



# CHICAGO IDEAS WEEK

## 2012 ANNUAL REPORT





Dear Chicago Ideas Week Supporter,

This year we brought you 235 speakers and connected 25,000 people at hundreds of events across Chicago—all in just seven days.

Chicago Ideas Week attendees and speakers consisted of technologists, musicians, inventors, explorers, engineers, doctors, artists and innovators of all kinds. Our objective was to bring a diverse group of dynamic people together to collaborate, turn great ideas into action and unite over transformative experiences. We're thrilled to announce that our 2012 program grew tremendously from last year's inaugural event. In the words of filmmaker Thierry Daher, who spoke at our Fashion Talk, "CIW 2012 was nothing short of phenomenal...the mix of origins, specialties, personalities and practices created such a vibrant and creative energy that I still feel in my daily life."

With the help of amazing sponsors, more than 400 volunteers, a dedicated full-time staff and people just like you, Chicago Ideas Week continues to grow exponentially. And without such a strong and supportive community, we wouldn't have been able to transform Chicago this past October into an intellectual playground and hub of connectivity.

Our annual review will give you a glimpse into our growth since 2011, as well as highlight how this year's event proved to be a revolutionary platform for innovation, ideas, action and education—not just for a select few, but for all. Our evolution has made us one of the most accessible platforms of its kind in the world. By live-streaming our talks online for free and only charging \$15 for anyone to participate in person, we're breaking down ideological and geographical barriers, bringing Chicago to the world.

We're proud of CIW's programming, execution and progress in 2012, and we are grateful for your endless support, suggestions and feedback. We're excited to watch the thousands of connections made at CIW each year grow stronger over time and achieve great and unexpected accomplishments around the world. And most importantly, we can't wait to paint the town yellow again next year.

Enjoy this year's highlights.

Best,

A handwritten signature in black ink.

*Executive Director, Chicago Ideas Week*



# CIW TALKS AND SPEAKERS

*“These forums for people to bounce ideas around are great, because they are accelerators. They accelerate the speed at which ideas spread and percolate.”*

**- EDWARD NORTON,**  
*Actor, Philanthropist,  
Co-Founder of Crowdrise*

*"I feel connected to every single one of the speakers; I'm so inspired. And it's only \$15. Just go!"*

- SOFIA JOURAVEL,  
26, Attendee, Wheeling

*“Great aural, mental, delicious food for thought. Thanks again for serving it up.”*

**- RICK NIELSEN,**  
*Lead Guitarist, Cheap Trick*



2011  
160 SPEAKERS // 17 TALKS/MEGATALKS

**2012**  
235 SPEAKERS // 31 TALKS/MEGATALKS

# 2012 TALK THEMES

## CHECK OUT THIS YEAR'S TALK TITLES:

- Art: How It Moves**  
**Cities: Local Ties, Global Impact**  
Presented by Chase and J.P. Morgan

**Comedy: What's So Funny?**

**Criminal Justice: Beyond the Verdict**

**Democracy: State of Our Union**  
Presented by TIME

**Design: Shaping Space**

**Disruptive Innovation: Reinventing Our World**  
Presented by TIME

**Economy: Checks and Balances**  
Presented by The Joyce Foundation

**Education: New School**  
Presented by Chicago Tribune

**Energy: Scalable Solutions**

**Explorers: Seeking the Edge**  
Presented by Hyatt

**Fashion: Why Are You Wearing That?**  
Presented by Chicago Magazine

**Food: Returning to Our Roots**  
Presented by Hyatt

**Future of News: What's the Story?**  
Presented by TIME

**Giving: One Matters**  
Presented by United Airlines

**Health & Wellness: Power to the Patient**  
Presented by Walgreens

**Identity: What Makes Me ... Me?**  
Presented by MSL Chicago

**Instigators: Stand for Something**

**Meaning of Life: What's It All About?**

**Military: From the Front Lines to the Home Front**  
Presented by Chase and J.P. Morgan

**Music: Tuning In**  
Presented by WBEZ

**Religion: Exploring the Unexpected**

**Scientific Breakthroughs: Quantum Leaps**  
Presented by University of Illinois

**Social Entrepreneurship:**  
**My Venture Changes the World. Can Yours?**  
Presented by University of Illinois

**Sports: The Making of a Champion**

**Storytellers: The Power of Perspective**  
Presented by Leo Burnett

**Tech: Change is the Constant**  
Presented by Microsoft

**The Creative Process: Stop Waiting for the Muse**  
Presented by Starcom MediaVest Group

**Water: The Ripple Effect**

**Web: Life Online**  
Presented by Cars.com

**Work: No Longer Business as Usual**  
Presented by Ernst & Young



## LIST OF SELECTED SPEAKERS

HERE ARE JUST A FEW OF THE 235 BRILLIANT PEOPLE WHO SPOKE AT CIW 2012:

**Tom Brokaw**  
Renowned Television Journalist and Anchor

**General Colin Powell**  
Former U.S. Secretary of State;  
National Security Advisor

**Lupe Fiasco**  
Award-Winning Hip-Hop Artist

**Ali Velshi**  
CNN Chief Business Correspondent and Anchor

**Edward Norton**  
Actor, Philanthropist, Co-Founder of Crowdrise

**Mitch Albom**  
Author and Journalist

**Deepak Chopra**  
Spiritual Pioneer, Founder of The Chopra Center for Wellbeing

**Rudy Tanzi**  
Nobel Prize Nominee,  
Professor at Harvard Medical School

**Robert F. Kennedy, Jr.**  
President, Waterkeeper Alliance

**Lisa Niemi Swayze**  
Author and Film Director;  
Widow of Actor Patrick Swayze

**Rahm Emanuel**  
Mayor, City of Chicago

**Richard Stengel**  
Managing Editor, TIME Magazine

**Tim Ferriss**  
Angel Investor and Author of  
“The 4-Hour Workweek”

**Martin Cooper**  
Inventor of the Mobile Phone,  
Entrepreneur and Futurist

**Steve Stoute**  
Founder and CEO, Translation;  
Author, “The Tanning of America”

**Adam Braun**  
Founder and CEO, Pencils of Promise

**Melissa Stockwell**  
Iraq War Veteran & World Champion Paratriathlete

**Daniel “Rudy” Ruettiger**  
International Speaker,  
Former Notre Dame Football Player

**Judith Rodin**  
President, The Rockefeller Foundation

**A.J. Jacobs**  
Best-selling Author, “Drop Dead Healthy”  
and “The Year of Living Biblically”

**Natalie Coughlin**  
Most Decorated U.S. Female Olympian

**AK Pradeep**  
Chairman, Nielsen NeuroFocus

*“I walked off the stage and thought, ‘This was the way cooler version of the TED talks.’ The speakers were spontaneous, real and incredibly creative, and not just in the sense of having ‘big ideas’ or inventions that changed the world, but in the sense that all art is great, by making your brain work in new and different ways. I really just wanted to hang out with them for, like, the next 3 years.”*

- **HANNA ROSIN**, Senior Editor, Atlantic Magazine; Senior Editor, Slate Magazine

**Bob Bowman**  
Renowned Swimming Coach of Michael Phelps

**LeVar Burton**  
Actor, Director, Author,  
Producer of Reading Rainbow

**Felicity Aston**  
Explorer, Speaker and Author

**Keith Bellows**  
Editor-in-Chief, National Geographic Magazine

**Brad Goreski**  
Celebrity Stylist and Author; TV Personality,  
Bravo’s “It’s a Brad, Brad World”

**Elle Macpherson**  
Actress and Model;  
CEO, Elle Macpherson Intimates

**Baratunde Thurston**  
Comedian, Blogger and Author, “How to be Black;”  
Founder, Cultivated Wit

**Brandon Boyd**  
Visual Artist and Lead Singer, Incubus

**Eboo Patel**  
Founder and President, Interfaith Youth Core

**Karen Tenkhoff**  
Development Partner, Walt Disney  
Animation Studios

**Simon Majumdar**  
Author, Food and Travel Writer

**Clemantine Wamariya**  
Survivor, Storyteller, Activist,  
and Yale University Student

**Sharmeen Obaid-Chinoy**  
Academy Award-Winning Journalist and Filmmaker

**Steve Case**  
CEO, Revolution LLC; Chairman, Startup America  
Partnership; Co-Founder, AOL

**Chris Hughes**  
Publisher & Editor-in-Chief, The New Republic;  
Co-Founder, Facebook

**Jonah Peretti**  
Founder, BuzzFeed; Co-Founder,  
The Huffington Post

**Lilly Ledbetter**  
Advocate and Author, “Grace and Grit”

**Scott Belsky**  
Co-Founder and CEO, Behance

**Kamala Harris**  
Attorney General of California

**Glenn Tilton**  
Chairman of the Midwest, J.P. Morgan and Chase

**Kelly Grier**  
Chicago Managing Partner, Ernst & Young LLP

**Michael Nutter**  
Mayor, City of Philadelphia



## CIW LABS

*"It was all these adults who wanted to make their own robot, and they were really excited about it. They were like, 'That's the best way to spend a Friday night.'"*

**- ANN HOEGER,**  
43, Fab Lab @ Museum of Science and Industry:  
*Innovation Insider*

*"I loved our lab... it was really fun to sort of pull back the curtain on the radio show!"*

**- VANESSA HARRIS,**  
Marketing Director,  
Chicago Public Media/WBEZ

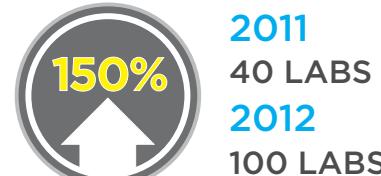
**CIW Labs are designed for small groups to get a hands-on, behind-the-scenes glimpse into powerful companies, nonprofits and cultural institutions.**

Our goal with the CIW Labs program is to transform people through unique and eye-opening experiences. While CIW Talks feature the world's best speakers, CIW Labs provide an opportunity to showcase Chicago's greatest and most innovative organizations. Labs offer an intimate environment where people can easily interact and make connections with hosts and other participants.

Whether it be tapping into the creative juices of successful CEOs, taking part in a cooking demonstration, learning how to make an electric guitar or zipping down a NASCAR racetrack, we brought it all to our participants for just \$15—and sold-out virtually every Lab.

