What's Your Forte Foundation

"Here in Kentucky, the unemployment rate is low and yet we have thousands of jobs open and many businesses are struggling as to how to keep their doors open for that reason."

Bill Bryant, Evening Anchor & Political Editor, WKYT

"The local community is a key component to economic recovery."

Tatiana Torres, Vice President of Public Affairs, SKDK; Advisor, Concordia

"We need some Black Teslas and some Hispanic Googles."

Henry Childs, Chief Fund Manager, NMSDC Business Consortium Fund

“This is not just a time where people are looking for jobs. It’s jobs looking for people.”

Tracy Palandjian, Co-Founder & CEO, Social Finance; Senior Advisor, Concordia

“For us to have a highly-educated workforce, we have to have a strong higher education system.”

Dr. Aaron Thompson, Kentucky Council on Postsecondary Education

“[With the expansion of remote work,] people can apply for jobs that would have been closed to them before.”

Ami Dar, Founder & Executive Director, Idealist

“While talent is evenly distributed, opportunity is not.”

Nick Such, Co-Founder, Awesome Inc.

“Appalachia can thrive in this remote work environment.”

Colby Hall, Executive Director, SOAR

“It’s been the silver lining of COVID that people can get work experience from home.”

Ann Weeby, Vice President for Workplace Innovation, Salesforce

“I don’t know about you, but nothing motivates me more than being underestimated.”

Sherryl Newman, Director, LINK Strategic Partners; Former Secretary, The District of Columbia

“You need to start thinking of yourself as somebody who has skills, as opposed to someone who has a

particular career path.”

Dr. Kerry Healey, President, Milken Center for Advancing the American Dream; Leadership Council Member, Concordia

“The future of parity and equality throughout the Appalachian region is what we strive for.”

Gayle Manchin, Federal Co-Chair, Appalachian Regional Commission

“It’s easy to get sold on headlines and talking points, but it’s not until you walk down the main streets of America that you get to see what is really working.”

Douglas Smith, Senior Vice President for Public Affairs, Orchard Global Asset Management; Advisor, Concordia

“I’m convinced that the people who make a difference in this world are the ones who are not afraid to fail.”

Lt. Col. Amy McGrath, Founder, Honor Bound

“Every time a woman does a hard thing—and we do a lot of hard things throughout our career—it takes a lot of courage.”

Dr. Mary J. Davis, Dean, University of Kentucky J. David Rosenberg College of Law

“Make a commitment to changing your systems and policies so that women can rise from the start up into senior leadership.”

Gwen Young, COO, Women Business Collaborative; Visiting Scholar, Elliott School of International Affairs; Advisor, Concordia

“Talent is everywhere. Opportunity is not.”

Cordell Carter, Executive Director, Socrates Program, Aspen Institute; Advisor, Concordia

“In that reflection of growth was what we felt was learning.”

Don Wettrick, CEO, StartedUp Foundation

“The last 20 years we have focused on taking the joy away from students.”

Julian Vasquez-Heilig, Dean & Professor, University of Kentucky

“If you’re always asking for innovation and new ideas and collaboration, you have to be willing to invest in that now.”

Chelsie Alexandre, Partnerships Coordinator, Concordia

Key Takeaways & Next Steps:

- Recognizing that financial education is shaped by accessibility, Kentucky has launched a [Financial Empowerment Commission](#) to help improve the state’s statistics around financial literacy in a digitally-friendly fashion.
- Last year, Kentucky saw immense private-sector investment, creating jobs and opportunities in automotive manufacturing and agricultural technology not only for heartland America, but for the entire nation.
- Key components of pandemic economic recovery include transparent messaging, data-driven decisions, and partnerships between governors across the country.
- The effects of COVID-19 on the workforce linger; retirees are not re-entering the workforce because they’re selling their houses for high rates.
- A thriving economy is dependent upon a highly-educated workforce and, currently, only 50% of graduating high school students in Kentucky enter college. The state is focusing on keeping students in the pipeline and engaging employers to help design school programs that will better equip students for the workforce.
- Low-income individuals are usually unable to finance their upskilling journey. [Google’s Career Certificates](#) programs are one way to upskill and gain accreditation with no upfront cost, and [Salesforce](#) provides free online job training and industry credential development to its employees. Salesforce also offers fellowships which will further expand and expedite the upskilling process to land more people in jobs.
- Economic recovery requires equal access to capital to small- and minority-owned businesses.
- The future of growth in Appalachia depends on stable broadband internet connections, which enable citizens to engage in virtual education, telehealth, and other essential services.
- As the pandemic continues to impact the workforce, remote work is here to stay. Its impact on communities large and small is two-sided: urban workers, now working remotely, may choose to settle in more rural areas, while remote workers in rural areas like Appalachia may seek opportunities based in urban areas but still offered remotely.
- Local experts, rather than federal officials, are often those best positioned to brainstorm

solutions for their communities. While change is driven by the center of America, it is often implemented in Washington, D.C.

- Gender bias and the wage differences between men and women create barriers for women, especially women of color. Women make up almost half of the workforce, but they only hold 27% of C-suite positions, and 42% of women have been discriminated against at work because of their gender.
- Skills-based employment can be helpful for reimagining career paths and providing an advantage to women in the workforce. Women have more career interruptions than men, but they also have longer lives, and these facts should be considered as we reimagine skills-based employment.
- Generation Z is focused on making an impact and identifying problems, and possesses an entrepreneurial mindset that allows them to test out new skills and opportunities. Reframing education as an opportunity for collaboration and shifting focus from the achievement gap to the opportunity gap can revitalize youth interest in pursuing higher education and ground approaches to eliminating rural education opportunity inequalities.
- The next generation doesn't want to be defined by a single attribute; they identify as multi-faceted, compassionate, connected, and passionate about advocacy. They request respect for their advocacy and space to maneuver a mental health crisis spurred by

COVID-19.

- Education is one of the most effective ways of leveling the playing field for unserved children. Partnerships at the local, state, and national levels are vital to ensuring the nutritional and educational success of families and children in rural communities.

Environmental Sustainability



Remarks from Adam Met

In light of the environmental crisis, there is an urgent need to build a bridge between thought and action. **Adam Met, Executive Director of Sustainable Partners and Musician for AJR**, is using his passion, platform, and PhD to do just that. Through his non-profit organization Planet Reimagined, he helps bring together individuals from different backgrounds and locations who work in academics and advocacy to

share resources and opportunities and to develop projects that get people excited about sustainable goals. Met also explained how his band AJR promotes environmental action at concerts. To build something new, creative, and sustainable, we need voices from everywhere to create a new kind of movement. There is no time to waste.



The Journey to Net Zero

Despite the urgency we all feel, moderator **Mark Green, Editorial Director of The Lane Report**, a Media Partner of the 2022 Concordia Lexington Summit, reminded the audience in *The Journey to Net Zero* that achieving the Paris Agreement goals will take expertise and transparency. A solution-agnostic approach, according to **Steve Brunn, Senior Director of Private Sector Partnerships at Winrock International**, 2022 Lexington Summit Lead Programming Partner, can leverage the best ideas to provide recommendations for carbon accounting, land use, and other solutions to address the climate crisis. Turning to agriculture, **Jonathan Webb, Founder & CEO of AppHarvest**, explained that carbon is not the only crucial factor. Farmers need to grow more food between now and

2050 than in the last 10,000 years combined. That massive need will require technology and smart use of light, water, and space. The last revolution in farming was the tractor; AI and technology will drive this era's revolution. **Ashley Smith, Co-Founder & CEO of Black Soil KY**, is looking to drive solutions that reconnect Black farmers to their roots in Kentucky agriculture and that battle climate change through the efficient, collaborative use of resources and regenerative agriculture.

Dr. Vaughn Holder, Global Ruminant Research Director at Alltech, explained how his organization is working to reduce methane emissions from ruminants like cattle. While this carbon makes up only a small amount of the total carbon emissions in the world, improving animal digestion, sequestration, and capture can balance methane emission levels. Holder sees a future with carbon-negative beef production. Smith envisions regional cooperatives for regenerative farming, drawing more young people into the field. Webb reminded the audience that given the speed of transformation and needs involved, innovation is crucial. Brunn raised the idea of incorporating agroforestry—trees and other non-food vegetation—into farms, which has tremendous benefits for soil health and general ecology.

Where food goes and how much of it gets wasted also matters. Moderated by **Concordia's Senior Director of Partnerships, Hanne Dalmut**, the panel on *The Lifecycle of Food Waste and How Food-Related Business Can Move Toward a Zero Waste*

Future discussed solutions for the global challenge of the \$2.6 trillion of food wasted every year.



The Lifecycle of Food Waste and How Food-Related Business Can Move Toward a Zero Waste Future

Ryan Quarles, Commissioner of Agriculture for the Kentucky Department of Agriculture, explained that 40% of prepared foods end up in the garbage. In the U.S. alone, families waste approximately 20 pounds of food per month, in part because of confusion over labels like “use by” and “sell by,” and over the course of a year this would fill 730 NFL stadiums. **Ryan Cooper, Director of Circular Economy Solutions for Rubicon Technologies**, Principal Programming Sponsor for the 2022 Lexington Summit, estimated that this waste costs families \$1,500 per year. Quarles continued that the waste is not just food, it’s the labor, fuel, transportation, and sweat equity lost as well. Looking at education, Quarles noted that the biggest food purchasers in most places are school districts, mandated to serve food they know won’t be consumed.

Maggie Lyons, Managing Director of AgTech & Consumer Goods at SAS Institute, decried the

fact that there are people hungry every day amidst all the food wasted, while we have the resources to solve both. Lyons works to help companies develop accurate forecasts on what they can sell, overlaying data to make decisions. Cooper agreed that data can help direct the right solutions at the right times and distinguish between the different types of food waste. Quarles recommended government encouraging food donations from businesses through policy changes. Cooper closed with the idea that encouraging infrastructure development for composting, anaerobic digestion, and recycling can help.

