



INTENTIONAL SOCIAL INTERACTION (IZI) OVERVIEW

All photos taken during Intentional Social Interactions



OUR MISSION

Marnita's Table seeks to close gaps across difference through making **Intentional Social Interaction ("IZI")** the new pattern for society where people of color, the disenfranchised, the poor, the fragile, the LGBTQ+, the traditionally unheard and excluded are actively and intentionally included and valued at the policy-making and resource-sharing table.





OUR MODEL

Introducing “Click” Technology

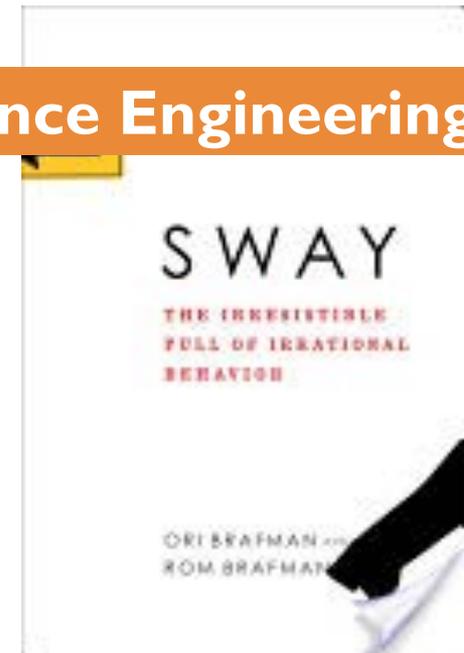
Intentional Social Interaction (“IZI”)

Peer-Reviewed Behavioral Science

Based on the same technology retailers use to get you to happily part with your \$\$\$! Instead we catalyze you to part with your preconceived notion of “the other”!

We know the golf course works or business people wouldn't spend hundreds of thousands \$\$ for memberships

Experience Engineering



IZI is an engineered experience that makes people want to be one cohesive group and plan with the “other” for the future.

If you have ever spent more \$\$ at Target than you planned or ordered something because the shipping was free, you’ve encountered experience engineering.

Leveraging the power of “neutral” space, resonance, stickiness and fabulous food, IZI treats everyone as equals from the richest to the poorest. From the oldest to the youngest. No matter what color, country, religion, ethnicity, gender or other means of self-identity.



izicenter.c



IZI Comprises 5 Root Principles

Bottom to top, the five roots form the foundation of your sustainable practice of inclusion.

Fun

Enjoy!

Share yourself. Listen. Share the mic. Encourage multiple co-hosts, partners and co-conspirators. Everyone is equal at the Table, from youngest to oldest, from poorest to richest, no matter your self-identity.

Embrace

Sharing Power

Providing myriad points of preference underscores that each and every invitee and guest has been considered, is uniquely valued and included.

Element of Choice

Expand

The abundant feast, appropriate from vegan to carnivore, is the centerpiece of IZI. It flows through all five roots but is just one indicator of your sincerity of intention.