*"It was really exciting to try something completely different, that without Chicago Ideas Week, I wouldn't have been able to find on my own. And then to have really enjoyed it that much and made that connection with a new neighborhood and a new community of artists was really valuable."*

**- AUDREY SCHIELD,**  
17, Ignite Glass Studios: Glassblowing Workshop



## EXCLUSIVE, ELECTRIFYING EXPERIENCES

THIS YEAR, CIW CURATED 100 UNIQUE LABS, HOSTED ACROSS THE CITY AND THROUGHOUT THE CHICAGOLAND AREA. HERE ARE A FEW HIGHLIGHTS:

### Ink Factory Lab:

#### **You Talk. We Draw. It's Awesome.**

The trio of graphic recording wizards at Ink Factory Studios used their walls as a canvas to explain and demonstrate how they synthesize words into visuals. Everyone from magazine editors to brain surgeons joined in the Lab, trying their hand at sketching while learning how to use graphic recording to improve their communication skills.

### Goose Island Co.:

#### **Quality and Innovation**

Goose Island Beer Co. made everyone a taster for the day, giving them an experimental pale ale and several other unique beers to rate. The brewmaster said he was so impressed with our CIW attendees' feedback that he wanted them back for more tastings. The group got a behind-the-scenes tour of the company's brewing facilities and barrel aging house, as well as conversation time with the brewmaster.

### Lyric Opera of Chicago:

#### **Engaging Opera Audiences in the 21st Century**

World-renowned American baritone Thomas Hampson gave attendees a unique glimpse into Chicago's Lyric Opera House with a grand tour of the historical building and a look at how the industry is keeping opera relevant in a multimedia entertainment era.

### Mrs. Judd's Games:

#### **Children, Technology & Innovation**

Mrs. Judd's Games Lab kicked off with a round of hide-and-seek inside Merchandise Mart's 1871. In the post-game aftermath, attendees shared their favorite childhood hiding spots while a programmer and artist built a hide-and-seek video game before their eyes. By the Lab's end, veteran teacher and entrepreneur Frances Judd and her team had produced a functioning hide-and-seek game for everyone to download and play.

### Shawn Stucky Screen Printing:

#### **An Art Experience**

Artist and designer Shawn Stucky brought CIW into his basement studio to walk attendees through his digital-to-print design process. The Lab culminated with everyone channeling their inner Picasso, creating their own works to take home.

### Intelligentsia:

#### **Sourcing, Roasting & Brewing Beautiful Coffee**

The Intelligentsia Lab took attendees on coffee's journey from the fields to the cup. Participants saw how coffee beans are roasted and picked the brains of the java experts while sipping the hot drink. For souvenirs, everyone was given the freshly-packed coffee from their earlier lesson on coffee bean roasting.

### Fat Cat Guitars:

#### **Guitar Tasting**

Fat Cat Guitars passed around guitar parts at the Mayne Stage music club to explain the process of building a custom instrument from a block of fine wood. Lab attendees got to "taste" the one-of-a-kind pieces by plugging them into various amplifiers and strumming away. Our CIW rock stars included everyone from seasoned musicians to curious first-timers who wanted to try something new.

### University of Illinois Vet Clinic: All Hands on Pets!

The state's only veterinarian college opened up its doors for Lab attendees to learn the ins and outs of donning the white coat. The University of Illinois gave CIW attendees pet models to interact with, including animals on which to practice CPR and a lifelike cow that simulated a calf's birth. The hands-on experience had participants reaching their entire arms into the simulator to pull out the infant calves.

### Farmhouse:

#### **Reimagine, Redesign and Remarket an Everyday Object**

At the Farmhouse Lab, Leo Burnett's creative minds divided attendees into small groups and gave them an everyday product to reimagine. The groups created a prototype and presentation with the help of the Leo Burnett team, creating everything from an umbrella that doesn't require holding to a rolling pin that has cookie cutters on the outside and shoots dough from the inside. After working up an appetite flexing their minds, everyone enjoyed networking over apple pie.

### **Richard Petty Driving Experience: NASCAR LAB**

Brave Lab-goers took to the Chicagoland Speedway in Joliet to hit 155 mph while tearing around the track with a professional racecar driver. Participants enjoyed racing three laps around the 1.5-mile course—a priceless experience made part of CIW's affordable Lab program.



## EDISON TALKS

This year, Chicago Ideas Week debuted a new program curated for a global audience of visionaries, leaders and change agents: Edison Talks.

*"It's an invaluable experience... We absolutely encourage employees to come here, because they are going to hear things and understand things and have conversations that are so far out of the realm of their daily existence.*

*It makes them smarter, it makes them more experienced, better at what they do in their day-to-day lives."*