Not all food waste can be avoided, of course, so how we manage our waste streams plays a large role in sustainability. In his conversation with **Bill Bryant, Evening Anchor & Political Editor for WKYT** (a 2022 Lexington Summit Media Partner), Kentucky native **Nate Morris, Chairman & CEO of Rubicon Technologies** (Principal Programming Sponsor for the 2022 Lexington Summit) and **Concordia Leadership Council Member**, reminded the audience that the U.S. coasts do not have a monopoly on good ideas. Kentucky, Morris believes, can lead the nation on waste management and advanced manufacturing. The garbage business was, for decades, focused on filling up landfills for profit and incentivizing people to bury their trash. How we use materials and resources can provide clues about how to change.

Morris remarked that there is a clear need to address electronic waste, which can lead to stolen

identities and human trafficking, and space waste, which threatens billion dollar satellites. Bryant emphasized the idea of corporate social responsibility and its capacity to fuel meaningful change. Morris sees the topic of waste as a way to bring everyone together. No one is against efficient waste management and recycling at scale, and what better place to prove that than in Kentucky, often a bellwether for the rest of the nation. There is common ground to be found, Morris argued, in our shared humanity. We simply have to look for it.

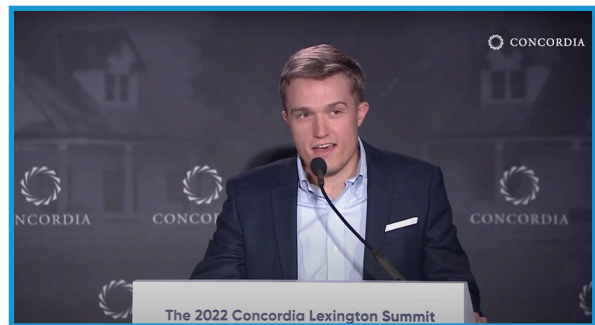


Keynote Remarks: Xochitl Torres Small

Some of that common ground can be strengthened through partnerships. As **Under Secretary for Rural Development in the U.S. Department of Agriculture, Xochitl Torres Small** knows well the value of impactful partnerships. Water systems and access to clean water, she noted, are clear examples of how trust can be built and maintained across communities. Legislation like the recent infrastructure bill, loan, and grant programs, and support for small businesses can help with ongoing capacity building. There's a big difference, Small noted, between a plan on a shelf

and something owned by the community. Beyond water, broadband access can help build capacity and engagement so rural communities do not miss out.

Despite all the noise in Washington, D.C., bipartisan climate solutions exist, said **Benjamin Backer, President & Founder of the American Conservation Coalition**, in his keynote remarks on the youth movement for bipartisan climate solutions. We can have tough conversations across ideologies, despite the current state of politics. Young people, he said, find this acrimony unacceptable, especially where the environment is concerned.



Keynote Remarks: Benjamin Backer

The only thing separating us from solutions is politics, but Backer sees signs that there is increasing bipartisan support to act on climate change. Governments need to work in concert with local municipalities to find common ground with local solutions, but CEOs also have an important role to play. Backer argued that we need to put the environment back into environmentalism and

remove it from politics. Young people need to use their voices to demand better and come together as human beings, not as Republicans and Democrats.

“In order to build something new, to build something sustainable, we need voices from everywhere, and not just voices from everywhere about the research. We need voices from everywhere to create real and concrete action.”

Adam Met, Executive Director, Sustainable Partners; Musician, AJR

“With managerial interventions, you can actually cause or create carbon-negative beef production.”

Dr. Vaughn Holder, Global Ruminant Research Director, Alltech

“How do we grow more food with fewer resources? Use technology.”

Jonathan Webb, Founder & CEO, AppHarvest

“We’re solution agnostic, meaning we are leveraging the best available social and physical science to provide recommendations to our clients.”

Steve Brunn, Senior Director, Private Sector Partnerships, Winrock International

“We should focus on the word ‘journey’ because it will take us a while to get [to net zero].”

Mark Green, Editorial Director, The Lane Report

“We must address the digital divide in order to bring more technology and more solutions.”

Ashley Smith, Co-Founder & CEO, Black Soil KY

“There’s common ground with anybody. We found common ground with something we all produce, which is garbage.”

Nate Morris, Chairman & CEO, Rubicon Technologies; Leadership Council Member, Concordia

“The country has had some focus on clearing up the environment for decades.”

Bill Bryant, Evening Anchor & Political Editor, WKYT

“We’re seeing more startups and new companies that are really starting to tackle [food production and waste] and start to talk about ugly fruits and vegetables.”

Maggie Lyons, Managing Director, AgTech & Consumer Goods, SAS Institute

“Food doesn’t have to look perfectly the same in order to be edible.”

Ryan Quarles, Commissioner of Agriculture, Kentucky Department of Agriculture

“[Food waste] education is absolutely number one in my book.”

Ryan Cooper, Director of Circular Economy Solutions, Rubicon Technologies

“The agricultural and food supply chain system itself has many points of fracture and fissure.”

Hanne Dalmut, Senior Director of Partnerships, Concordia

“You can’t have social impact without impactful partnerships.”

Xochitl Torres Small, Under Secretary for Rural Development, U.S. Department of Agriculture

“We need to make the environment about the environment again, about the air that we breathe, about the water that we love, about the wildlife that we all enjoy.”

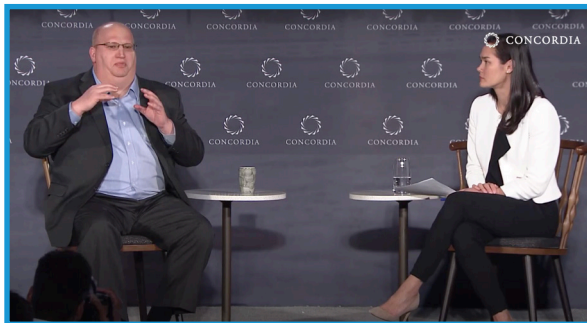
Benjamin Backer, President & Founder, American Conservation Coalition

Key Takeaways & Next Steps:

- The [Rural Development Department](#) at USDA aims to help rural communities with infrastructure, community facilities, housing, and economic development projects. Currently, the Department is calling on partners to help implement goals and projects enabled by the recent Bipartisan Infrastructure Bill.
- Despite climate restrictions, agricultural production requirements are expected to climb drastically over the next 30 years. [Winrock](#) is working with the largest food companies in the world to develop offset strategies that reduce and remove emissions from agricultural supply chains. Similarly, [AppHarvest](#) uses technology advancements to grow more food with fewer resources in order to meet our production needs.
- Methane reduction from improvements to ruminant digestion represents a major opportunity to not only reduce emissions but also advance global cooling strategies.
- Opportunities for sustainable agriculture innovation include manipulating carbon sequestration through improved beef production, regional cooperatives that amplify no-till techniques, and agroforestry application for farmers. Technologies exist, but we need better partnerships between the public and private sectors to more aggressively reduce emissions.
- As citizens, we have a responsibility to build a sustainable, healthy ecosystem around us and be more mindful about where we send our waste. Throwing away food is a problematic cultural norm in American households, generating immense amounts of waste and causing inefficiencies. One of the biggest challenges in dealing with trash more efficiently is that the U.S. lacks proper recycling infrastructure.
- Education is the number one way to tackle sustainable waste advancements, starting with widespread standardization and accessibility. Public-sector involvement exists, but it's vital that the public sector engages as well, bringing sustainable waste education to school systems. Education programs at the corporate level are also necessary.
- Leveraging data and incentivizing companies to join the fight against food waste and food insecurity can change corporate attitudes toward the necessity of investment in sustainable waste solutions.
- Waste is an issue that brings us together—we're all looking for a solution, and we all agree that trash needs to decrease and recycling needs to increase. Consumers are increasingly aware of corporations' social impact initiatives, driving business to companies that give back.

- As a result of the divisive politics of the last few years, many young people feel that there is no hope for the future. Luckily, there is hope in the fact that some politicians are casting politics aside to come together in search of sustainable solutions and to champion policy tackling climate change.

Global Trade, Manufacturing & Supply Chains



The Future of Supply Chains & Trade

Over the last two years, stress on the supply chain has emerged as an obvious challenge. In the panel on *The Future of Supply Chains & Trade*, moderated by **Michelle Giuda, Executive Vice President for Geopolitical Strategy & Risk at Weber Shandwick and Concordia Senior Advisor**, panelists discussed how the COVID-19 pandemic and war in Ukraine have disrupted global supply

chains. **Ambassador Sarah Bianchi, Deputy United States Trade Representative**, highlighted the Biden administration's efforts to address supply chain weaknesses. China's state-centered approach confers unfair advantage as it displaces competitors, so it will take all of us to enhance competitiveness as the world recovers. We need to develop resilient supply chains that take into account the principles of transparency, diversity, sustainability, security, and broad-based growth, while respecting competition and labor rights. Bianchi noted partners and allies in the Indo-Pacific supply chain and the private sector will need to play a central role in assessing impacts and trends.

Robert Rosenberg, CEO of NTELX, described the supply chain not as linear but as a complex system more like a cloud. Redundancy matters but a better frame is agility. Supply chains need to be rethought and reoriented away from China and other states that operate in an opaque manner. Delving into the data, Rosenberg explained that visibility is part of resilience, even if competition makes that a challenge. Information sharing is needed to maintain leverage and minimize pinch points. Additionally, Rosenberg suggested, we need to invest in an industrial base where the space and capacity exist, but be creative and lead with our values. Safety and security are important but so are agility and flexibility; investing in global relationships can lead to strong partnerships.