Prepare

Authentic Welcome

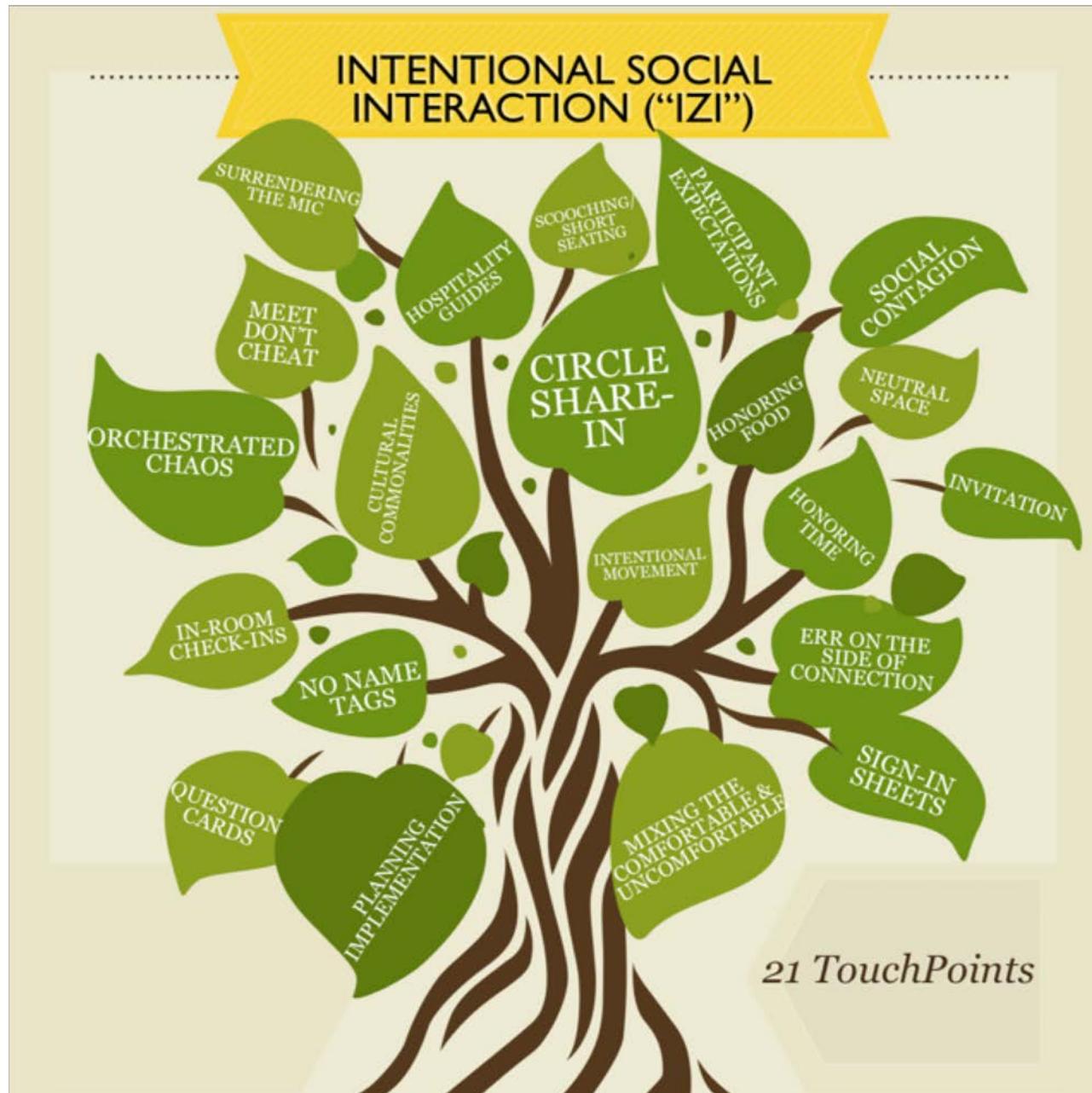
Pull together your team. Walk through the Reflectionaire. Establish what you want to create by bridging gaps across difference.

Research & Reflection

Understand



21 tested touch points that immediately build effective cross-cultural connections



Marnita's Table Clients and Funders partial list



“The results are in. Intentional Social Interaction has exceeded goals whenever and wherever the touch points upon which it is built are deployed.”

Hubert Joly, CEO, Best Buy

- Best Buy and Best Buy Foundation
- Bon Appetit Management Company
- Carver County Department of Health
- CentraCare Health Systems
- Itasca Project (MN's 50 largest employers)
- Minnesota Department of Employment and Economic Development (DEED)
- Catalyst Initiative of the Minneapolis Foundation
- Suburban Ramsey Family Collaborative
- Medica Health Insurance Foundation
- Mitchell Hamline School of Law
- Scott County Health Care System Collaborative



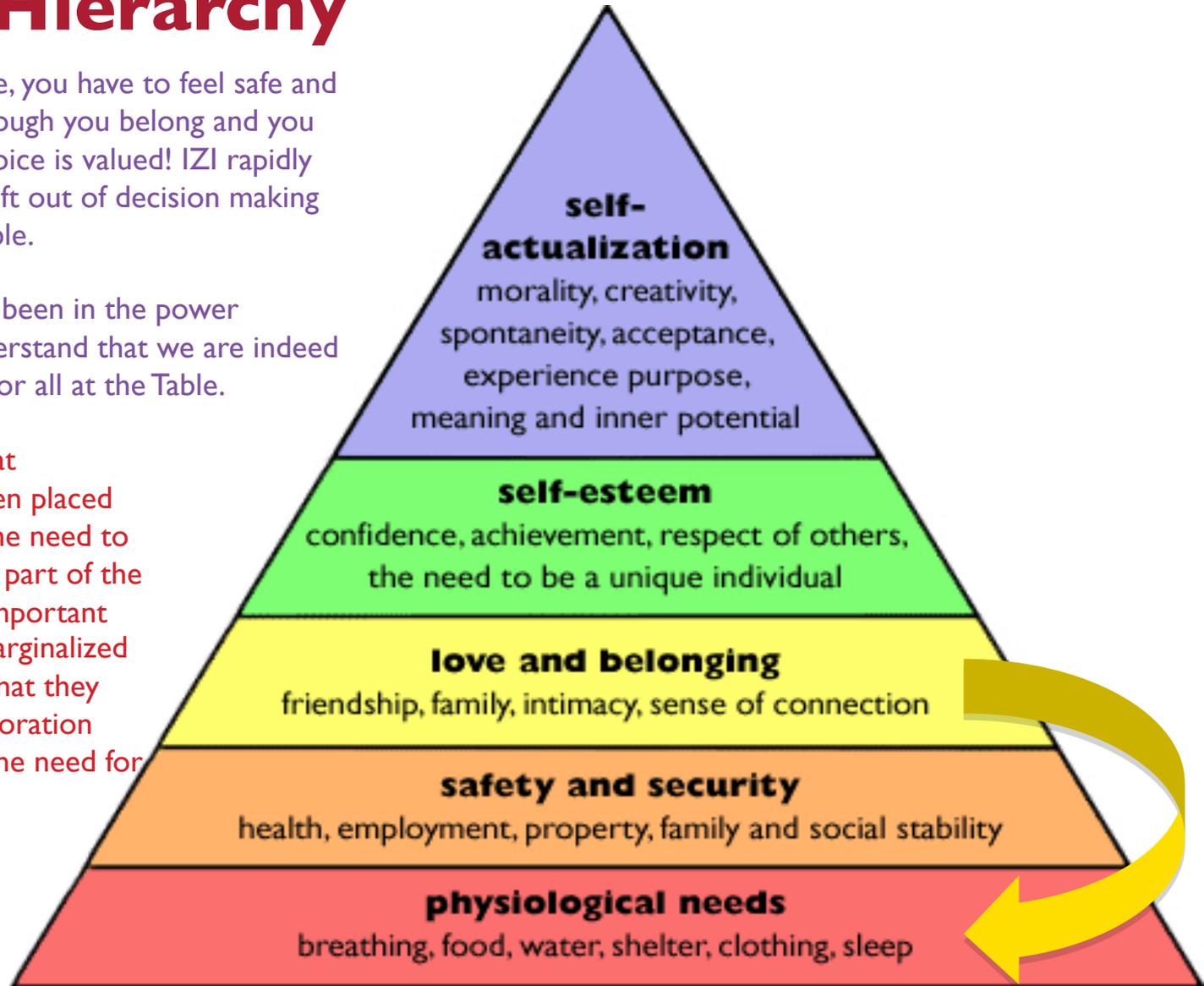
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Maslow's Hierarchy