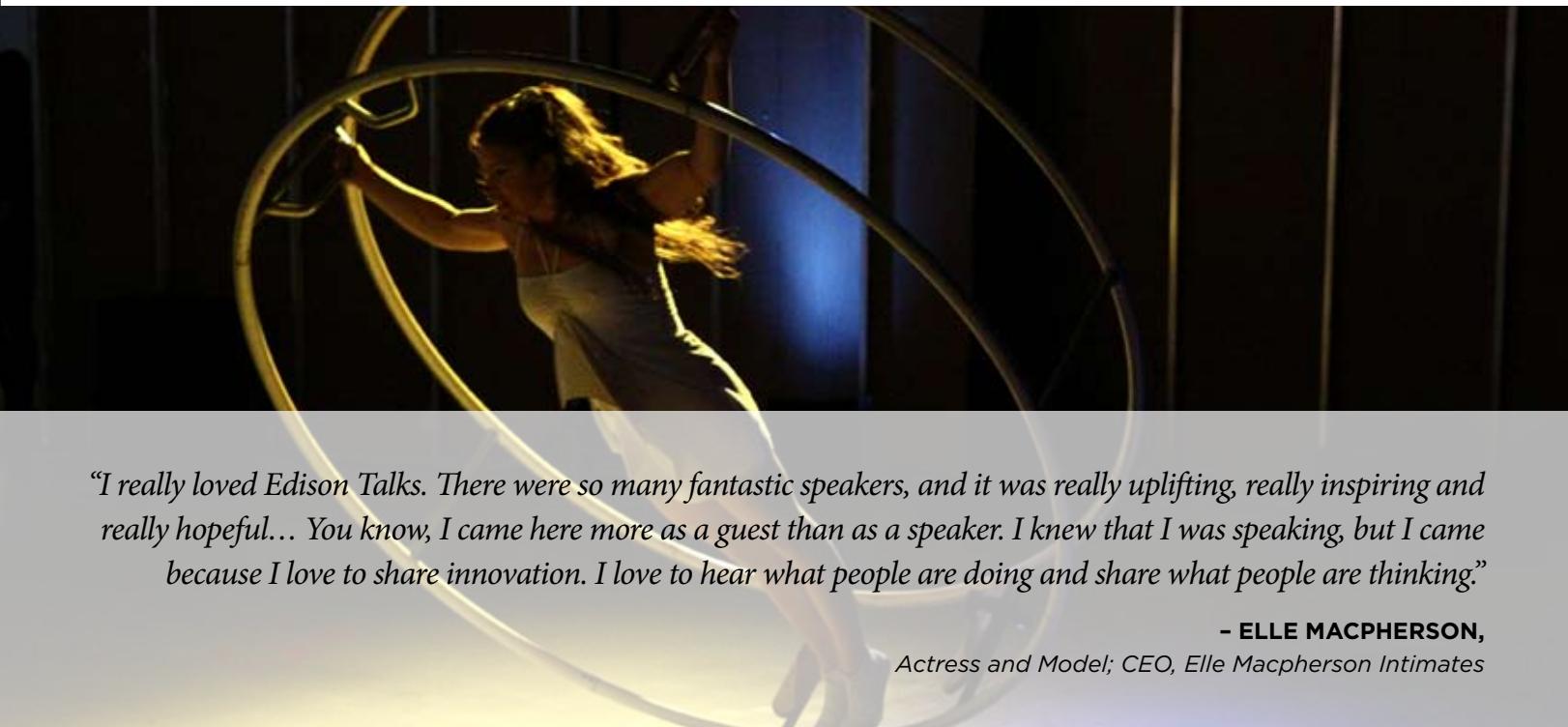
**- MATT MALONEY,**  
CEO GrubHub

Edison Talks is an invitation-only, daylong gathering created to connect and inspire pioneers from around the world through stunning installations, provocative speakers, performance artists, musical presentations and much more. In a world where time is a precious resource, we offered attendees a condensed platform to expand their minds as well as their professional and personal circles.

In addition to a riveting lineup, CIW allotted time for the approximately 900 attendees to connect with each other throughout the day, ensuring the direct current of ideas didn't stop at the doors of the historical Oriental Theatre.

*"As much as we predate tradition, we need to look for the future... [CIW] was a place of no fear. Smart people, dedicated people working together, open to new things. We have more control over our destiny than we think we do."*

**- RANDY LEWIS,**  
Senior Vice President of Supply Chain and Logistics, Walgreens



*"I really loved Edison Talks. There were so many fantastic speakers, and it was really uplifting, really inspiring and really hopeful... You know, I came here more as a guest than as a speaker. I knew that I was speaking, but I came because I love to share innovation. I love to hear what people are doing and share what people are thinking."*

**- ELLE MACPHERSON,**  
Actress and Model; CEO, Elle Macpherson Intimates





## INSTIGATING CONNECTIONS

*"Chicago Ideas Week is all about making people's lives better through spreading knowledge. It's not just lectures. There's lots of time in between all of the talks for people to interact. And let me tell you, they really do. So we are seeing Chicago Ideas Weeks as a picture of the future: Collaboration, technology, things happening because people are living those things and not just standing in a laboratory."*

**- MARTIN COOPER,**  
Mobile Phone Inventor

**Chicago Ideas Week drew speakers and attendees from coast to coast and across the globe this year, with some traveling from as far as Singapore, South America, Australia, the United Kingdom and Quebec.**

While the majority of our participants hailed from Illinois, about five percent of attendees came from out of state, including groups of University of Michigan students who made the trek just to take advantage of our programming.

Speakers like explorer Felicity Aston, Northwestern Women's Lacrosse coach Kelly Amonte Hiller and businesswoman and supermodel Elle Macpherson said they, too, were learning from each other, both in the green rooms and by attending other CIW Talks.

In one instance, Chicago Ideas Week brought Sonya Jackson, president of the United Airlines Foundation, and actor and philanthropist Edward Norton together for the first time. Jackson said she was inspired to take advantage of Norton's new fundraising platform, and backstage they hugged and high-fived each other after their talks. A few short weeks later United Airlines was using Norton's CrowdRise website to raise money for those devastated by Superstorm Sandy.

Attendees also networked, with many crediting the resulting connections with potential job leads, partnership opportunities and friendships.

Attendee Michael Carter, a CIW BHSI Fellow who founded the non-profit Strive for College, said he was able to connect with officials from the University of Illinois during Chicago Ideas Week. Carter's organization partners undergraduates with low-income high school students to act as mentors throughout the college application process, and he said he now hopes to expand the program to University of Illinois campuses.