Supply chains matter for national security as well. **Keith Krach, Chairman & Co-Founder**

of the **Krach Institute for Tech Diplomacy at Purdue** (Principal Programming Partner for the 2022 Lexington Summit), **2022 Nobel Peace Prize nominee, Former U.S. Under Secretary of State, and Concordia Leadership Council Member** sat down with **Natalie Liu, Diplomatic Correspondent at Voice of America**, for a discussion on the importance of technology as a force for peace. Krach described how totalitarian regimes operate on the power principle, through bullying and coercion.



Fireside Chat: Hon. Keith Krach

In the U.S. and other Western democracies, we value and honor transparency, human rights, and the rule of law. Winning the battle against China will take allies, resources, and a clear moral high ground. Liu stressed the idea that the war in Ukraine reminds us of the importance of paying attention to what governments do at home and what they may do abroad. Our democracy is a 250-year experiment, Krach reminded the audience. The natural order of things is a bad king or dictator, so we need to fight every day for freedom and democracy. Looking at the role of the U.S. in the world, Krach argued that there is no substitute for

American leadership. We remain a beacon of hope for other nations around the world thanks to our ideals, entrepreneurial drive, industrious spirit, and insistence on fair play. There is strength in numbers and power in unity and solidarity.

It's not only humans who play a part in the supply chain, as evidenced by the rapid spread of COVID-19 globally. Animals are crucial to humans both as sources of comfort and protein. In the panel ***Global Supply Chains & the Animal Kingdom: Pathways for Innovation***, Bonnie Glick, Director of the Krach Institute for Tech Diplomacy at Purdue, asked **David Urbanek, Executive Vice President for Manufacturing & Quality at Elanco Animal Health**, how his company is addressing both needs.



Global Supply Chains & the Animal Kingdom: Pathways for Innovation

The COVID-19 pandemic drove home the importance of pet companionship for many people, and the supply chain disruptions highlighted the need for consistent sources of food protein. The complexity involved in developing, producing, and delivering medicines and vaccinations for pets and livestock, Urbanek explained, is enormous. Everything must

be centered around customers to understand demand. Glick asked Urbanek to explore how we are living through unprecedented supply chain disruptions caused by the pandemic and war in Ukraine. These challenges have accelerated the need to improve the end-to-end supply chain, requiring changes to partnerships, development, shipping, and delivery. Standardizing internal systems after acquisitions can help streamline internal and customer-facing needs.

Our panel ***War on Ukraine: What Next?*** looked to answer the question on everyone's mind. As **Glenn Nye, President & CEO of the Center for the Study of the Presidency & Congress**, noted, the world has been shocked by images of the attacks and atrocities but have been equally struck by the unified Western response and especially by the bravery of the Ukrainian people.



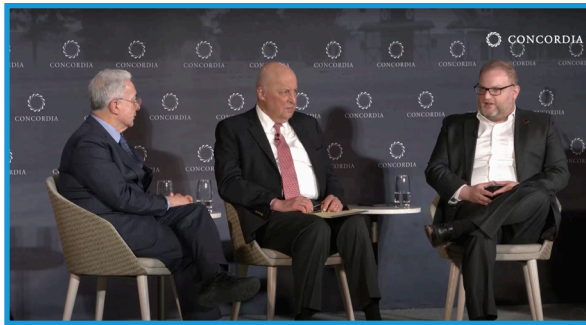
War on Ukraine: What Next?

Ambassador Paula J. Dobriansky, PhD, Former Under Secretary of State for Global Affairs, Senior Fellow at Harvard University Belfer Center for Science & International Affairs, and

Concordia Leadership Council Member, noted that the war may go on for months or years. Diplomacy is not really possible because the Russian terms are unacceptable to Ukraine and the free world. Putin miscalculated and expected a weak Western response, which he did not get. There is some variation by country but overall there is a strong consensus and outrage in scale and scope shared by the U.S. and Western alliance. Putin also underestimated the strength of Ukraine's military. Further, Dobriansky continued, we all were taken aback by the speed at which countries like Germany, Finland, and Sweden changed their approach to NATO. We should keep an eye on China, which so far has followed Russia's narrative but is walking a tightrope.

In reviewing the implications of sanctions, **Dr. Ana Maria Herrera, Professor of Economics at the University of Kentucky Gatton College of Business and Economics** (a Principal Programming Partner for the 2022 Lexington Summit), noted specifically how this drop in oil production differs from previous oil supply shocks. The forecast indicates a lot of uncertainty over the next months and years, affecting economies worldwide and within Kentucky. The most basic question, reminded **Dr. Robert Farley, Professor, University of Kentucky Patterson School of Diplomacy & International Commerce**, is how the war will end. Land concessions are easier to agree to than Russia's requests to limit Ukraine's military. This conflict has shattered our understanding of the post Cold War order so we

are in uncharted territory. Herrera noted that this might accelerate a turn toward cleaner energy. Dobriansky invoked Reagan's doctrine of "peace through strength" and said we should consider more closely what leaders like Putin say.



Leadership in Times of Crisis

Indeed, the war in Ukraine has highlighted the importance of effective leadership. Opening the panel on *Leadership in Times of Crisis*, **Nicholas Logothetis, Co-Founder & Chairman of the Board of Concordia**, noted that leadership always counts, especially in times of crisis when undertaking quick decisions is necessary. **Álvaro Uribe Vélez, Former President of the Republic of Colombia and Concordia Leadership Council Member**, explained that crisis leadership is crucial, drawing on his personal experience. Leading by example is important for constituents to understand that the government works for positive outcomes. A leader can't ask people to make sacrifices without being willing to sacrifice themselves, said **Ambassador John D. Negroponte, Vice Chairman of McLarty Associates and Concordia Leadership Council Member**. Clear and effective communication is a

crucial component of leadership, as we have seen in the past from Presidents Lincoln and Roosevelt, and from President Zelenskyy currently in Ukraine. Leaders must also learn to take their own counsel instead of relying solely on the advice of others, Negroponte continued. A leader must set clear goals and boundaries, as President George H.W. Bush did during Operation Desert Storm.

Lord Dr. Michael Hastings, CBE, Chairman of the SOAS University of London and Concordia Leadership Council Member, expressed that we are at a fascinating juncture in our misunderstanding of history. It may be uncomfortable to ask how we missed Putin's evil, but those who do not learn the lessons of history repeat them. We should look to the historical examples of Lee Kuan Yew and F.W. de Klerk and the current example of Zelenskyy for the clarion call of what we are missing. Logothetis ended the panel by asking about the most important characteristics of a leader. Lord Hastings indicated that letting go and moving on is crucial. President Uribe suggested that promoting community dialogue can help develop a balance between vision and execution. Negroponte reinforced the importance of communication for leaders at all levels.

Paola Serna, Journalist for NTN24, opened the session on *The Critical Role of Latin America in the Western Hemisphere* by asking panelists to consider the positive role of Latin America in the world. **Jorge-Tuto Fernando Quiroga, Former President of the Plurinational State of Bolivia**

and Concordia Leadership Council Member, noted that we are at a critical juncture where democracy is in retreat both at home and abroad.



The Critical Role of Latin America in the Western Hemisphere

All nations in Latin America deserve to be sovereign, free, and independent. **Álvaro Uribe Vélez, Former President of the Republic of Colombia and Concordia Leadership Council Member,** explained that he does not see Latin America as a unified region; instead, each country is walking along separately. Colombia can save its democracy if it upholds the rule of law and its entrepreneurial spirit.

According to **Luis Alberto Lacalle, Former President of the Oriental Republic of Uruguay and Concordia Leadership Council Member,** the problems in Latin America are only in the third or fourth order of importance for much of the world even as the people fight for democracy. Latin America will be more important in the future months and years in terms of food production and gas, lithium, and oil.

Serna asked the panelists to elucidate the challenges for the region and how to preserve

democracy. President Uribe noted that populist leaders do not have a vision for social cohesion, only for restrictions to freedom that impair the private sector and prevent poverty eradication. President Lacalle explained that China is an extremely important customer for the region so the U.S. should help open trade prosperity, which can create a robust middle class. President Quiroga explained the need to defend the region from criminal conglomerates and support independent institutions. Food, fuel, and foreign exchange will all be more difficult in this current era, which means there are more reasons than ever to keep democracy on the right track. Cuba, Venezuela, and Colombia are the countries that need to be managed as they are intertwined with the tyrannical government in Russia.

“Every country in Latin America is working alone.”

H.E. Álvaro Uribe Vélez, Former President of the Republic of Colombia; Leadership Council Member, Concordia

“The future of Latin America will be determined by what happens in Ukraine.”

H.E. Jorge-Tuto Fernando Quiroga, Former President of the Plurinational State of Bolivia; Leadership Council Member, Concordia

“Prosperity is the basis of having a middle class and a working political system.”

H.E. Luis Alberto Lacalle, Former President of the Oriental Republic of Uruguay; Leadership Council Member, Concordia

“We have a lot of populist governments [in Latin America], some of them authoritarian governments.”

Paola Serna, Journalist, NTN24

“Any crisis or any issue, actually, can accelerate improvement, so while these are probably the toughest two years that I’ve ever seen in my 30-plus year career, it has accelerated us to look at how we do business in a different way.”

David Urbanek, Executive Vice President, Manufacturing & Quality, Elanco Animal Health

“Leadership is a topic that is always important.”

Nicholas Logothetis, Co-Founder & Chairman of the Board, Concordia

“We don’t know how the landscape is going to change in terms of sanctions.”

Dr. Ana Maria Herrera, Gatton Professor of Economics, University of Kentucky

“Our preparedness—the investment that we make in our defense—clearly matters.”

Ambassador Paula J. Dobriansky, PhD, Former Under Secretary of State for Global Affairs; Senior Fellow, Harvard University Belfer Center for Science & International Affairs; Leadership Council Member, Concordia

“Because these conditions are being imposed at the barrel of a Russian gun, no one at all will blame Ukraine if they simply discard any promises they make at the peace table.”

Dr. Robert Farley, Professor, University of Kentucky Patterson School of Diplomacy & International Commerce

“One very important element is to lead by example.”