In order to plan for the future, you have to feel safe and secure, you have to feel as though you belong and you have to feel as though your voice is valued! IZI rapidly helps those who have been left out of decision making take their rightful seat the Table.

Those who have traditionally been in the power position rapidly come to understand that we are indeed better when there are seats for all at the Table.

Neuroscientists now say that "belonging" should have been placed with physiological needs. The need to "belong" lights up the same part of the brain as physical pain. It is important for organizations serving marginalized communities to recognize that they can't move people to collaboration and self-actualization until the need for belonging is met.



Participatory
Action Research
Community
Engagement
Cross-cultural
Competency
Leadership
Development

Moving from Strategy to Practice

IMMEDIATE
Catalyzes new relationships, interest and excitement across bubbles of isolation and disconnection.

APPLIED
Inspires participants to return to their spheres of influence to do something with their new insight, inspiration and/or connections.

POTENTIAL
Renders the invisible visible, uncovering existing and emergent leadership alongside actionable solutions.

REALIZED
Enhances understanding and encourages ongoing collaboration and authentic, inclusive partnerships.

TRANSFORMATIVE
Transforms the way diverse individuals, organizations and communities relate to one another for the better.

It starts as a means to an end and becomes the end itself!!

STRATEGY ➔ **PRACTICE**

(This is what we want to do)

(This is what we do)





One Model Four Levels

01

Intentional Social Interaction for Individuals: Our gateway experience, purely personal and social where participants are encouraged just to meet one new idea or person. Catalyze new relationships. Break down barriers across difference..

02

Intentional Social Interaction for Organizations: Begin building a dialogue when there is a power differential between convener and participants. Bring together a team. Excite the practice of anti-racist inclusion across difference.

03

Focused Conversation: A unique take on the focus group, focused conversation builds reciprocal relationships between those seeking the insight and those providing it. (Also used as Phase I of a Concerted Social Action planning session for those whom have a compelling and urgent need to bridge cultures and build relationships rapidly. They will find IZI Level 2 uniquely robust for building rapid and enduring community connections).

04

Concerted Social Action: Multi-Disciplinary, multi-ethnic, multi-generational strategic vision aligning an action-planning process to develop an executable strategic plan designed to measurably address some societal or organizational need.



Reflect: Why do you want to make connections across difference?

IZI Level One Intentional Social Interaction for Individuals

Ignite enduring cross-cultural connections
Feel more comfortable communicating across difference
Expand your personal social network across self-identity
Practice words, actions and behaviors of authentic welcome
Learn simple tools to make everyone feel welcome
Increase personal leadership skills

Recommended for: People who want to informally and organically build person-to-person connections, bridging gaps across difference.

If you seek: catalyzing relationships and bridging gaps across difference between individuals and organizations where there is a power differential move to Level 2



Seeking to hear the voices of and build relationships with hard-to-reach diverse community members? Want to get out of your own bubbles of isolation?

IZI Level Two Intentional Social Interaction for Organizations

Effectively engage the community on a specific topic
Build trust across individuals and organizations
Expand organizational and individual social networks across difference
Catalyze connections across difference within your constituency
Increase organizational cross-cultural competency

Recommended for: Organizations that want to catalyze person-to-person, bubble-to-bubble and organization-to-organization connections across difference. Use an introduction and catalyst for deeper dive conversations.