But maybe one of the week's most powerful and emotional moments followed The Meaning Life Megatalk. An Indiana woman dying of ALS came to hear Mitch Albom, author of "Tuesdays with Morrie," host the sold-out evening event. Eileen McHenry Hasse, 48, could barely speak and was confined to a computerized wheelchair, which had a screen that allowed her to type by tracking her blinking and eye movements.

For about two years she and Albom had corresponded by e-mail, but they had never met in person. When closing the show, Albom acknowledged her onstage before fighting his way through the crowd to meet her in the audience. The two exchanged hugs, and he read a thank you note she had typed on her wheelchair's computer screen. Her eyes lit up during their quiet conversation, and he signed a few books for her children before leaving.

At the end of the week, our platform for diverse global thinkers and doers inspired people at the local, national and global levels to take action and make their ideas and dreams—and those of others—a reality.

*"I come to this and leave it remarkably refreshed with renewed faith in humanity and the world."*

**- ALI VELSHI,** Chief Business Correspondent and Anchor, CNN

*"I was quite surprised when [Mitch] introduced me to the audience, and most especially with the time he spent with me before and after the program. Mitch summed it up beautifully when he told us all to be giving people and to build relationships with others to find meaning in life."*

**- EILEEN MCHENRY HASSE,**  
48, Attendee

*"I think there's a longing in America for these kinds of conferences in which we put on the table big ideas that unite us as opposed to small ideas that divide us."*

**- TOM BROKAW,**  
Renowned Television Journalist and Anchor



## MEDIA COVERAGE AND AUDIENCE REACH

*"We're still a broadcaster, which means we want to talk to everyone and anyone at any given time. That being said, our more loyal viewers have a quality called curiosity. They're interested, and they're curious. And I certainly think followers of Chicago Ideas Week share that curiosity."*

**- LARRY WERT,**  
President and General Manager,  
NBC 5 Chicago

*"The Venn diagram overlap between TIME and Chicago Ideas Week is huge because we're all in the same market of how to put the news and information in context, how to convert information into knowledge."*

**- RICK STENGEL,**  
Managing Editor, TIME

**Anyone can have a powerful message. It's what you do with the message that matters.**

Thanks to fabulous media partners like TIME, WBEZ, NBC 5 Chicago, the Tribune Media Group, Crain's Chicago Business and others, CIW's powerful vision was broadcast from coast to coast and around the world.

These partners provided generous advertising valued at about \$2.8 million across all channels, and we totaled more than one billion media impressions. And thanks to NBC 5 Chicago, we also live-streamed our Talks at the Chicago Ideas Week website. Our page views topped one million from January to October, and the Ideasphere CIW Blog drew about 10,000 views alone between August and October.

One of our 2012 landmark innovations was the #WhatIfChicago campaign, a collaboration between CIW and Leo Burnett that used Twitter to crowdsource ways to get illegal guns off the streets after Chicago's homicide rate reached an all-time high. The Leo Burnett and Starcom MediaVest Group teams spearheaded the venture's promotion, working tirelessly on branding and raising awareness.

### MEDIA COVERAGE HIGHLIGHTS

TIME	NBC 5 Chicago	Fast Company
The Atlantic	WBEZ Chicago Public Media	Forbes
The Huffington Post	Chicago Tribune	Examiner.com
Comcast SportsNet	ABC 7 Chicago	Fontana Herald News (California)
The Associated Press		

*"This is the second year we've ever had the festival here in the city of Chicago. And Ideas Week is a way to bring a lot of energy and ideas and discussion around major topics most affecting the city, the country and global issues. It brings people into the city and it keeps that conversation going."*

**- RAHM EMANUEL,** Mayor, City of Chicago

### BY THE NUMBERS

**1,096,832,850**

media impressions

**1,000,000**

approximate page views of CIW website between January and October

**129,606**

unique visitors of CIW website between January and October

**10,000**

page views of Ideasphere CIW blog between August and October

**8,700**

@chicagoideas Twitter followers

**6,800**

"likes" on Facebook

The News-Gazette  
FOX Chicago  
States News Service  
Wireless News  
Sunday Gazette-Mail (West Virginia)  
Chicago Sun-Times

The Independent (London)  
The Herald News  
Entertainment Close-up  
US Fed News Service  
Manufacturing Close-up  
Yahoo! News

CLTV  
WGN TV  
Chicago Magazine  
Newsday  
The Indianapolis Star  
Fox Orlando  
Fox Washington D.C.



## SPONSORS

*"It was definitely a great blend of inspiration and imagination. I think it's that combination that was the winning combination... Usually I don't sit still for even a half a day, and to be able to stay that long and not be fatigued by it is, I think, a great tribute to the quality of the programming."*

**- TERRY MAZANY,**  
President, The Chicago  
Community Trust

*"Sponsoring Chicago Ideas Week shows our flyers that we are about innovation. We don't only connect people to places. We connect people to people they love. We connect people to ideas. We connect people to Chicago Ideas Week."*

**- SONYA JACKSON,**  
President, United Airlines  
Foundation and United Airlines  
Managing Director of Corporate  
and Community Affairs

**Without the invaluable support of our sponsors, this year's program would not have been possible.**

Our sponsors became part of the CIW family, their impact extending far beyond financial contributions. Many company leaders presented at our Talks and invited their employees to participate at CIW events both as attendees and volunteers. J.P. Morgan and Chase was one such partner, sponsoring the Military Talk and making complimentary tickets available for veterans. Additionally, United Airlines, Hyatt Hotels, the Ritz-Carlton Chicago and the Four Seasons Chicago ensured superior travel and hotel accommodations for each of our speakers.

