

# FAIR EXCHANGE

## Conference on Growing, Governing and Protecting Community Assets

### Fair Exchange:

When communities invest in businesses through tax breaks, the citizens should get equity managed by a community trust.

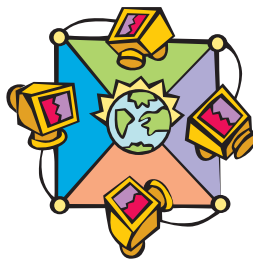


Friday, October 7, 2005, 8 am–6 pm, George Washington University Law School, 2000 H Street, Washington, D.C.

### About COG

[www.capitalownership.org](http://www.capitalownership.org)

Founded in 1997, the Capital Ownership Group (COG) is a non-profit network of professionals, academics and activists on six continents using broad ownership to abate the negative effects of globalization. COG has 20 working groups and has responded to over 5.3 million information requests from people in 173 countries. COG funding has included, among others, the Ford Foundation, Alfred P. Sloan Foundation, the German Marshall Fund of the U.S., Kent State University, the National Center for Employee Ownership, the European Union Fund, the Corporation for Enterprise Development, the Carey Center for Democratic Capitalism. COG runs its on-line think tank, conference center and library from the Ohio Employee Ownership Center at Kent State University. Dan Bell is COG Virtual Think Tank Coordinator, [cog@kent.edu](mailto:cog@kent.edu).



**COG**  
Capital  
Ownership  
Group

### Cosponsors

Alfred P. Sloan Foundation  
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Institute for Local Self-Reliance  
MLG Foundation  
Ohio Employee Ownership Center, Kent State University  
Pax World Funds  
Responsible Wealth Project of United for a Fair Economy  
Sloan Program at Georgetown University Law Center  
University of Maryland Democracy Collaborative

### For more information

about Capital Ownership Group (COG) and Fair Exchange  
**Attorney Deborah Groban Olson**  
Executive Director, Capital Ownership Group (COG)  
(313) 331-7821, [cog@kent.edu](mailto:cog@kent.edu), [www.capitalownership.org](http://www.capitalownership.org)

### COG Executive Board and Advisory Committee

Organizational affiliation for identification only

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+ Employee-owned Company

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**Clark Arrington\***, Country Representative, African Development Foundation in Tanzania

**Itil Asmon\***, Consultant

**Margaret Blair**, Professor, Vanderbilt University Law School

**Norm Brennan**, retired CEO, Dimco-Gray<sup>+</sup>

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**Carla Dickstein\***, Senior Program Officer, Coastal Enterprises Inc.

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**Marc Mathieu**, General Secretary, European Federation of Employed Shareholders

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**Patrice O'Neill**, Executive Producer, "Livelyhood"

**Manuel Riesco\***, CENDA, Chile

**Corey Rosen**, Executive Director, National Center for Employee Ownership

**Robert H. Scarlett**, Chairman, Durex Products<sup>+</sup>

**René Schindler**, Sekretär Metal Workers Labor Federation, Aus.

**John Simmons\***, President, Strategic Learning Initiatives

**Joan Stockinger\***, North Country Cooperative Development Fund

**Leslie Swanson\***, Leslie Swanson & Assoc., Singapore

**Vic Thorpe**, Just Solutions, Switzerland

**Shann Turnbull**, Australian Employee Ownership Association

**Francine Van Der Bulcke**, Katholieke Universiteit, Belgium

**Gustavo Velasquez\***, CEO, Uprovisa<sup>+</sup>, Mexico

**Lynn Williams\***, retired President, United Steelworkers of America

# FAIR EXCHANGE

## Conference Agenda Friday, Oct. 7, 2005

Agenda updates will be available soon at <http://www.capitalownership.org/>

**8 – 8:30 am** – Registration and continental breakfast

**8:30 – 9 am**

**Origins of Fair Exchange**, William Greider, Deborah Olson

**9 – 10:15 am** – Panel A

**Fair Exchange prototype experiences, challenges and framing the debate**

Panelists discuss balancing diverse community interests, tough issues they've addressed and suggestions for structuring fair exchange community trusts.

Panelists: Donald Allen, Scott Goldsmith, Larry Persily

**10:15 – 10:30 am** – Coffee Break

**10:30 – 11:45 am** – Panel B

**Is Fair Exchange worth pursuing?**

Panelists discuss the value of pursuing or rejecting Fair Exchange as a policy direction.

Panelists: Ron Blackwell, Steven Lydenberg, Gar Alperovitz, Bill Bratton, Jack VanWie

**11:45 am – 1 pm** – Panel C

**Critique of model legislation**

Panelists will analyze the proposed model legislation and community trust mutual fund, and suggest revisions.

Panelists: Elyse Cherry, David John, Lawrence E. Mitchell, Steve Savner

**1 – 2 pm** – Lunch

**2 – 3:15 pm** – Panel D

**How could Fair Exchange work at the local or state level?**

Panelists discuss the issues of leverage, strategy, communication and legislative design for piloting fair exchange policies at the state and local level.

Panelists: Mary Pat Clarke, Michael Ettlinger, Frank Mauro, David Morris, William Schweke

**3:15 – 4:30 pm** – Panel E

**How could Fair Exchange work at the federal or global level?**

Panelists discuss issues of leverage, strategy, communication and legislative design for piloting fair exchange policies at the federal and global levels.