If You Seek: Deep analysis and accrual of actionable information and data at the organizational level. To host a potentially volatile conversation between individuals and organizations where there is a great power differential. Move to Level 3.



Do you need to go deeper? Uncover solutions? Collect actionable feedback?

3

IZI Level Three Focused Conversation

Inform community members on organizational programs/offerings
Receive measurable and/or actionable feedback from the community
Identify & catalyze potential partnerships with culturally diverse and community based organizations
Uncover community assets, resources and gaps

Recommended for: Organizations that seek authentic connections and ongoing bi-directional feedback from “your” community. Potentially volatile conversations between individuals and organizations where there is a great power differential.

If you seek to: Build an actionable plan to be executed by multiple diverse community members, move to Level 4.



Are you ready to uncover and operationalize a strategic plan? Need a cross-cultural, cross-sector cohort to each take a piece of the plan and accountably own it?

IZI Level Four Concerted Social Action

Harnessing the knowledge, talent and momentum that already exist within underserved communities

Identify community based leaders with whom to share power and execute solutions

Problem solving through collaborative, trust centered and authentic community partnership

Align the visions of multiple community stakeholders

Develop a living action plan for community/sector improvement

Take action/set policy

Recommended for: Organizations and collaboratives that want to uncover and then execute a sustainable strategic plan.

Warning: Do not engage in Concerted Social Action if you are not willing to stay in relationship and be responsive to the hard-to-reach community members whom you've invited to the table.



Leadership Development

- ✓ Engaging community members (especially those who are usually left out of the conversation or undervalued) in leadership
- ✓ Teaching how to effectively lead in a more diverse world
- ✓ Welcoming “the other” becomes a norm
- ✓ Reciprocal sharing of power, resources and access

IZI Levels 1, 2, 3 & 4

Community Engagement

- ✓ Building a practice of effective engagement
- ✓ Uncovering new talent
- ✓ Listening to unheard voices in order to measurably improve outcomes
- ✓ Developing just and reciprocal relationships to make just and whole communities

IZI Levels 1, 2, 3 & 4

Social Equity

Cross-cultural Competency

- ✓ Building relationships with all members of your community, as it is now and as it will be in the future
- ✓ Creating an authentic and inclusive culture of welcome
- ✓ Experiencing thought-provoking and challenging interactions in a safer space
- ✓ Bridging relationship gaps through positive experiences while remaining open to new or unexpected responses

IZI Levels 1, 2, 3 & 4

Participatory Action Research

- ✓ Uncovering urgent needs and the solutions to solve them
- ✓ Asking the questions the community wants to have answered
- ✓ Recognizing the knowledge, talent and momentum that already exist within underserved communities
- ✓ Problem solving through collaborative, trust centered and authentic community partnerships

IZI Levels 3 & 4

MEASURING EFFECTIVENESS

Every goal has a measurable indicator of success. **YOU** pick your top 3 or 4 priorities. Your metrics of effectiveness flow directly from what you want to achieve.

IZI will get you there!



Our Measures



(IZI Levels 1, 2 & 3)

Measurable Indicators of Success

Ensuring effective inclusion of hard-to-reach diverse community members. Focus on those whom are normally left out of the conversation instead of fully resourced decision makers.

At least 51% people of color (IPOC)

25-33% youth under the age of 24

(Can be adjusted to reflect actual demographic makeup of different geographic locations, but we rarely reduce this internal standard.)

Ensure research and recruitment specific to your topic and need.

75% first time at the Table

Build social capital: Catalyze connections across difference. Getting people out of their bubbles of isolation. Exposing authentic viewpoints across difference to build understanding.

80% met two new people across difference

Catalyzing ongoing collaboration across difference to improve outcomes for marginalized individuals.

80% met someone with whom they intend to work, collaborate or stay in touch

Ensuring resonance and stickiness. This was an event that stood out in the minds and memory of participants. The connections and learning aren't temporary but enduring.

40% plan to tell someone about their experience



Your Vision

Customizable Measures of Effectiveness

Build sustainable equity, diversity and inclusion practices, grow organizational capacity to authentically welcome and value difference.

(IZI Levels 1 & 2)

Identify and catalyze potential partnerships with culturally diverse and community based organizations Tap into, leverage existing, new and emerging energy around issues relevant to diverse hard-to-reach community members.

(IZI Level 3)

Uncover community assets, resources and gaps.

(IZI Level 3)

Spread relevant information and new learning. Opportunity to practice words, actions and behaviors of authentic welcome.

(IZI Levels 1 & 2)

Measurable Indicators of Success

We want more of this! Can we learn to do this? How can we keep these conversations going?

of potential community partners or allies identified.

This metric will also include the number of successful partnerships or alliances ignited for any collaboratively sponsored project.

Collaboratively sourced resource and asset guide.

80% learned something new/expanded their knowledge/updated their toolkit and plan to practice what they learned.