H.E. Álvaro Uribe Vélez, Former President of the Republic of Colombia; Leadership Council Member, Concordia

“We have been struck by the will of the Ukrainian people to resist this invasion.”

Glenn Nye, President & CEO, Center for the Study of the Presidency & Congress

“If we lead with our values and build capacity, we can build partnerships and strengthen our relationships as well as bring some of our capacity back home.”

Robert Rosenberg, CEO, NTELX

“The world wants America to lead because we remain a beacon of light and hope to the world.”

Keith Krach, Chairman & Co-Founder, Krach Institute for Tech Diplomacy at Purdue; Former U.S. Under Secretary of State

“Individualism is a strong and important strain in this society, as well as community service and caring for each other.”

Natalie Liu, Journalist, Voice of America

“We are at a fascinating juncture in our misunderstanding of history.”

Lord D. Michael Hastings, CBE, Chairman, SOAS University of London; Leadership Council Member, Concordia

“We don’t often think about the parallels between production for animals and production for humans, but the reality is that the supply chains are very close, and nearly identical in terms of how complex they are.”

Bonnie Glick, Director, Krach Institute for Tech Diplomacy at Purdue

“Whether it’s supply chains, whether it’s 5G connectivity—these are the new battlefields between great powers and great power competition in order to define our future.”

Michelle Giuda, Executive Vice President, Geopolitical Strategy & Risk, Weber Shandwick; Senior Advisor, Concordia

“The COVID-19 pandemic and Russia’s unjust invasion of Ukraine have created significant disruptions to global supply chains and trade.”

Ambassador Sarah Bianchi, Deputy United States Trade Representative, USTR

“Take your own counsel. You can’t let your decisions depend exclusively on the decisions of others.”

Ambassador John D. Negroponte, Vice Chairman, McLarty Associates; Leadership Council Member, Concordia

KEY TAKEAWAYS AND NEXT STEPS:

- The Honorable Keith Krach, a 2022 Nobel Peace Prize Nominee, discussed the importance of tech statecraft and trust principles in foreign diplomacy and the advancement of freedom, calling on the next generation to continue fighting for democracy.
- Rather than supply chain, *supply cloud* may be a better term to capture the complexity of the processes of manufacturing, logistics, and trade, which are undergoing heightened geopolitical competition among global superpowers.
- Supply chain delays will be around for a long time. Many solutions to address supply

chain challenges lie in partnerships, such as democratic alliances to combat totalitarian regimes.

- Supply chain backups and other stressors brought on by COVID-19 have intensified demands from pet owners and the agricultural/animal husbandry sector alike. Tracking consumer trends enables corporations to form partnerships that will provide top-quality service to the customer and stay true to their cause.
- China’s *Belt and Road initiative*, the COVID-19 pandemic, and the war in Ukraine are several factors that have exacerbated supply chain disruptions in the U.S. and abroad. Data shows that these disruptions might cause further unrest in places where supply has been particularly affected.
- The war in Ukraine, likely to be prolonged for months or years due to unsuccessful diplomatic efforts, has immeasurably impacted the energy sector. Investments in exploration and production of oil and gas went down following the decrease in demand during the pandemic, so the ability of producers to respond to rising prices is limited.
- Latin America is one of the world’s primary producers of food and energy and trades substantially with China. The U.S. can help open trade in the region, bolstering the middle class and political systems, ultimately supporting sustainable social policies. Yet the future of Latin America—reliant on a unified vision of democracy—depends on how the

political situations in Ukraine and Colombia play out.

- Learn more about the role of Latin America in global progress and democratic order at the [2022 Concordia Americas Summit](#), taking place July 13–14 in Miami, Florida and online.

Innovative Technology



Enhancing Connectivity in the U.S. Through 5G

The roll out of 5G technology provides a huge opportunity for innovation and new forms of technology. **Michelle Giuda, Executive Vice President of Geopolitical Strategy & Risk for Weber Shandwick and Concordia Senior Advisor**, opened the panel on *Enhancing Connectivity in the U.S. Through 5G* by noting that 5G is expected to be the most quickly deployed mobile technology in history. It will be an important infrastructure in the U.S., but also a new geopolitical battleground. The stakes are high if we cannot address the digital

divides. **Tom Simpson, COO of altafiber**, a 2022 Lexington Summit Patron Programming Sponsor, suggested that communication provides bridges in the same way that physical infrastructure does, delivering training and knowledge into rural areas where businesses can expand in untold ways. 5G, Simpson said, will lower the boundaries between rural and urban spaces. **Anthony “Tony” Lewis, Region Vice President, State Public Policy Policy & Government Affairs, Verizon**, agreed, explaining that 5G enables speed and decreases time to market, leveling the playing field for anyone who needs connectivity to fulfill their individual technology needs.

Infrastructure remains a challenge. Implementing 5G is, as Simpson noted, a massive project that is equal to replacing pipes and electrical grids. Policies must help ensure access. The permitting system, Lewis continued, needs acceleration so local governments should partner with businesses to advance opportunities and achieve their ultimate goals. Turning to additional public-private sector partnerships, Giuda asked the panelists to identify the opportunities and hurdles. Lewis noted Verizon’s partnership with Louisville, KY to help students understand that their opportunities with 5G are limitless. At the municipal level, Simpson explained how the pandemic demonstrated the need for 100% connectivity. Lewis reminded the audience that government policies are generally written from the past and not into the future, so business needs to work toward these collective goals. In this, he said, we cannot move fast enough if we want to be the world leader in 5G.

Looking beyond 5G, **Dr. Mung Chiang, Founding Director of the Center for Tech Diplomacy at Purdue**, a Principal Programming Partner of the 2022 Lexington Summit, opened the session on ***Implications of 6G Deployment into the Heartland of America*** with a reminder that thinking beyond current technology is crucial to remaining ahead. Next, executives at some of today's most important technology companies provided video addresses on what they consider to be the future of 6G.



Implications of 6G Deployment into the Heartland of America

Dr. John Smee, Senior VP of Engineering & Global Head of Wireless Research for Qualcomm, said he sees 6G beginning at the end of this decade, with transformational effects in bringing the physical, virtual, and digital worlds together. The economic impact of 5G is already being felt, and foundational research indicates that societal impact will drive new values, including new green network technologies. **John Roese, Global Chief Technology Officer at Dell Technologies**, noted that advanced wireless technology will profoundly benefit rural America, recasting the relationship between people and machines. He expressed his belief that the U.S. will be the leader in 5G and 6G technology.

Asha Keddy, Corporate Vice President & General Manager of Next Generation & Standards at the Intel Corporation, noted that we are in the early stages of developing pre-standards for 6G. It will no longer be a client server model; instead, the cloud will be closer to the device with artificial intelligence throughout the network, a standardized form of distributing intelligence at scale and across domains, devices, and clouds. **Nishant Batra, Chief Strategy & Technology Officer for Nokia**, explained his expectation that 6G would fuse the human, physical, and digital worlds to create efficient, resilient, and next-generation networking and community. The improvements developed with 5G will continue into 6G. Finally, **Manisha Singh, Co-Chair of the Roadmap to 6G Task Force for the Krach Institute for Tech Diplomacy at Purdue**, ended the session with thanks to the companies at the cutting edge of 6G and a reminder that conversations with the private sector are crucial for technology integration.



Cyber Security: Preparing for the Growing Digital Age

Technology innovation is moving at the speed of light, and the threats associated with it are, too.

Introducing the discussion on **Cyber Security: Preparing for the Growing Digital Age**, **Christopher E. Campbell, Chief Strategist at Kroll and Concordia Advisor**, noted cyber security is crucial as nation states undertake cyber warfare. Private companies must do more to secure their systems and networks. **Glenn Nye, President & CEO of the Center for the Study of the Presidency & Congress**, called out Russia, specifically, due to the ongoing war in Ukraine and the crippling sanctions imposed on their financial systems. The threat is not new, though, nor is Russia the only malign actor. Federal and corporate systems overlap, as in the SolarWinds and Colonial Pipeline attacks. New technologies like 5G may open up a larger canvas for potential attacks. Campbell reminded the audience that the top targets for hacking are the financial sector, national infrastructure, and healthcare institutions.

Nye suggested that we focus more on national preparedness, moving toward a proactive rather than reactive approach. Every citizen has a role to play whether or not we understand it. Good national cyber security depends on education and cyber literacy. All it takes is one mistake for a system to be compromised. There is attention where it needs to be, Nye continued, with federal government urgency and bipartisan movement. National recommendations are being implemented with increased investment in semiconductor production and workforce development. However, the general public still needs better literacy in information operations. We must be more vigilant and prepared, Nye closed, but we can succeed.

Technology enables the use of complex data to understand progress. Reaching the UN's Sustainable Development Goals (SDGs) will take huge effort on the part of nation states and individuals. In the U.S., it will also take effort on the part of states.



Launching the State-by-State SDG Index

Launching the State-by-State SDG Index explained how to monitor efforts throughout the U.S. **Luis Salazar, Co-Founder of X4Impact**, 2022 Lexington Summit Patron Programming Partner, unveiled the State-by-State SDG Index, a tech and data platform that uses metrics to evaluate the 17 SDGs and indicators within the individual states. There is much room for improvement in U.S. performance, Salazar noted. In a single 60-second period, 210,000 pounds of food is wasted yet 35 million people are food insecure. About 48 adults avoided a doctor's appointment out of cost and 1 million people lacked access to clean drinking water, but online sales accounted for \$1.5 million. The potential exists, Salazar said, to address social challenges by matching needs through the platforms that already exist, creating

awareness and linking to the nonprofit sector. **Shelly Kurtz, Co-Founder & Chief Marketing Officer of X4Impact and Concordia Advisor**, further explained the Index's ability to offer fully-interactive data by state. Key indicators rank progress toward SDGs, including nonprofits working in the field and social impact funding. Understanding the key performance indicators can help support advocacy by highlighting the concentration of nonprofits and creating a searchable directory of technology for solutions, products, and services making a difference. It's important to note that throughout the Summit, the State-by-State SDG Index highlighted key state-level statistics across core sessions to help contextualize conversations.