The Illinois Department of Commerce and Economic Opportunity also allowed us to leverage private sponsorships to secure public funding through a generous matching grant.

And Robert Easter, President of the University of Illinois, said the branding that came with Chicago Ideas Week was tremendous—from the university's name printed on large boxes as part of the stage sets to its listing in programs and on big screens at presentations. He described how the university used Chicago Ideas Week as a hook to draw about 50 entrepreneurs to Chicago to meet with school officials, and that the week was a great forum for faculty to showcase their research.

OUR PHENOMENAL SPONSORS BELIEVE IN INNOVATION AND IMPACT JUST AS MUCH AS WE DO. HERE ARE OUR 2012 SPONSORS:

TIME

CHASE

J.P.Morgan

HYATT

UNITED

UNIVERSITY  
OF ILLINOIS  
URBANA-CHAMPAIGN  
CHICAGO  
SPRINGFIELD

flin  
ILLINOIS  
MILE AFTER MAGNIFICENT MILE  
MSL CHICAGO

Microsoft

accenture  
High performance. Delivered.

Starcom MediaVest  
GROUP  
Le Boland  
8 MSL CHICAGO  
cars.com

WBEZ 91.5

LEFF  
KOFF  
SKY

LEFKOFSKY FAMILY FOUNDATION

Walgreens

BOEING

GROSVENOR  
CAPITAL MANAGEMENT, L.P.

The Joyce Foundation

ROBERT R.  
McCORMICK  
FOUNDATION

NBC 5  
CHICAGO

THE PRITZKER GROUP

KEYWELL  
FAMILY  
FOUNDATION

LEFKOFSKY  
FAMILY  
FOUNDATION

HARRINGTON  
COLLEGE OF DESIGN

CBRE

BLUM  
SOCIAL  
INNOVATION  
FELLOWSHIP

DLA PIPER

redbox.

Allscripts

TRIBECA  
FLASHPOINT

turnstone.

Google™

InnerWorkings  
INTELLIGENT BRAND DELIVERY

squareplanet

NOKIA

gravitytank

THE RITZ-CARLTON  
CHICAGO  
A FOUR SEASONS HOTEL

Silicon Valley Bank

ink  
factory

FOUR SEASONS HOTEL  
Chicago

ORBITZ  
FOR BUSINESS

*"They provoke a discussion around new solutions, new ideas, new horizons, for every sector of society all the way from the private sector to the public sector and everybody in between. Each one of the segments really presents us a wonderful opportunity to invite employees and to invite clients to Chicago Ideas Week."*

**- GLENN TILTON,**  
Chairman of the Midwest, J.P. Morgan and Chase



## COMMUNITY PARTNERS

*“Being a Chicago Ideas Week Community Partner has been a great way for Jumpstart Chicago and many other organizations like ours to network with one another and learn about all of the good work that is happening all over the city. Being a community partner has opened doors for us and has been an invaluable resource for making connections. We are proud to be a Chicago Ideas Week Community Partner and look forward to it each year.”*

**- KARINA KELLY,**  
Executive Director,  
Jumpstart Chicago

**Our Community Partner program identifies, develops and sustains relationships to weave fresh perspectives into the CIW fabric.**

These local, national and global businesses and nonprofit organizations all have an impact on Chicago and are dedicated to the mission of Chicago Ideas Week.

We’re grateful to partner with such an engaging group of businesses committed to promoting our brand. In return, we welcome our partners to exclusive CIW networking events, early access to ticket registration, brand promotion and exposure on the CIW website and in our show guide.

*“As a Community Partner of Chicago Ideas Week, Green Chicago Restaurant Coalition was given the unique opportunity to be actively engaged in the development, promotion and celebration of a truly new and exciting movement. Chicago Ideas Week successfully fosters the conversion of ideas into meaningful, valuable and inspirational human connections, and our organization is thrilled to continue working to encourage CIW’s success in the future.”*

**- ELOISE KARLATIRAS,**  
President & CEO, Green Chicago Restaurant Coalition

### OUR 200 CIW COMMUNITY PARTNERS THIS YEAR INCLUDED:

Architecture for Humanity Chicago  
Arts Alliance Illinois  
Bright Endeavors  
Bright Pink  
CEOs for Cities  
Chicago Botanic Garden  
Chicago Cares  
Chicago Children’s Museum  
Chicago Council on Science & Technology  
Chicago Department of Cultural Affairs and Special Events  
Chicago Innovation Awards  
Chicago Metropolitan Agency for Planning  
Donors Forum  
EMBARC  
Erikson Institute  
Field Museum  
Frank Lloyd Wright Preservation Trust  
Goodman Theatre  
Green Chicago Restaurant Coalition  
Illinois Science & Technology Coalition  
Imerman Angels  
Jumpstart Chicago

Metropolitan Planning Council  
Midwest High Speed Rail Association  
National Museum of Mexican Art  
Network for Teaching Entrepreneurship (NFTE Chicago)  
Open Books Ltd.  
Positive Coaching Alliance—Chicago  
Social Enterprise Alliance—Chicago Chapter  
StartingUp Now  
Student Veterans of America  
The Academy for Global Citizenship  
The Cara Program  
The Conservation Center  
The Institute for Arts Entrepreneurship  
The Kitchen Community  
United States Holocaust Memorial Museum, Midwest Regional Office  
Urban Prep Academies  
Women’s Innovation Network—WIN  
World Sport Chicago  
Year Up—Chicago  
Zealous Good



## PROJECT YOU(th)

*"This was a no-brainer... Our kids have just soaked up all the incredible, innovative, amazing ideas from the speakers from around the world."*

**- MATTHEW KING,**  
Executive Director,  
Epic Academy

*"It's just a great way to bring all parts of the city together to talk about ideas that could have a real impact."*

**- DAVID HILLER,**  
The Robert R. McCormick Foundation

This year Chicago Ideas Week was proud to launch PROJECT YOU(th), a platform to empower, encourage and inspire the next generation of leaders.