Your Vision

Customizable Measures of Effectiveness	Measurable Indicators of Success
<p>Activate civic participation across/within communities to solve a specific problem. (IZI Levels 2 and 3)</p>	<p>100% committed to an actionable next step</p> <p>Every participant is able to state one thing they intend to contribute to the cause and one thing they plan to take away from the experience.</p> <p>X% agreed to join the movement, get involved or be part of whatever comes from today.</p>
<p>Moving beyond tokenism to authentic representation. Identify community based leaders with whom to share power. (IZI Level 3)</p>	<p>10-30% want to join your board, program or initiative.</p>
<p>Listen to the voices of the community in order to take action/set policy. (IZI Levels 2 and 3)</p>	<p>Receive actionable feedback or a collaborative action plan.</p>
<p>Establish an effective diversity, equity and inclusion practice that endures beyond the project. (IZI Levels 1 & 2)</p>	<p>Another project or community indicates desire to emulate your success</p>





**Catalyzing
Authentic
Connections**



Measuring Success

- ✓ **Over 54,000 people have now experienced IZI**
- ✓ **We've been delivering IZI for 13 years and have a stellar reputation**
- ✓ **We've now trained over 2,900 people throughout the state to host IZI in their own communities on topics that matter to them**
- ✓ **18 rural Minnesota communities want to host IZIs but lack the resources**
- ✓ **99% of all people who attend one three hour IZI say they want to be invited back**
- ✓ **98% say they want to invite someone to attend that's never attended before**
- ✓ **100% of people say it's VERY IMPORTANT to feel as though you belong in your own community**
- ✓ **98% say they felt as though they belonged at our IZI!**
- ✓ **We've exceeded the goals of our clients 100% of the time**
- ✓ **Every week, on average, we receive over 30 requests from individuals and organizations who want to do IZIs of their own**



Measurable Behavior Shifts

37% of the over 54,000 people who have come to an IZI since our founding have VOLUNTARILY reported one of the following outcomes

Finds it much easier to connect across culture & easier to talk about cross-cultural issues [3,359]

Welcomes the “other” into their homes now when they didn’t before [3,286]

Continues to collaborate either individually or organizationally with someone they met at one 3-hour IZI [2,347]

Understands something about the “other,” an issue or organization that they didn’t before [2,915]

Leadership opportunities or actual job offer or other tangible outcome for people of color [2,803]

Transformational! Reported life-changing trust and authentic connection across difference [5,012]