Panelists: Diane Keefe, Scott Klinger, Michael Lipsky, Kenneth Thomas

**4:30 – 4:45 pm** – Break

**4:45 – 5:30 pm**

Open discussion of issues needing further work and next steps

## Confirmed speakers and respondents include:

**Donald Allen**, President, Regional Data Corporation, Canadian LSIF Econometrics

**Prof. Gar Alperovitz**, Political Economy, U. of Maryland, Democracy Collaborative

**Ron Blackwell**, Chief Economist, AFL-CIO

**Prof. William W. Bratton**, Georgetown U. Law Center

**Elyse Cherry**, CEO, Boston Community Capital

**Mary Pat Clarke**, Baltimore City Councilwoman, former Council President

**Michael Ettlinger**, Director, Economic Analysis & Research Network (EARN) at the Economic Policy Institute

**Prof. Scott Goldsmith**, Economics, Institute of Social and Economic Research (ISER), U. of Alaska, Anchorage

**William Greider**, Author and national affairs correspondent for *The Nation*

**David John**, Research Fellow, Heritage Foundation

**Diane Keefe**, V.P., Portfolio Manager, Pax World High Yield Fund

**Scott Klinger**, Co-Director, Responsible Wealth Project of United for a Fair Economy

**Michael Lipsky**, Sr. Prog. Dir., Demos Center for the Public Sector

**Steven Lydenberg**, Chief Investment Officer, Domini Social Investments, LLC

**Frank Mauro**  
E.D., Fiscal Policy Institute

**Prof. Lawrence E. Mitchell**  
George Washington U. Law School

**David Morris**  
V.P., Institute for Local Self-Reliance

**Deborah Groban Olson**  
E.D., COG, attorney, author, Fair Exchange paper

**Larry Persily**, Finance & Budget Coordinator, Municipality of Anchorage, former Deputy Commissioner, Alaska Dept. of Revenue

**Steve Savner**  
Sr. Fellow, Center for Community Change

**William Schweke**  
V.P., Corporation for Enterprise Development

**Prof. Kenneth P. Thomas**, Political Science, U. of Missouri – St. Louis

**Jack Van Wie**, Van Wie Group, LLC, formerly with N.Y. Business Technology Investment Fund

Other speakers and participants will include businesspeople, political leaders and staff, consultants to governments, policy analysts, scholars, journalists and community, environmental and labor leaders/activists.

## Should we have a Fair Exchange policy?

- Would it help communities?
- Is it feasible?
- How can the legal and practical challenges be addressed?
- How can it be implemented?

## Project background

The Sloan Foundation commissioned the Fair Exchange policy paper from the Capital Ownership Group (COG) and asked COG to convene this conference to critique it. During the conference, COG will discuss implementation strategy as well.

## Read the paper at:

[www.capitalownership.org/lib/OlsonFairExchangePaper.pdf](http://www.capitalownership.org/lib/OlsonFairExchangePaper.pdf)

## Fair Exchange policy paper abstract

“Fair Exchange” means that when communities provide subsidies to businesses, the citizens should get equity managed by a community trust. This article describes and critiques large-scale successful and unsuccessful legal and historical precedents for Fair Exchange. It provides model local, state and federal legislation, which could also be used in global trade agreements. It discusses the complex problem of quantifying non-financial (but very real) community benefits. It proposes basic metrics for some community benefits. It describes the creation of a Community Trust network including a mutual fund and voting trust agreements to enable community trusts to pool resources, diversify their investment portfolios, and increase their impact on corporate governance in conjunction with pension and socially responsible investment funds. For each issue raised in the section on “Issues confronting potential FE legislation” it proposes potential alternative solutions. It also discusses potential Fair Exchange agreements governing use of the airwaves; its significance in the policy debate about how to organize a real “ownership society” without undermining Social Security; and its significance in confronting the transfer of jobs from developed to developing countries or from developing countries to China.

## Conference Registration

Name \_\_\_\_\_

Organization \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone #1 \_\_\_\_\_

Phone #2 \_\_\_\_\_

Email \_\_\_\_\_

### Registration fee

\$50 early bird registration  
if paid before August 20, 2005

\$100 registration  
if paid by September 20, 2005

\$175 late registration  
after September 20, 2005

### Scholarships or travel assistance funds

may be available. Contact Deb Olson at [cog@kent.edu](mailto:cog@kent.edu).  
For assistance with hotel accommodations or travel  
logistics please contact Toni Foncette at 202-994-2275  
or Laura MacNewman at 313-331-7821.

### Please make checks payable to

“Capital Ownership Group/KSU Foundation”.  
Please send check with this form to COG,  
c/o Dan Bell, OEOC/KSU at 113 McGilvrey Hall,  
Kent, OH 44242. Contributions are tax deductible.



**COG**

**Capital Ownership Group**

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OEOC/KSU  
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Kent, OH 44242

The logo features a stylized sun icon above the text "KENT STATE UNIVERSITY". The word "KENT" is in a large, blue, serif font, "STATE" is in a smaller, blue, serif font, and "UNIVERSITY" is in a smaller, yellow, sans-serif font.