Nonprofits are not alone in striving for good.



Building Businesses of Purpose—Scaling Impact Across the Enterprise

Building Businesses of Purpose—Scaling Impact Across the Enterprise with Concordia Co-Founder & CEO Matthew Swift and Parker Harris, Co-Founder & Global CTO of Salesforce, a Patron Programming Sponsor for the 2022 Lexington Summit, discussed how Salesforce works from

a 1:1:1 model, meaning the company donates 1% of its employees' time, 1% of its equity, and 1% of its product to underserved businesses. While Salesforce, like every business, focuses on building a strong company, the company understands that it can also be a force to do good work wherever employees are. During the early days of the COVID-19 pandemic, the company went remote like most, which Harris said is easier for technology companies like his, though he worried that no one has yet figured out the best way to provide a hybrid experience. Asynchronous work keeps progress going, but companies need to find reasons to work together and remember that employee wellbeing remains an important issue.

Harris explained how it's foundational to the Salesforce company culture to integrate philanthropy in fueling growth so that values drive value. Over the next decade, he said he expects that the company will continue to focus on ensuring customer success through innovation, equality, and sustainability, highlighting efforts to influence, support, and drive decarbonization. Stakeholder capitalism can be a major force to drive change at the grassroots level, even as governments work from the top down. Environmental, social, and corporate governance goals are more important than ever, particularly in light of how Russia has used its petro-dollars to fund war. Harris expressed optimism that the situation in Ukraine would accelerate a move to green technology.

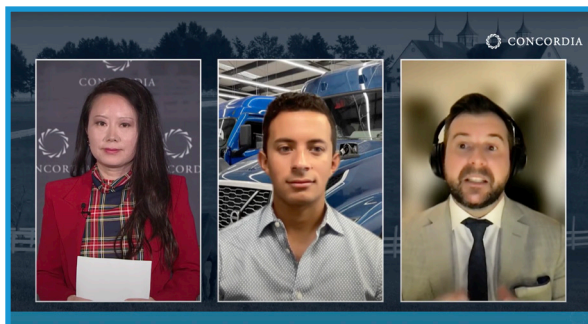
Technology enables us to seek solutions in the physical world as well. **Noah Budnick, Executive Director of Together for Safer Roads**, 2022 Lexington Summit Lead Programming Partner, opened the panel on ***Strong Community, Safe Roads*** by reminding the audience that road safety is a crucial component of building and maintaining vibrant communities. **Melody Flowers, Executive Director for Strategic Analysis & Policy at the University of Kentucky**, explained how her university is taking a leadership role to welcome community leadership within interdisciplinary systems. Looking at the issue from a corporate philanthropy standpoint, **Sam Stephens, Executive Director at AB InBev Foundation**, highlighted how a holistic and data-driven approach can improve impact and faith in collaboration. **Sherryl Newman, Director of LINK Strategic Partners** (a 2022 Lexington Summit Patron Programming Sponsor) and **Former Secretary for the District of Columbia**, agreed that there should be more seats at the table because the community knows its needs best.



Strong Community, Safe Roads

Budnick highlighted the idea that data helps us dig deeper into problems but doesn't provide solutions on its own. Solutions require on-the-ground intention and participation, so he asked the panelists to consider effective ways to combine data-driven and community approaches. Newman emphasized that communities are already well informed about the issues that matter to them even when they lack hard data about the problems. Stephens agreed that community involvement is crucial from end to end because sustainable impact requires community buy-in. Flowers used the example of the University of Kentucky's Imagine Nicholasville Road initiative to improve public transit and road safety by utilizing 17,000 acres of underused land within Lexington's urban boundaries. The university has acted as a leader to transform the campus and community. Stephens agreed that one of the keys to success is understanding what people want and why they're at the table in the first place. Budnick reminded the audience that road safety is one of the UN's SDGs, but that safer roads also enable the rest of the goals.

Continuing with the theme of safer streets, the panel on ***The Future of Technological Innovation & Mobility***, moderated by **Lin Yang, Founder of The Innovators**, examined the sustainability and accessibility of autonomous and electric transportation.



The Future of Technological Innovation & Mobility

Alex Rodrigues, Co-Founder & CEO of Embark Trucks, explained how developing self-driving software for semi-trucks outside of city centers can generate a 10% savings in fuel, 300% improvement in vehicle utilization, and 40% reduction in delivery times, enhancing long-term U.S. competitiveness. **Kevin George Miller, Senior Director for Public Policy at Chargepoint**, discussed electrification and the need to unlock private investment in private and public charging. People with electric vehicles will want to plug in where they park their cars, so a strict one-to-one replacement of gas stations is not feasible. There need to be incentives to move to electric transportation across light-, medium-, and heavy-duty vehicle classes, along with incentives for workers and fleet managers to implement such changes.

In terms of the difference between urban and rural needs, Miller agreed that different solutions will be required for different areas, especially in dense urban areas with regulatory and building-code barriers. Rodrigues noted that trucking routes

may not require the same vehicles throughout; shorter hauls within cities might be better served by manual trucks, while autonomous vehicles are better on highways. He expressed his belief that self driving will be transformational, with trucks able to deliver at air freight speed with railroad prices. There could be as much as 40% savings over the whole system because autonomous vehicles can run 24/7. Miller continued that smart network electric vehicle charging will distribute energy more efficiently, allowing for flexible loading and variable energy sources. Panelists agreed that supply chain shortages could present opportunities in terms of job creation and enhanced government regulation.

“From a global perspective, 5G is expected to be the fastest-deployed mobile technology in history.”

Michelle Giuda, Executive Vice President, Geopolitical Strategy & Risk, Weber Shandwick; Senior Advisor, Concordia

“The opportunity for everyone who has a need to have some level of connectivity—whether that’s for education, medical purposes, gaming, and playing, but, more importantly, to fulfill whatever needs you have as an individual—is now available.”

Anthony Lewis, Region Vice President, State Public Policy Policy & Government Affairs, Verizon

“When we build a terrestrial [5G] network, we’re building past every household and every address on a county-by-county basis. It does take a public partnership.”

Tom Simpson, COO, altafiber

“We have been working tirelessly to create awareness about existing social challenges and the opportunities to deploy technology for the public interest.”

Luis Salazar, Co-Founder, X4Impact

“We wanted to look at bringing state-level data about the SDGs to life.”

Shelly Kurtz, Co-Founder & Chief Marketing Officer, X4Impact; Advisor, Concordia

“[6G] will fuse human, physical, and digital worlds and deliver a network that takes us from connectivity to togetherness, from information to knowledge, and from effectiveness to purpose.”

Nishant Batra, Chief Strategy & Technology Officer, Nokia

“The business of business is making the world a better place. Business can be a force for positive change.”

Parker Harris, Co-Founder & Global CTO, Salesforce

“One of the overarching themes of this Summit is looking at the ever-growing socio-economic divide in the U.S.”

Matthew Swift, Co-Founder & CEO, Concordia

“What we recognize as a motivating factor for inspiring collaboration is really focusing on data-driven impact.”

Sam Stephens, Executive Director, AB InBev Foundation

“Community engagement and stakeholder participation are really key to success and to the sustainability of change on the ground.”

Noah Budnick, Executive Director, Together for Safer Roads

“Nobody knows the community more than those in the community.”

Sherryl Newman, Director, LINK Strategic Partners; Former Secretary, District of Columbia

“[Vehicle] autonomy will really start in commercial long haul.”

Alex Rodrigues, CEO, Embark Trucks

“We need to be training the leaders of tomorrow to do multi-disciplinary work and we need to have the spaces on [the University of Kentucky] campus that encourage this.”

Melody Flowers, Executive Director for Strategic Analysis & Policy, University of Kentucky

“Charging infrastructure is very important.”

Lin Yang, Founder, The Innovators

“Technology must advance freedom.”

Dr. Mung Chiang, Founding Director, Center for Tech Diplomacy at Purdue

“The next cellular generation will be essential for the continued merging of the physical, digital, and virtual worlds.”

Dr. John Smee, Senior VP of Engineering, Global Head of Wireless Research, Qualcomm

“Fundamentally, [6G is] the fabric that will allow us to actually recast the relationship between people and machines.”

John Roesse, Global Chief Technology Officer, Dell Technologies

“Certainly, 5G was transformative. 6G will be even more so.”

Manisha Singh, Co-Chair of the Roadmap to 6G Task Force,
Krach Institute for Tech Diplomacy at Purdue

“We expect that the next generation [of broadband] will essentially be a computer distributed through an intelligent mobile network.”

Asha Keddy, Corporate VP, GM of Next Generation & Standards,
Intel Corporation

“Transportation electrification is an amazingly powerful tool.”

Kevin George Miller, Senior Director, Public Policy, Chargepoint

“All it takes for a major cyber hack to be successful is for one employee of a company to click on the wrong link and expose their network.”

Glenn Nye, President & CEO, Center for the Study of the
Presidency & Congress

“It’s a real challenge of how best to work with corporations [to enhance cyber security], but what really matters is what the citizenry does.”

Christopher E. Campbell, Chief Strategist, Kroll; Advisor,
Concordia

KEY TAKEAWAYS AND NEXT STEPS:

- 5G can bridge the socioeconomic divide in the U.S., leveling the playing field and lowering the boundaries to economic expansion in rural America. Though 5G is wireless, policymakers at all levels need to build the infrastructure to

get broadband to every member of society.