We believe knowledge leads to action. Through PROJECT YOU(th), we connect students from some of Chicago's most economically-challenged communities with amazing speakers and visionaries, and we expose them to experiences that broaden their horizons.

Chicago Ideas Week selected more than 100 students for PROJECT YOU(th) from the following high-impact programs: Epic Academy, Global Citizenship Experience, EMBARC, Future Founders Foundation and YOUMedia Chicago.

We were thrilled to invite the students to Edison Talks, where they sat beside hundreds of the country's top executives, philanthropists, scientists, entrepreneurs, artists and innovators for a full day of inspiration. The groups were also given exclusive, behind-the-scenes access to tour Chicago hotspots and participate in dynamic workshops—and YOUMedia students captured the action by producing a digital magazine complete with speaker and attendee interviews.

They networked, participated in group discussions and absorbed the energy from the entire week. And they learned that anything is possible.



*"I feel the love in the room... It's making me think, 'Alright, I'm a young kid, I have so much time to live, I have so many things to do, why don't I start right now to help the people around who need help?'"*

**- PAUL UKAEGBU,**  
17, Epic Academy



## RECOGNIZING ACHIEVEMENT

*"We just wanted to give young social entrepreneurs a platform to tell their story.*

*We hope that we can help them further their wonderful ideals and ideas, and also just let the world know all about what they're doing. It's just really a brain trust of information and enthusiasm, and just an amazing group of people who are really going to change the world."*

**- LESLIE BLUHM,**  
Entrepreneur; Philanthropist;  
Founder, BHSI Fellowship

**Chicago Ideas Week provides extraordinary opportunities to extraordinary people, developing programs to give incredible individuals the opportunity to turn their dreams into realities.**

### ThinkChicago, Presented by the University of Illinois and the City of Chicago

ThinkChicago gives the top students from regional universities the chance to visit some of Chicago's leading tech and start-up companies. Approximately 100 junior and senior students were given the opportunity to network with industry leaders, explore business headquarters in Chicago's booming tech scene, learn about impressive job opportunities and gain free admission to the week's exclusive event: the Edison Talks. Some of their stops included Morningstar, Groupon, Accenture, Google, Microsoft and Orbitz. The City of Chicago and the University of Illinois are proud sponsors of ThinkChicago.

### Bluhm/Helfand Social Innovation Fellowship

The Bluhm/Helfand Social Innovation Fellowship @ Chicago Ideas Week recognizes a group of young, socially-conscious leaders who have developed sustainable ventures addressing social needs. The Fellowship provides them with exposure to nationally-recognized businesses and community leaders, funding to support their cause and a platform for growth. The Fellowship was created by David Helfand and Leslie Bluhm, two philanthropists and entrepreneurs dedicated to advancing the next generation of social entrepreneurs and change agents.

THIS YEAR WE HAD MORE THAN 200 APPLICANTS AND NARROWED THE LIST DOWN TO FOUR REVOLUTIONARY SOCIAL INNOVATORS. IN ADDITION TO MENTORING, THESE FELLOWS RECEIVED \$10,000 AND TOOK THE CIW STAGE TO PRESENT THEIR ORGANIZATIONS AND MISSIONS BEFORE SOLD-OUT CROWDS.

### THE 2012 BHSI FELLOWS INCLUDE:



**Mark Arnoldy, 25**

*Nyaya Health — South Boston, Massachusetts*

Mark Arnoldy is the executive director of Nyaya Health, an organization that delivers health services to the poor in rural Nepal. After nearly dying on his first trip to Nepal from a lack of access to health care, he realized how great an issue this was for the people who lived there. Motivated by the opportunity at hand, Mark committed himself to a life of building health systems for Nepal's poorest through Nyaya Health. Mark is a graduate of Harvard's Global Health Effectiveness Program and a former Fulbright Scholar to Nepal.



**Michael Carter, 24**

*Strive for College — Atherton, California*

Michael Carter is the founder and CEO of Strive for College, a national nonprofit dedicated to alleviating the inequality in access to higher education. Launching his company during his freshman year of college, Michael has since grown Strive into a national movement with chapters at college campuses across the country, where he helps hundreds of low-income high school students gain admission to universities. Michael received a full-tuition merit scholarship to Washington University in St. Louis and graduated *cum laude* in May 2010.



**Micaela Connery, 25**

*Unified Theater — West Hartford, Connecticut*

Micaela Connery is the executive director of Unified Theater, a student-driven initiative that facilitates inclusion of students with disabilities through the performing arts. Founding Unified Theater when she was just 15, the organization has since grown to more than 35 programs in high schools and middle schools spanning six states. In 2010, Micaela was named one of the top five young leaders by DoSomething.org. Micaela graduated from the University of Virginia with high distinction and a self-designed major in Service, Community and Social Policy.



