

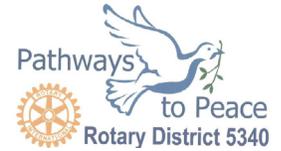
Rotary District 5340 Pathways to Peace & the Kroc School

present

The 9th Annual Peace Forum: The Intersection of Peace and Commerce

Saturday, February 22, 2020, 8:00 a.m. – 12:00 p.m.

Joan B. Kroc Institute for Peace & Justice
University of San Diego



Time

Agenda

8:00—8:25	Fellowship and continental breakfast; explore exhibits and KIPJ
8:25—8:30	Call into KIPJ Theatre
8:30—8:35	Welcome (Dr. Cynthia Villis, Assistant Provost, USD)
8:35—9:05	Positive Peace (Professor Michael Fryer)
9:10—9:40	Peace Through Commerce: Macro to Micro (Dean Márquez and Dr. Juan Roche, Professor)
9:45—10:15	Joan B. Kroc School of Peace Studies: Update (Dr. Patricia Márquez, Dean of the Kroc School, USD)
10:15—10:30	Break
10:35—10:42	District 5340 Pathways to Peace (Michael Bardin, Chair, Pathways to Peace)
10:42—10:50	District 5340 Pathways to Peace Award (Michael Bardin and Joy Prowse, Chair, Award Committee for Pathways to Peace Award)
10:50—11:05	Women, Peace and Commerce Designation (Nasema Zeerak, Rotary Scholar, Veronica Musa and Jeniffer Rivera Rodriguez, Grillo Marxuach Family/Rotary Foundation Scholars)
11:05—11:55	The Girl Effect, and cameos of a few D5340 projects that evidence it (Assistant Dean Krista Kokjohn-Poehler and Cynthia Villis)
11:55—12:00	Closing and Adjourn



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Peace Forum: The Intersection of Peace and Commerce: Presenter Bios

Saturday, Feb. 22, 2020



Cynthia Villis, PhD, has been a dean, assistant provost and associate provost at USD, arriving here in 1987. She helps to make the university environment especially inviting to, and supportive of, students and their families. Villis founded the USD Institute of College Initiatives (ICI), programs that prepare first generation, low-income or underrepresented students for college success. In 2019 the ICI includes Upward Bound, Student Support Services, McNair Scholars, Summer Food Service Program and liaisons with Rotary, Gates Millennium Scholars, and IME-Becas. Since 1998, \$17.5M in grants written by Cynthia have provided direct academic services – intrusive advising, tutoring, skills development, cultural experiences with skilled professional staff — to literally thousands of students.

ICI programs have received funds from the Department of Education, NASA, Department of Agriculture, Department of State, Institute of Mexicans Abroad, The Rotary Foundation, Donner Foundation, Irvine Foundation and San Diego Foundation. Cynthia has been a Rotarian since 1997, serving as President 2005-06 of the Rotary Club of La Jolla Golden Triangle, chairing its International Service Committee for 15 years, and participating in Club, District and international service. She has led projects in all Avenues of Service. Cynthia received Rotarian of the Year and leadership awards from District 5340, and Rotarian of the Year and a Peacemaker award from the La Jolla Golden Triangle Rotary Club. She received the San Diego Women Who Mean Business Award, the Athena Pinnacle Award, Administrator of the Year (San Diego Science Alliance), and Community Leader of the Year (Dollars for Scholars).



Michael Fryer is Professor of Practice at the Kroc School. His focus is on the applied relationship between theory and practice. He teaches classes including 'Facilitation and Dialogue Skills' and 'Strategies for Conflict Prevention and Intervention'. His research interests focus on grassroots peace leadership and resilience, the role of creativity and the arts in peacebuilding, and peace education.