- Rural America may turn out to be the biggest beneficiary of the next generation of broadband, though first, the U.S. must establish itself among competitors in the global arena as the leader in 5G and 6G technologies. The tight integration of computing, communications, and data will bring us to the next generation.
- [X4Impact](#) has created the [State-by-State SDG Index](#), which illustrates regional differences, helps advance common goals, and makes progress on the SDGs more tangible.
- [Salesforce](#) has a 1:1:1 model where the company gives away 1% of its equity, 1% of its time, and 1% of its product. This integrated philanthropic model has been key to fueling growth at the company and can easily be adopted by other businesses looking to scale their impact.
- The future of remote, hybrid, and in-person work remains uncertain. Despite technology being a driver of positive change, it can also increase mental health burnout, and companies need to be more proactive about addressing this challenge.
- Bringing about change in communities via public-private partnerships is dependent on equipping stakeholders and community members with knowledge, utilizing multi-disciplinary approaches, developing data-driven plans, and understanding everyone’s needs and goals.
- As technological advances continue to be implemented, corporate, nonprofit, and government entities need to come together

to coordinate multi-level cyber defenses and provide cyber literacy education not just to corporations and workers, but to everyday citizens.

- To accommodate the adoption of electric vehicles, charging infrastructure must be expanded. Investment in charging opportunities is needed to build a network that is available and accessible to all electric vehicle users.

Health Opportunities & Challenges



Tackling Hunger in the Heartland

Access to food is the most basic of human needs. The panel on ***Tackling Hunger in the Heartland***, moderated by **Timothy Swarens, Deputy Opinion Editor at USA Today**, a 2022 Lexington Summit Media Partner, looked at how hunger and food insecurity surged during the pandemic and how

groups sought to address it. **Ben Collier, Co-CEO of Farmlink Project**, noted that food insecurity has not waned, and that we need better funding and transportation infrastructure to get food to where it needs to go. **Ashley Smith, Co-Founder & CEO of Black Soil KY**, explained that hunger persists because farmers often send their food outside of the community, leaving people undernourished even though they are surrounded by food. **Timothy Prewitt, President & CEO of The Hunger Project**, highlighted rising food costs as a major challenge for many food-insecure people. Wheat, for example, has risen 70% in price over the last year, forcing some to make tradeoffs at the cash register. Further, Russia and Ukraine grow 12% of the world's calories, meaning that the ongoing war will certainly lead to more hunger globally.

Collier explained that Farmlink's mission is to help connect growers and distributors along the food chain, noting that there is plenty of food in the system, it simply needs to be distributed properly. For Smith, reconnecting Black Kentuckians to their ancestral soil will empower community members to develop higher-quality food bank solutions. The government also plays a major part, panelists agreed. Prewitt noted that as commercial agriculture replaces small shareholder farms, subsidies promote quantity over healthy choices. The new technological revolution in agriculture could help address some of these issues. Smith implored the audience to listen to traditionally-overlooked minority farmers in debt relief programs. Collier suggested that underserved

communities deserve sovereignty in their choices. We should not strive only for better food banks, he concluded, but to do away with the need for food banks altogether, where everyone can feed themselves with choice, consistency, dignity, and respect.

We already have the solutions available to address hunger. Opening the panel on ***Agriculture Technology & Food Security***, Concordia's Senior Director of Partnerships, **Hanne Dalmut**, asked panelists to consider the role of data and analytics in closing the gaps between production and consumption.



Agriculture Technology & Food Security

Paula Henderson, Executive Vice President & Chief Sales Officer for the Americas at SAS, explained that food producers grow a lot but lose \$2.6 trillion per year because it is a challenge to ensure the right food is in the right place at the right time. Governments can act to hinder food accessibility as well, as **Aurelia S. Giacometto**, General Counsel at AVC Global, noted. For example, productive crops developed at Monsanto were banned in the European Union not for safety

reasons but for competitive advantage, and these laws were enacted in Africa where these crops could have made a significant difference. Science should speak for itself instead.

We also need better management, said **Jonathan Webb**, Founder & CEO of AppHarvest. The U.S. imports two thirds of its fruits and vegetables, but throws away 40% of food. Farming has not significantly evolved since the 19th century, even as needs have increased with the population. Giacometto agreed that we have the science available to develop an abundant, healthy food supply but we need the laws and policies required to allow implementation. Healthy ecosystems are possible while we also put more money into farmers' pockets. Henderson noted that 60% of the data we currently gather is unused, leaving space for positive disruption in the industry. Webb reminded the audience that the future of farming is in the heartland. Rural America needs a seat at the table where solutions are being discussed. Concluding the session, panelists agreed on the need for innovative partnerships to develop execution at scale and break down silos.



Mental Health in the Wake of COVID-19

While perhaps less overt than food security, emotional and psychological health play a critical role in wellbeing. Moderator **Dr. Zabina Bhasin, Founder of In KidZ**, opened the panel on *Mental Health in the Wake of COVID-19* by noting the major increase in mental health challenges for children over the course of the pandemic. **Nancy Santiago, Deputy Director of Engagement for the Office of the U.S. Surgeon General**, agreed that the pandemic has exacerbated feelings of loss and depression in young people, explaining that the Surgeon General has issued an advisory that lays out the depth of the problem. Addressing the problem will require partners in the media, funders, and innovators. **Michael J. Nyenhuis, President & CEO of UNICEF USA and Concordia Leadership Council Member**, suggested that capacity building will help parents to understand the signs of depression in their children.

Although this is a challenging time, Santiago expressed her conviction that this is the best possible time to enact meaningful change. It is critically important to take advantage of the moment and to engage young people in solutions. Simply talking about the issue can make a difference to those suffering. Nyenhuis agreed that we have a new understanding of the impact of the pandemic on mental health and are more willing to talk about mental health than ever before. There is a necessary urgency to the moment. He urged the Senate to pass the Mental Health for Students Act.

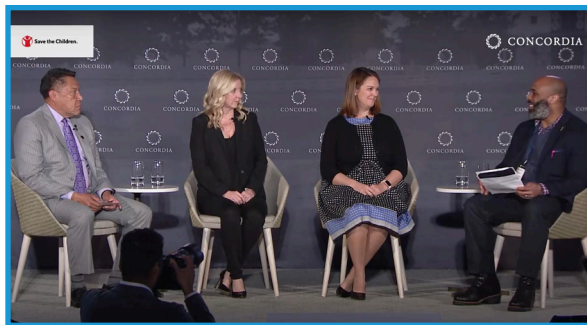
Access to appropriate and competent medical care does not come easily for all. Black maternal health is at a crisis level in the U.S. today, as our panel on *Fixing America's Black Maternal Health Care Crisis* explored. Moderator **Rachel Nicks, Founder & CEO of Birth Queen**, noted that Black women are five times more likely than white women to die in childbirth. In New York City, the number swells to an appalling 8-12 times more likely. **Bruce McIntyre, President of saveArose Foundation**, told the tragic personal story of how his wife's medical neglect during her pregnancy led to her untimely death from HELLP syndrome, a disease marked by elevated liver enzymes and low platelet counts. Her symptoms should have been obvious to health professionals, but her concerns were dismissed, leaving her to die and for McIntyre to raise their son alone.



Fixing America's Black Maternal Health Care Crisis

The trauma of Black maternal mortality echoes, said **Kimberly Seals Allers, Founder of the Irth App and Executive Director of Narrative Nation, Inc.** As consumers, Black women and families must use their power to disrupt the lack of accountability and learn from the living, not wait

for another Black or brown person to die. Death should not be the sole trigger for accountability. Her app, she explained, offers crowdsourced peer reviews on healthcare providers and transparent ways to improve care. Nicks suggested that reinserting doulas and midwives into the process could improve outcomes, and Allers agreed that medicalizing birth has led to some poor outcomes. More options and choices for mothers can lead to a more integrated system and better outcomes outside of hospitals. The panelists agreed that more needed to be done, and asked the audience to look at Black maternal health outcomes within their communities. The data and solutions exist today.



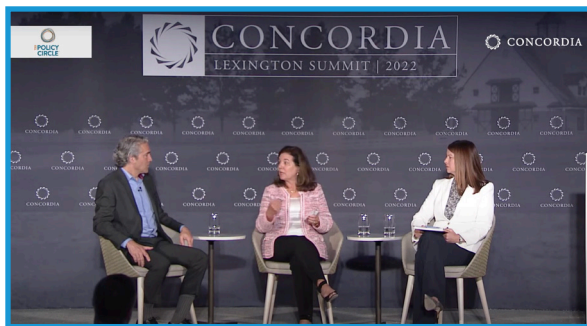
Fueling Progress through Partnerships for Kids in Rural America

At the root of many of these health problems is inequality. Poverty remains a challenge in rural communities throughout the U.S., **Professor Kenneth M. Tyler, Associate Dean of Inclusion & Internationalization in the College of Education at the University of Kentucky**, a Principal Programming Partner for the 2022 Lexington Summit, noted as he opened the panel on *Fueling Progress through Partnerships for Kids in Rural*

America. Nearly one in six kids in America grows up in poverty, with higher rates in rural than urban areas. About 12 million children suffer from hunger. **Betsy Zorio, Vice President of U.S. Programs for Save the Children**, 2022 Lexington Summit Lead Programming Partner, explained how her organization works to ensure kids are ready when they arrive in kindergarten and leave elementary school educated. All children can be learners. **Denine Torr, Vice President of Corporate Social Responsibility & Philanthropy for Dollar General**, agreed, highlighting her company's long-term investment in literacy and education. Education should not be a luxury; it is a necessary step toward leveling the playing field.

A large part of the problem, according to **Henry Strom, Superintendent of the Grandview School District in Washington State**, is a lack of infrastructure. Without partners to manage resources, it becomes difficult to seek broader goals. Zorio agreed on the importance of partners, from the school district to the state level, in ensuring that needs are met. The achievement gap is real but we also need to talk about the opportunity gap. Strom drew on the knowledge of indigenous elders who believed that putting our minds together would help us envision a brighter future. Torr offered that we can serve more when we serve together. Access to food and education is an equity issue and a moral imperative; it also affects workforce readiness. Zorio reminded the audience that attention on rural America is sporadic and implored them not to lose focus.