**Toni Maraviglia, 29**

*MPrep — Nairobi, Kenya*

Toni Maraviglia is the CEO and founder of MPrep, Toni Maraviglia is the CEO and founder of MPrep, an educational platform based in Kenya that uses simple text messaging technology to give students in the poorest areas the ability to prepare for national exams. Started by Kenyan teachers in 2011, MPrep now has more than 4,000 students utilizing the technology. By 2014, Toni hopes to reach nearly half a million students around East Africa. Toni has been a teacher and educator for more than seven years and began her career as a Teach For America corps member and program director in New York City.



## BRANDING AND AWARENESS

*"This is a company that believes that creativity has the power to change human behavior. What Chicago Ideas Week is about is bringing people together, to inspire each other to share ideas and to talk about the power of the idea to do something. And you just look at all the people who showed up and you feel the energy in the room and you just say, 'Oh my gosh, something really special is happening here.'"*

**- RICH STODDART,**  
President,  
Leo Burnett North America

### Chicago Ideas Week draped the city in yellow this year with balloons, billboards, building light-ups and more.

But we also ventured outside the box, offering a massive sketchbook for people to sign on the streets in collaboration with our partner, Ink Factory. The company also created real-time visual art on the themes of each Talk and displayed the finished pieces for the audience to engage with during the receptions.

Leo Burnett helped mastermind the CIW branding this year, enabling us to define the organization and extend our reach well beyond where we were in 2011. The Leo Burnett team not only spearheaded the #WhatIfChicago campaign, but they also created interactive art to harness human energy in ways that have never been done before. Their digital tree exhibit, known as Harvest, was on display at the Museum of Contemporary Art. It grew throughout the week from sapling to maturity in lifecycles based on the size and sounds of the CIW crowds.



The collaborative piece also allowed attendees to physically alter the tree through the movement of brushing off leaves, and anyone across the globe could impact its growth, make it flower or bear fruit by tweeting to Chicago Ideas Week or Leo Burnett.

The Chicago Ideas Week team also took advantage of technology to engage the public in the weeks and months leading up to the main events. Several of our sponsors co-hosted #IdeasChats with us dating back to April, giving several hundred participants a unique preview and discussion of each CIW theme.

We're thrilled by how many people we were able to reach this year with the help of our partners and pioneering, creative means. We cannot wait to see what next year brings!

*"This is all about knowledge. People sitting in chairs and thirsting for knowledge, and we are the cup that they will drink from."*

**- SETH REISS,**  
Lead Writer, The Onion

*"We don't just work with everybody. And CIW are clients we want to work with, because they understand what we do, and their clientele and their attendees understand what we do. Chicago Ideas Week really sets Ink Factory for the whole year, as we meet people that are movers and shakers and know how to harness and incubate our process into their process."*

**- RYAN ROBINSON,**  
Founder, Ink Factory



## FINANCIAL SUMMARY

*"There's a very collaborative atmosphere with Chicago Ideas Week. There's a lot of stimulation for our spirit, our imagination, our creativity. Everyone's excited and all we have to do is spark our imagination and achieve the impossible, and more."*

**- DEEPAK CHOPRA,**  
Spiritual Pioneer, Founder of  
The Chopra Center for Wellbeing

### STATEMENTS OF ACTIVITIES

#### REVENUE

CONTRIBUTIONS & SPONSORSHIP CONTRIBUTIONS	\$2,568,717
ENTRANCE FEE INCOME	\$217,241
MEMBERSHIP INCOME	\$111,700
CONTRIBUTIONS IN-KIND	\$1,719,485

#### TOTAL REVENUE

**\$4,617,143**

#### EXPENSES

PROGRAM EXPENSES	\$2,260,278
PROGRAM EXPENSES IN-KIND	\$1,719,485
FUNDRAISING EXPENSES	\$180,314
GENERAL & ADMINISTRATIVE	\$103,575

#### TOTAL EXPENSES

**\$4,263,652**

Period Ending  
October 31, 2012

## LOOKING AHEAD TO 2013

**Our goal for 2012 was to reach 20,000 people. We soared above that benchmark by at least 5,000—and we'll continue to make strides as we move into 2013.**

Chicago Ideas Week also launched its membership program this year, welcoming about 240 members while breaking six figures in sales. This program was so successful that we had attendees asking for 2013 information before this year's event came to a close. We've already begun planning a jaw-dropping 2013 program for October 14-20, and we're excited to continue working together to make our city and world a better place.

### 2013 CHAIRMEN:



**Brad Keywell**  
Founder & Co-Chairman



**Mayor Rahm Emanuel**  
Co-Chairman



**Eric Lefkofsky**  
Co-Chairman

**OCTOBER 14-20, 2013**

*"I'm so pleased that the people of Chicago have come together to give the city this week of reflection, this week of introspection, this week of looking where the future holds."*

**- GENERAL COLIN POWELL,**  
Former U.S. Secretary of State  
and National Security Advisor

*"Chicago Ideas Week, I say, is a [spa] for the mind!"*

**- DENNIS HONG,**  
Founding Director of  
Virginia Tech's Robotics  
and Mechanisms Lab

*"I've met some of my heroes that have been my heroes a long time, and I've also met some new ones."*

**- FELICITY ASTON,**  
Explorer & Author



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