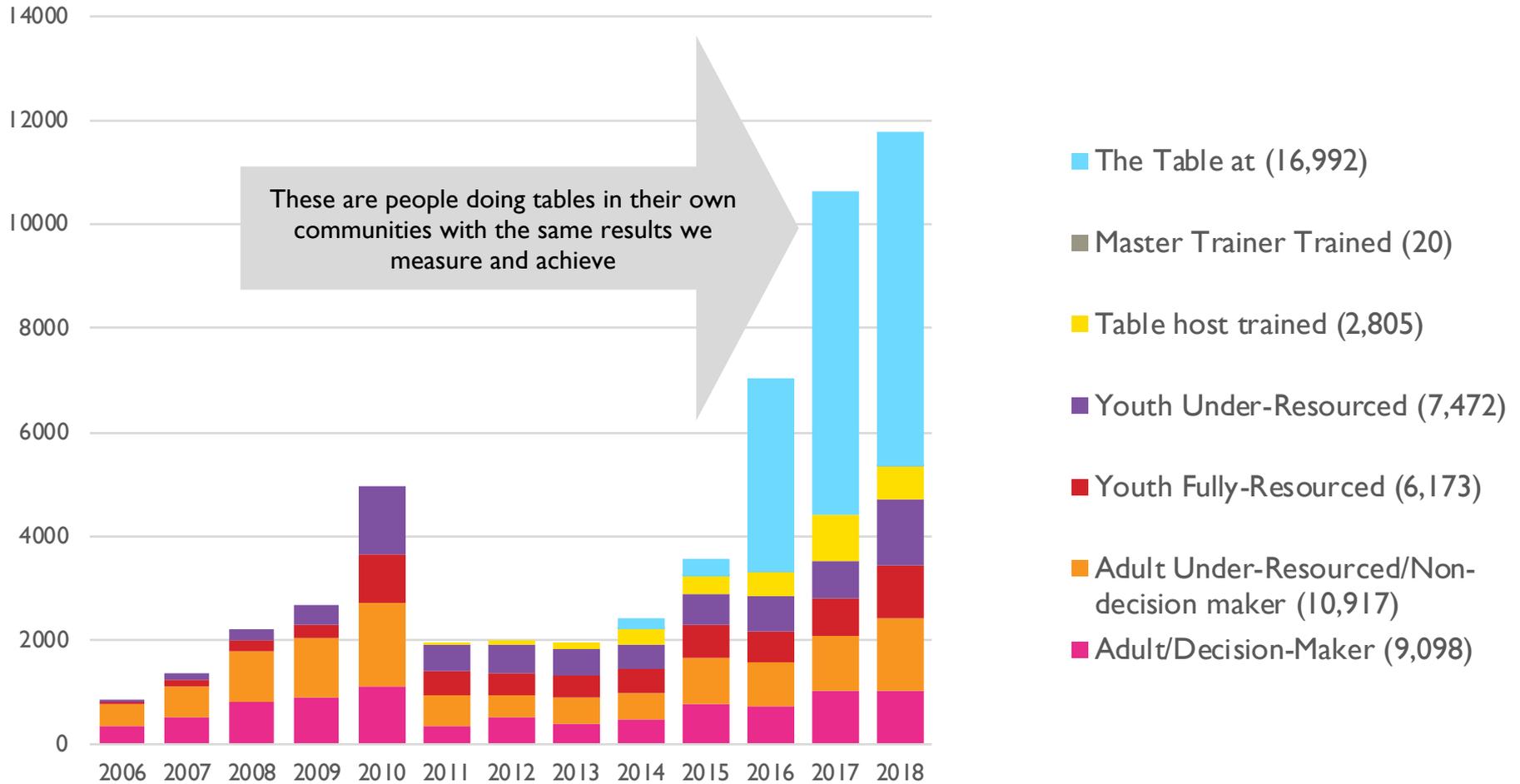
The Trust Index



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Total served over 13 years = 54,000+



OUTCOME SNAPSHOTS

We've exceeded the goals of our client 100% of the time.



Engage Equity! 360 Project Summary

Emergent Themes

from Community Engagement Events, Statewide

Support accountability of systems, government, private industry; leadership and public service

- Firm and explicit institutional commitments to equity and inclusion
- Representatively diverse leadership, decision-makers, boards
- Resources and support for creating inclusive, welcoming workplaces and ensuring maximal workforce participation

Integrate inclusive hiring and retention strategies

- Multilingual-friendly workplaces, signage and staff
- Flexible schedules to support different employee needs (family, disability, religious differences, caretaker responsibilities, etc.)
- Diverse, intentional communications strategies and platforms (social media, online, print media, expanding personal networks, etc.)
- Alignment of job requirements and credentialing with the actual responsibilities of the position
- Recognition of non-traditional experience and qualifications (internships, life experience, domestic labor, language skills, etc.)
- Creation of and support for alternative pathways to employment (apprenticeships, job shadowing, etc.)

Based on a show of hands at event completion nearly all participants:
Learned something new. Would do again. Would invite someone.

Learn more at: marnitastable.org

Provide resources and supportive services that support more inclusive, welcoming, and human centered workforce that boosts employee retention

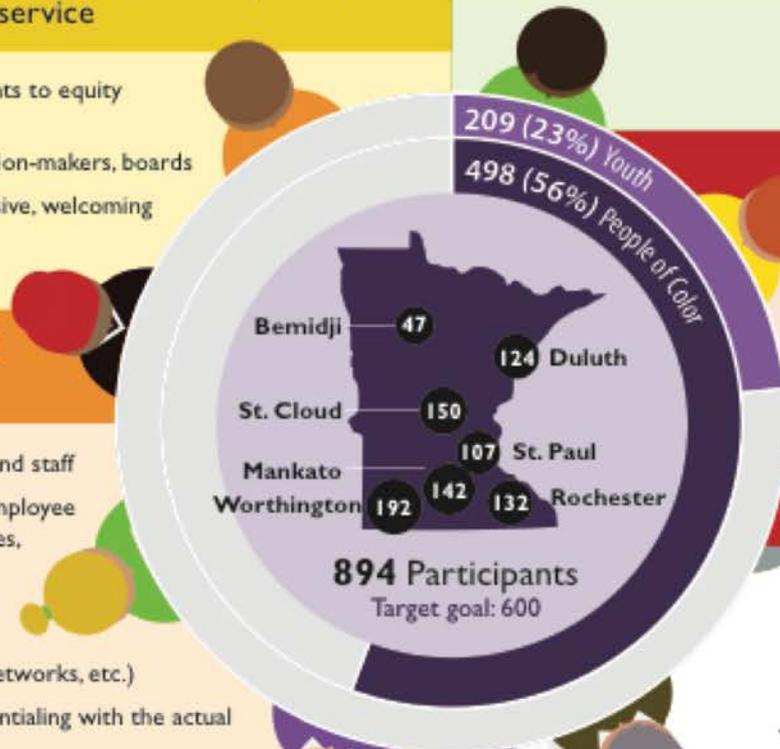
Including: Transportation, Childcare, Training and Continuing Education, and Mentoring

Address pressing sociocultural and economic factors

- Historic trauma and inter/generational poverty without pathologizing groups or individuals
- More supportive resources for education on Indigenous cultures, languages and history

Build community intentionally through the expansion of personal and professional networks