The individual actions we take matter too. In the discussion on *Exploring the Connection Between Civic Engagement & Happiness*, panelists looked at how deeper engagement in a community can lead to higher levels of satisfaction. For **Ryan Streeter, Director of Domestic Policy at the American Enterprise Institute**, there is a clear alignment between social capital and civic health. With more relationships and engagement, people experience higher levels of trust both within their families and the community at large.



Exploring the Connection Between Civic Engagement & Happiness

Service also plays a role, said **Barbara Stewart, Co-Founder & Trustee of the Bowie Stewart Foundation and Former CEO of Americorps**. Volunteerism and service are cornerstones of American civic life. More than 80 million people volunteer through organizations but at least twice as many engage with their neighbors. These interactions, Stewart continued, are important for personal growth.

Moderator **Stacy Blakeley, Executive Director of The Policy Circle**, 2022 Lexington Summit Lead Programming Partner, wondered if the relationship

between civic engagement and happiness was also true of political engagement. Streeter noted that while engagement in the community leads to less loneliness and greater happiness, the same is not true of political engagement. The latter, he confirmed, makes people less happy. At the same time, there is a correlation between volunteering and voting. Stewart offered that volunteering is a good way to break down polarization. Barriers to civic engagement exist, though, including a lack of information around how to begin and parents who may not want their children to engage in a service project like Americorps. Blakeley ended the panel by noting that civic engagement is a choice where the initial community benefits are obvious, while personal happiness and other secondary benefits expand during engagement.

“There is a direct relationship between the way you’re engaged in your community and the kind of happiness it generates.”

Ryan Streeter, Director of Domestic Policy, American Enterprise Institute

“We need to think bigger about civic engagement.”

Stacy Blakeley, Executive Director, The Policy Circle

“It truly is often the busiest people who are engaged as volunteers.”

Barbara Stewart, Co-Founder & Trustee, Bowie Stewart Foundation; Former CEO, Americorps

“We often think of hunger as being a problem in our cities, and it is—but it’s also a problem in rural America, even though many of our farms are located there.”

Timothy Swarens, Deputy Opinion Editor, USA Today

“If we’re not tailoring to the need then we are not meeting the required maintenance. It’s that simple.”

Bruce McIntyre, President, saveArose Foundation

“We need healthy, nutritious food for all. It’s time to reimagine our food systems and let innovation lead the way.”

Timothy Prewitt, President & CEO, The Hunger Project

“How do we as a community, as consumers who are living in a consumer-focused healthcare system, use that power to disrupt the lack of accountability and transparency about the nature of our care?”

Kimberly Seals Allers, Founder, Irth; Executive Director, Narrative Nation, Inc.

“The trauma still continues, even if you survive [giving birth without proper care] as a Black woman.”

Rachel Nicks, Founder & CEO, Birth Queen

“If Mother Nature can’t see who puts the seed in the ground, why do we have such disparities in agriculture?”

Ashley Smith, Co-Founder & CEO, Black Soil KY

“Let the science speak for itself.”

Hanne Dalmut, Senior Director of Partnerships, Concordia

“Kids can’t learn if their bellies are empty.”

Betsy Zorio, Vice President of U.S. Programs, Save the Children

“We want to create a world where everyone has equal access to feeding themselves with choice, consistency, dignity, and respect.”

Ben Collier, Co-CEO, Farmlink Project

“First, find ways to avoid impact, then find ways to minimize it. If you can’t do either of those, that’s when you mitigate.”

Aurelia S. Giacomero, General Counsel, AVC Global

“Here in the U.S., our food producers grow enough food to feed our families twice what they need.”

Paula Henderson, Executive Vice President & Chief Sales Officer for the Americas, SAS

“Unfortunately for agriculture, the problems are very steep, but fortunately, there are incredible technologies and methods.”

Jonathan Webb, Founder & CEO, AppHarvest

“People have a new understanding of the impact of mental health coming through this pandemic.”

Michael J. Nyenhuis, President & CEO, UNICEF USA; Leadership Council Member, Concordia

“Even before COVID-19, mental health challenges were a leading cause of disability and poor life outcomes.”

Zabina Bhasin, Founder, In KidZ

“We have a moment where we’re finally talking about something as important as mental health.”

Nancy Santiago, Deputy Director of Engagement, Office of the U.S. Surgeon General

“We can give everybody that opportunity, from the twinkle to the wrinkle, to be successful and have great pathways to the future.”

Denine Torr, Vice President of Corporate Social Responsibility & Philanthropy, Dollar General

“Let us put our minds together and envision a brighter future.”

Henry Strom, Superintendent, Grandview School District, Washington State

“It’s important to consider the mode of collaboration, this notion of communalism working and operating in tandem and community as a means to assist those individuals who we know might be struggling.”

Professor Kenneth M. Tyler, Associate Dean of Inclusion & Internationalization in the College of Education, University of Kentucky

Key Takeaways and Next Steps:

- Racial inequalities play a major role in the outcomes of white mothers and Black mothers. To improve outcomes, policy changes to decriminalize midwifery are needed, plus community solutions like the [Irth App](#), which crowdsources ratings for medical providers and hospitals to create accountability and transparency in birthing.
- Learn more [here](#) about Birth Queen’s mission to support an end to the Black maternal mortality crisis in the U.S. by funding Black birthing centers and medical professionals.
- Policy changes will be crucial to improving the recent disruptions to our food system. Incentivizing waste reduction, expanding capital access to those who have been historically excluded, and providing healthier forms of food are potential solutions to increasing food affordability, accessibility, and security.
- To close gaps in food security and supply chains, data and analytics can be used to ensure the right food is in the right place at the right time. Support for science-based markets is crucial to achieving successful food production and distribution.
- As hunger persists in the U.S., agriculture is one of the few major industries that has yet to be digitized, and farming methods stand to benefit from technological advances that exist but have yet to be implemented at scale, domestically and globally. Partnerships based on innovation, new perspectives, and strategy have the power to implement agri-tech change at scale.
- We must de-stigmatize mental health, as it’s a critical component of healthcare. A shift in public opinion can influence media and policy outcomes, which in turn can ensure that parents and schools are equipped with mental health tools and services to share with children.

- Attendees were encouraged to advocate for the passage of the bipartisan Mental Health Services for Students Act, which will provide grants to schools to offer mental health services, passed by the House and currently moving through the Senate.
- Health inequities go hand in hand with economic inequities, so investments in community-driven, innovative solutions are crucial to building a healthy ecosystem for everyone, particularly youth.
- Research shows that civic engagement is directly related to happiness, and we can use volunteerism and service to strengthen community ties and undermine polarization.
- As we emerge from the pandemic, we must continue to elevate rural communities.

Keynote Town Halls



Welcome Remarks: Lexington Mayor Linda Gorton

Welcoming the conference to Lexington, **Mayor Linda Gorton** reflected on the past two years of

the COVID-19 pandemic. In the midst of it, she said, we were too busy to appreciate the lesson but now we can see what we learned about communication and partnership, how we united against a common enemy, and how we grew stronger together. As a registered nurse herself, Mayor Gorton understood the issues at hand and, at the onset of the pandemic, immediately reached out to her healthcare community to develop a working group capable of assessing the data and making decisions. At the same time, she mobilized the business community to craft a rescue plan and provide rental assistance. Communication and technology were crucial to keeping people updated and successful, and partnerships were at the heart. About 70% of Lexington is fully vaccinated thanks to these efforts. But COVID-19 was not the only challenge. Like many other U.S. cities, Lexington saw several months of racial protest during the summer of 2020. These gatherings were peaceful and decades in the making. Mayor Gorton explained how her administration took recommendations and has made progress in disrupting racism and violence.



Our Future is Now: Opportunity for Every Kentuckian as Our Economy Booms

Kentucky Governor Andy Beshear struck a hopeful note in his keynote address, ***Our Future Is Now: Opportunity For Every Kentuckian As Our Economy Booms***. Though Kentucky has faced challenging times over the last few years given the pandemic and natural disasters, its people bend but do not break. In fact, Kentuckians show up for their neighbors in a way nothing short of incredible. The F4 tornadoes that struck the state in December 2021 showed the nation who Kentuckians are. Governor Beshear lauded the state's economic surge and promoted its business environment, presently positioned for the future of new technologies like electric vehicle batteries, clean recycled paper, green aluminum, and agriculture technology. Remote work is moving into Kentucky as people look for a different way to work. Kentucky will never be a flyover state again, Beshear said. Kentuckians are ready to lead.

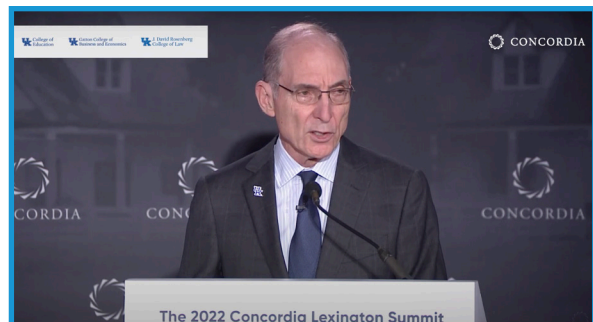


State of American Democracy's Infrastructure

Representative John Yarmuth (D-KY3) took the opportunity to look at the ***State of American Democracy's Infrastructure*** as he reaches the end of his final term in office. The world has changed dramatically since he entered Congress in 2007 and

he expressed his fear that our grand experiment is on the verge of failure. The infrastructure of democracy has suffered from overuse and neglect, he said, and our human infrastructure and free press have deteriorated. He has not given up but is haunted by the idea that democracy does not guarantee a happy ending. A strong and free nation depends on an engaged and educated citizenry. Most people, Yarmouth continued, do not understand policies or how they are made. We get the government we deserve, he concluded.

In his opening remarks, **University of Kentucky President Eli Capilouto** reflected on how to build a better future for the Commonwealth of Kentucky.