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Dr. Patricia Márquez is an academic entrepreneur focused on developing university initiatives that prepare people to build peace and social change. She currently serves as the Dean of the Kroc School at the University of San Diego, the first stand-alone school of peace and justice in the United States. The Kroc School prepares students from around the world—including countries affected by violent conflict—in peacebuilding, human rights, conflict resolution and social innovation. In her five years as Dean, the Kroc School has tripled the number of graduate students and has created two new Master’s programs, the first one in Social Innovation and the second one in Conflict Management and Resolution. Márquez also launched the Center for Peace and Commerce (2009), the Social Innovation Challenge (2011) and the university’s Changemaker Hub (2012). Before her arrival in San Diego in 2007, Márquez was a professor and Dean at IESA, a School of Business and Public Policy in her native city of Caracas, Venezuela. Her work centers on the intersection of peace and commerce, with an emphasis on poverty alleviation through social enterprise. In 2016 Márquez received the San Diego Business Journal Women Who Mean Business Award. In 2017 her work in Peace Education was recognized with the San Diego Downtown Rotary Club’s Peacemaker of the Year Award. She graduated from Bowdoin College and received a PhD in socio-cultural anthropology from the University of California, Berkeley.



Juan F. Roche has a 30-year career as a global executive, consultant and board member in the US, Latin America, Europe, the Middle East and Africa. His last corporate position was as CEO of Gruma Corporation, a two-billion-dollar Mexican multinational company based in the US.

Previously he was with Nabisco, first as President of Europe, Middle East and Africa and later as President of Latin America. He started his career at Mavesa, then a Procter and Gamble joint venture where he grew through the marketing, logistics and finance ranks to become the CEO. In this position he led the buy-out of P&G stake and transformed the company to a NYSE publicly traded regional player with operations in the Andean Region. This conversion was featured as a case study at Harvard’s Business School and Forbes magazine featured Mavesa in the top 20 best-run small companies in the world.

Juan has a Bachelor’s of Science from the Catholic University in Caracas, an MBA from the University of Wisconsin-Madison and a PhD in Leadership Studies from the University of San Diego. His research interest is in corporate social responsibility and organizational behavior and culture. Currently, he is a senior partner at Renaissance Growth Advisors, a business-consulting firm, and an adjunct professor at the USD School of Leadership and Educational Sciences. He is also a member of the Board of Advisors at the Kroc School.

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Saturday, Feb. 22, 2020



Michael Bardin is a Charter Member and Past President of the La Jolla Golden Triangle Rotary Club. Since 2001, Bardin has helped lead Rotary District 5340's focus on peace and peace building. He co-founded the District's Pathways to Peace initiative (2004), and continues to chair its steering committee. He was D5340 Rotarian of the Year in 2014.

Recently retired, Bardin was chief public policy officer for Scripps Health. He led its role in the development of health care policy on federal, state and local levels. In his 30+ years with Scripps, he previously headed its public relations and marketing communications.

He has a lengthy background in the public relations and public affairs business including a dozen years with Phillips-Ramsey, then San Diego's largest advertising and public relations agency, several years as a Navy public affairs officer and a couple of years with television station KPIX in San Francisco. Born in Berkeley, Bardin graduated Stanford University with a BA in communication and journalism. His post-graduate studies in radio-TV-film were at San Francisco State.

Bardin has been a Board or key Committee member of many San Diego and California civic, business and community organizations. He has been active in leadership of several federal, state and local health care public policy groups. Accredited by the Public Relations Society of America, Bardin was a member of the Society's national Board of Directors, and past chair and board member of its Health Academy. He has received several dozen professional and lifetime achievement awards both in health care and public relations.



Joy Prowse is a member of the Rotary Club of Carlsbad High Noon, Joy Prowse serves as D5340 Peace Scholar Chair. She has been active in the D5340 Pathways to Peace Committee for several years.