- Intergenerational skills-building and mentorship
- Multilingual, multicultural community welcome centers
- Opportunities for cross-cultural, cross-institutional (schools, churches, employers, systems) intergenerational community gatherings, formal and informal networking opportunities
- **"More of this!"** Informal opportunities like the IZI model to gather, connect and catalyze community-generated solutions in response to community-identified needs



LEVERAGING RESOURCES: FOR KIDS AND FAMILIES

Our work with Marnita's Table helped us **CATALYZE NEW PARTNERSHIPS** and **LEVERAGE** over **\$386,000 in added resources** (during FY2014-16)

The SRFC JPB and MARNITA'S TABLE were selected by SILOS TO CIRCLES to convene a year-round RESILIENCY PLANNING INITIATIVE

\$100K
investment

(\$20k to SRFC and \$80k to Marnita's Table)

- Creation of Trauma-informed Lunch and Learns
- Paper Tiger Documentary Screening and Discussions
- Healing from Trauma and Decision Point IZI's
- 2 community Resiliency planning convenings (with more to come)!

\$100K
investment

(JPB (60K)
Marnita's Table
(40K in kind)

SRFC Joint Powers Board (JPB) partnering with MARNITA'S TABLE on a year-long train-the-trainer initiative to learn the IZI model.

24 IZI's (to-date) with 3,000+ community members

\$80K
investment

YOUTHPRISE partnered with the SRFC JPB to support our Youth-Led/ Youth-Engaged IZI's through a systems-leveraging partnership

\$1.5K
investment

YOUTHPRISE funded a technical assistance grant.

Yeilding a board strategic plan that initiated a pilot with MN CIVIC KIDS and the creation of YOUTH ON BOARDS

\$95K

investment piloting 20 youth leaders to sit on 10 governing boards in Suburban and Ramsey County

Yielding the creation of a new arm of SRFC called the SUBURBAN RAMSEY YOUTH INITIATIVE, the SRFC FUND, a PEER TO PEER LEARNING PARTNERSHIP, our SUBURBAN RAMSEY OSTN REBOOT and the SRFC YOUTH BANK