Keynote Remarks: University of Kentucky President Eli Capilouto

His role, he opined, is to ask how to advance Kentucky, how to tackle its challenges, and how to deliver what we owe to others. Capilouto explained that he saw his obligation to put his students first, take care of them, inspire ingenuity, ensure greater trust and accountability, and bring together the community. We should not, he implored, dream too small. We owe society our biggest dreams,

like cutting cancer rates in half, and putting more first generation students through school. Though the pandemic is ebbing, it exposed open fractures and fissures in access to care and capital. It drove distrust in the institutions that are the bedrock of our society and democracy. We must, Capilouto urged, create space for discourse and dialogue without divisiveness and discord. We must pursue a brighter future for the Commonwealth, country, and world.

Switching to a national vantagepoint, **Secretary Elaine Chao, 18th U.S. Secretary of Transportation and 24th U.S. Secretary of Labor**, had a front-row seat in the initial days of the pandemic as Secretary of Transportation. In a fireside chat on transportation and innovation with **Matthew Swift, Co-Founder & CEO of Concordia**, Chao explained that her goal at the beginning of the pandemic was to keep the supply chain moving, open, and operational, which required keeping national airspace open even as air traffic fell 94%.



Fireside Chat: Transportation and Innovation with Secretary Elaine Chao

Essential personnel and supplies needed to be moved by air, rail, and road. Chao shared her belief

that the U.S. reacted well at the federal and state level. Turning to the future, Chao expressed her excitement over automated vehicles, drones, and commercial space. There is a role for government regulators to address legitimate concerns but we need to be cautious that we do not hamper innovation. The top competitive advantage in the U.S. is our tolerance for differences, and the freedom to let people think what they want. As an immigrant, Chao expressed her appreciation for our unparalleled freedom, unrivaled anywhere in the world.

The era of polarized politics did not end in 2020, though many expected the fever to break, explained **Jonathan Martin, National Political Correspondent for The New York Times**. In *Recording History: A Conversation with Jonathan Martin* on his new book *This Will Not Pass: Trump, Biden, and the Battle for America's Future*, **Al Cross, Director & Professor, Institute for Rural Journalism at the University of Kentucky**, asked whether this was because former president Donald Trump is still trying to get elected or because he has changed politics.



Recording History: A Conversation with Jonathan Martin on His New Book

Martin suggested that the nature of politics has changed because the incentives are at the wings. There is a reflexive contempt for the other party; indeed, negative partnership is the animating force over party loyalty. The Democratic party spans a range from socialists to disaffected country club Republicans, while the GOP runs from the pre-Trump center right to the populist Blood and Soil parties more common in Europe. The only thing holding these constituencies together is the belief that the other party is illegitimate, immoral, and evil. The parties are weak but the partisanship is strong. Martin reminded the audience that the U.S. has prided itself on the peaceful transfer of power which, in 2021, for the first time, did not happen. The January 6 insurrection was a struggle that marked a new attitude in the course of American history. That said, most Americans are more focused on what is happening in the here and now. President Biden lacks the passionate constituency of Trump or Obama. There is no true Biden base, only a base motivated by electing an alternative to Trump. What will happen in the 2022 midterm elections remains unknown.



Keynote Remarks: President Guillermo Lasso of Ecuador

Looking at trends in the wider hemisphere, **President Guillermo Lasso of the Republic of Ecuador** noted the challenges resulting from the COVID-19 pandemic and the war in Ukraine. As Ecuador recovers, it needs trading partners to help bolster the export sector to save income and jobs. He wants to see more Ecuador in the world, and more of the world in Ecuador. He finished his remarks with a commitment to increasing market diversification and more strategic resources for small- and medium-sized enterprises and circular economy initiatives. To create prosperity, leadership is crucial.



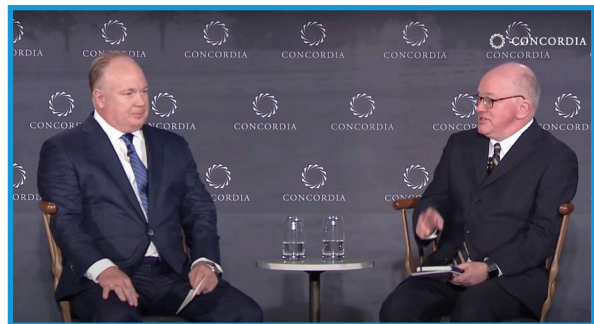
Student Perspectives on the Future

The students at the University of Kentucky can act as a representative sample of young people throughout the region and country. Drawing together a group of students for the panel on *Student Perspectives on the Future*, moderator **Frank Luntz, Founder & President of FIL Inc.**, asked the panelists to reflect on their generation. **Veronica Reyes, a student at the University of Kentucky**, rejected the idea that a whole generation can be defined by a single attribute, though she did see her cohort as willing to push boundaries

without preconceived notions. Fellow **student Breona Link** agreed that their generation is often more focused on the what rather than the why. **University of Kentucky Student Body President Michael Hawse** explained that his generation is ready and excited to advocate for the causes it cares about.

University of Kentucky PhD candidate Joseph Barry explained that it is important for the older generations to create space for young people. **Law student at University of Kentucky Michaela Taylor** explored how mental health issues are affecting young people. Picking up on this thread, Luntz asked how the COVID-19 pandemic has affected their lives. Taylor explained that students are adaptable but the transition between in-person and online instruction was stressful. Hawse worried about younger students who missed out on some foundational developmental experiences in high school, and how that might affect them in the long run. Reyes noted that some lessons have to be taught in person to help young people navigate the transition into their careers. Barry mentioned how students are concerned about isolation and health status. Looking at our new normal, Hawse expressed hope that we can take what we learned and make positive changes. Taylor agreed, noting that the flexibility of remote work might lead to a better work-life balance. For Reyes, a DACA recipient, COVID-19 affected her ability to navigate bureaucracy.

Luntz then posed the question of why this generation is more supportive of socialism than previous generations. Hawse perceived that his generation, born at the beginning of the millennium, has seen capitalism fail. They lived a big portion of their lives during an economic recession. Barry noted this generation's connectivity, which helps fuel the innate human drive to build with other people. Taylor agreed that connections to places where socialized healthcare models are working creates new ideas. Reyes disagreed with the premise and voiced her support for capitalism because of failed states like Venezuela. Ending the panel, Luntz asked the panelists to share their priorities. Link suggested that we need to allow the space for young people to explore their options and gain more knowledge. Barry asked that we continue to open doors for others. Reyes noted that maintaining an open mind can lead to a wider perspective. Hawse reminded the audience that this generation is diverse and passionate, and ready for a seat at the table. Taylor requested reassurance rather than expectations about what young people can accomplish.



Fireside Chat: University of Kentucky's Head Football Coach Mark Stoops

An individual's actions can help drive change throughout a region and system. In a fireside chat, **University of Kentucky's Head Football Coach Mark Stoops** explained the importance of young athletes being able to monetize their name, image, and likeness and retain eligibility for college sports. It's important, he said, for student athletes to be able to profit from their own abilities. In response to a question from **John Clay, Sports Columnist for the Lexington Herald Leader**, Stoops noted that while regulation flexibility is important, there is too much give in the system. A consistent approach federally would help protect students from pay-for-play schemes. Over the last nine years, Stoops has developed a winning culture from the players to the staff. He explained how he approached the idea of determining what the organization should look like, identifying blind spots and how to close the gap. Selecting the right people is crucial, he said, because we are only as good as the people around us. Talent is a must, from players to staff, but capacity to develop can be equally important. Investing in your people creates the trust necessary to achieve success.

"We must rethink not if, but how, we rebuild our communities."

Eli Capilouto, President, University of Kentucky

"Democracy does not guarantee a happy ending."

John Yarmuth, Member of Congress, U.S. House of Representatives (D-KY3)

"You will be a part of team Kentucky, and we will not let you down."

Andy Beshear, Governor, Commonwealth of Kentucky

"Peace and stability are pillars for sustaining globalization."

H.E. Guillermo Lasso, President of the Republic of Ecuador

"We can all build long-term partnerships that lead simple conversations into transformative, positive action."

Linda Gorton, Mayor of Lexington, KY

"Name, image, and likeness is a major issue in college athletics right now."

John Clay, Sports Columnist, Lexington Herald Leader

"The [United States'] soft power is so incredibly appealing because, bottom line, it allows each one of us to fulfill our own potential as we define it."

Elaine Chao, Former U.S. Secretary of Transportation, Former U.S. Secretary of Labor

"We're seeing such a remarkable transformation in technology in automobiles, in space travel, in pretty much every form of travel."

Matthew Swift, Co-Founder & CEO, Concordia

"It's the irony of these times that we have weakened national parties but incredibly strong partisanship."

Jonathan Martin, National Political Correspondent, The New York Times

"Students are really excited to not only advocate for what they believe in, but be passionate about it."

Michael Hawse, Student Body President, University of Kentucky

“There’s a ‘reflexive contempt’ for anything associated with the other [political] party. That didn’t used to be the case.”

Al Cross, Director & Professor, Institute for Rural Journalism, University of Kentucky

“It’s important that not only do you listen to and learn [from Generation Z], but help them to lead.”

Frank Luntz, Founder & President, FIL Inc.

“We need to have something that’s not just worth fighting for.”

Joseph Barry, PhD Candidate, University of Kentucky, College of Education

“Our generation is suffering from a lot of mental health issues [...] There needs to be an emphasis on allowing our generation the space to get help.”

Michaela Taylor, Law Student, University of Kentucky

“Oftentimes we can get focused on the what, instead of the why behind it.”

Breona Link, Student, University of Kentucky

“We are willing to push boundaries and develop new ways of thinking without the preconceived notions of our parents and the people who came before us.”

Veronica Reyes, Student, University of Kentucky

“The relationship with players, coaches, and administrators is extremely important.”

Mark Stoops, Head Football Coach, University of Kentucky