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Born in Afghanistan and raised in Pakistan, **Nasema Zeerak** comes to USD with a passion for international sustainable development and peacebuilding in post-conflict societies. Prior to this, Zeerak served as a program associate for the Asia Foundation's "Let's Read Asia" program in San Francisco. In the spring of 2018, as part of her MPA degree, Nasema joined UNFPA team in NY where she researched donor intelligence, funding trends, and developed comprehensive donor intelligence for strategic consultations. Her research focuses on Afghanistan's foreign and domestic policy, Afghanistan-Pakistan-India relations, US and the Taliban.



Veronica Musa is a lawyer and human rights advocate from Argentina. She has worked in several countries and lectured at universities in the United States, Argentina, Spain, and the Netherlands.

In the United States, she served as a human rights monitor for the Fair Food Standards Council, in charge of the implementation of the Fair Food Program. Previously, she monitored the conditions of confinement of immigrant detainees on behalf of Florida Institutional Legal Services.

Having always been passionate about human rights issues and transitional justice, her stays at the Truth, Justice, Memory Center of Istanbul, Turkey, in 2015, and at the Center for Peace Studies in Bogotá, Colombia, in 2016, drove her work to the field of peacebuilding. Currently, Veronica is a Grillo-Marxuach Family Scholar and Rotary Foundation Scholar at USD, pursuing a MA in Peace and Justice at the Kroc School.



Jeniffer Rivera Rodriguez was born and raised in Puerto Rico. In the process of getting her BA in psychology, she joined local volunteering initiatives that led her to the Peace Corps. She served as a Youth Development Volunteer in Costa Rica from 2016- 2018. There, she took part in meaningful conversations and projects with the youth and community members regarding sexual education, women's rights, restorative practices, life skills, social entrepreneurship, and leadership. With her passion for social justice and mental health, she intends to work with agents of change to create resilient, and healthy communities. Jeniffer is in the MA in Peace and Justice and a Coverdell Fellow, Rotary Foundation & Grillo-Marxuach Family Scholar.



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Krista Kokjohn-Poehler is the Assistant Dean for Marketing & Advancement. As Assistant Dean, she oversees development, marketing, events, and student recruitment. Prior to joining the Kroc School in January, 2019 Krista was Director of Strategy and Partnerships at GOOD Corps, a social impact consultancy that helps corporations design and implement their signature social programs. She led account relationship and strategy for projects with the foundations/CSR teams at YouTube, AARP, Nike, AT&T, Dick's Sporting Goods, 100Kin10, Modern Movement Fellowships, Pearson and more.

Earlier in her career, she served as Chief Girl Experience Officer for Girl Scouts USA, Director at the Nike Foundation leading the Gates Foundation and World Bank funded initiative Girl Effect University, and launched her own Social Enterprise. She specializes in designing social impact strategies, managing high-level relationships, and growing brands. Krista has been recognized by Brandweek as a Guerilla Marketer of the Year, quoted in Stanford Social Innovation Review and presents at numerous conferences. She holds BAs in Communications and Visual Arts from UC San Diego, an MBA from University of Oregon, and a Certificate in Sustainable Business Practices from UC San Diego.

About the Kroc School & Rotary 5340

The Kroc School's master's degrees in Peace and Justice, Social Innovation, Conflict Management and Resolution, as well as Peace and Law, prepare students for a wide variety of career paths — in non-governmental organizations and nonprofit organizations, businesses, foundations and government. Our graduates are social innovators, inspired researchers, and moral imagineers shaping peaceful and just societies. To learn more about news, events, and opportunities to get involved in this Changemaker community, we encourage you to subscribe to our communications. We will always respect your inbox and your privacy, and you can unsubscribe at any time. Would you like to opt in?

Subscribe at: sandiego.edu/peace/newsletter

With over 1.2 million members across the globe, Rotary is the place where business and civic leaders come to share ideas, connect, and make a difference together. Rotary District 5340 represents all members in 64 clubs across San Diego, Imperial, and Riverside counties. Rotary members are people of action, dedicated to sustainable, impactful change in the communities in which they live and work.

To learn more, visit: rotary.org and rotary5340.org