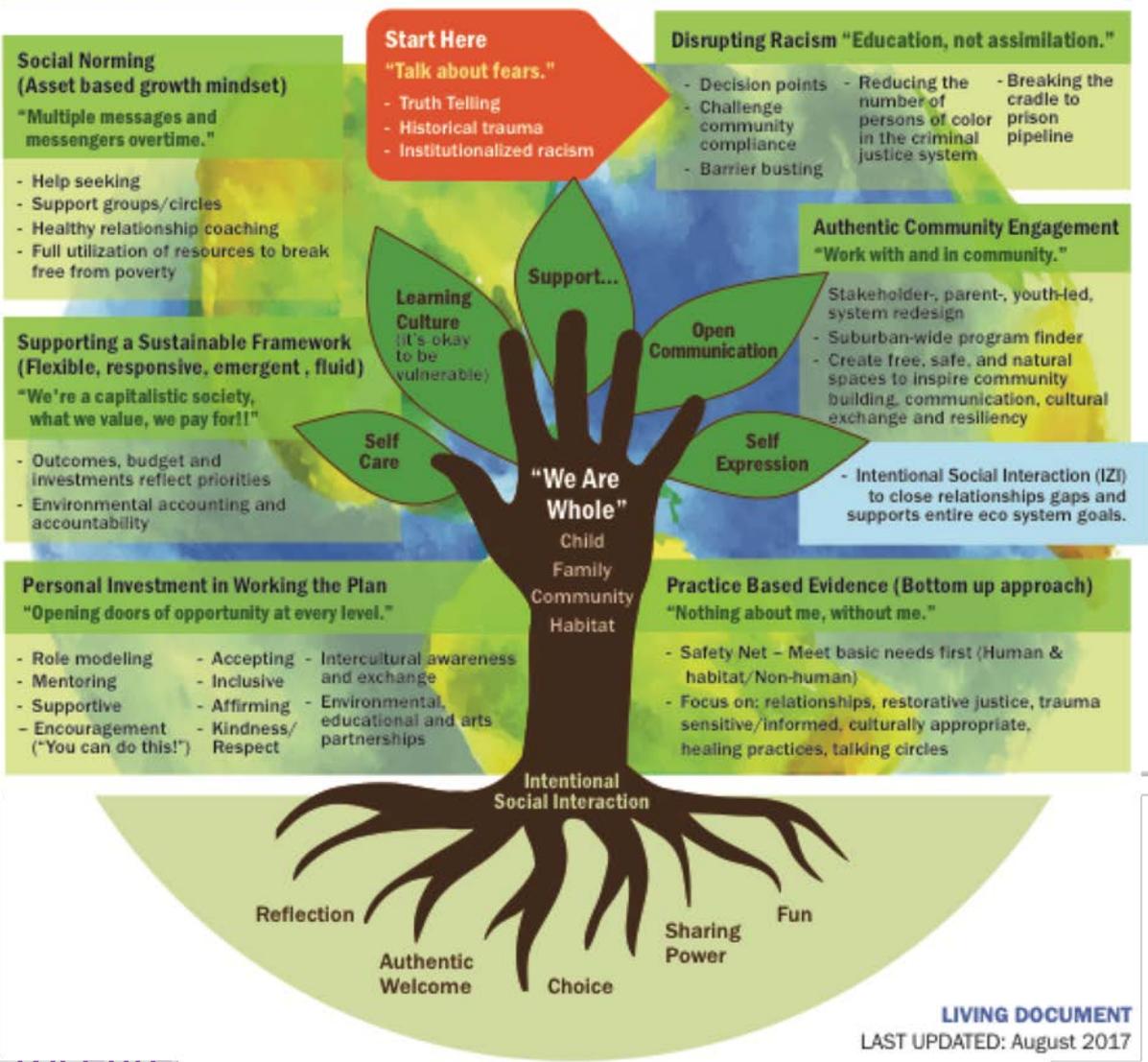
\$10K

youth philanthropy model

Suburban Ramsey County Community Ecosystems Resiliency Map

Integrating Individual, Community and Families, Systems and Habitat Resiliency Strategies

VISION STATEMENT: "Humans and non-human earthlings have a right to thrive. We all feel supported, understood and safe, so we can talk about the hard stuff and still walk in love with respect and open-mindedness. Health is grounded in connections and access to resources, support, and safe spaces to heal and experience love, joy and fun."



LIVING DOCUMENT
LAST UPDATED: August 2017

Consistently high satisfaction results

	Post 4/12	Post 5/7	Post 6/1	Post 10/6 (38)
Conference was relevant and useful.	4.89	4.79	4.71	4.47
Meeting was well organized	4.89	4.37	4.43	4.29
Hotel met my expectations	4.53	3.89	4.36	4.42
Food & beverage during day met my expectations	4.53	4.16	4.43	4.39
4 Question Average	4.71	4.3	4.48	4.39
Marnita's Table was valuable part of teambuilding				4.71

You'll be pleased to see how much the team valued the community dinner on Monday night. To get a 4.7 on a scale of 5, for example, is truly extraordinary, given that a lot of people don't give "5"s as a matter of principle. I'd be glad to go through the detail of the responses if you'd like. Letter to your board to follow ...

Best wishes,

Steve

Steve Schewe | Senior Strategist
BI | Learning and Organizational Effectiveness

Cummins Post Event Survey



You were amazing! I am finally reflecting and realized the ERN Summit was a tipping point on so many levels, across the ERN. Thank you for sharing and teaching the IZI model, it was a development opportunity for all of us that exceeded expectations.

I look forward to continuing the fine work from the session.

Sophia

3M Khan | Manager, Diversity & Inclusion
Human Resources
3M Center, 224-1N-12 | St. Paul, MN 55144

Feedback from Those We Serve



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Demographic Data

Room Composition



Together, We Succeed!
Kick-off Demographics
February 17, 2011

Self-Identity	Passion	Profession	youth	1st	TWS	Something I'd Like to Say
Black	reading, watching basketballs		1992	y	y	It was very good to meet new people and to put my input into the plans for the district's future.
white	Maintaining a non-socialistic society. Free and not taxed in excess.	Manufacturin, management, leadership development		y	y	Great mix of individuals, great food & topics I very happe to come this invitation. It is good, I like to continue.
Black	Helping kids	technician		y	y	I enjoyed the interaction with people different from myself. It was a good "stretch."
White	hunting, fishing	minister				Thanks for all your work! This is a model that works! Puts a human face to all problems.
Mestiza/Latina	Create healthy communities	Educator		y	y	
Caucasion-EuroAmerican	Education, youngest learners and family support	Parent educator - Early Childhood Family Ed			y	
Caucasian	Youth, successful community	Work in youth development, Boys & Girls Club		y	y	It was an awesome experience! It was a great to hear about the successes of what is currently happening.
Black	Coaching basketball, bowling	Dispatcher/Driver, Metro Bus		y		It was very nice to see & hear conversations and the meeting of new people.
Caucasian	Travel, people	Financial advisor		y	y	Great evening! Thank you.
African american	community development	student	1991	y	y	
German/English	music, art, and martial arts	Musician, martial artist, odd job man		y	y	Amazed, impressed, well-fed
	teaching	ELL teacher		y		
Caucasian	world peace	student	1994	y	y	I really enjoyed listening and talking about problems and solutions to improve education in our diverse community.
Caucasian	Kids! Learnng! Music! Art!	Admin-742		y		Great time!

The "Together We Succeed" initiative is now a Strive Community modeled after the success in Cincinnati.

After almost 3 years of a task force that had been unable to get buy-in from a cross-section of the community, our IZI was the "last resort to get something off the ground."

After only 3 hours at the Table over 95 people had agreed on a plan to move forward, two years later the new working group has already achieved many of its goals and has measurably begun to improve student success.

Tracking first time at the table & If participants want to be involved in school improvement initiative further refined to 1 = yes and 0 = no for ease in importing, tracking data





**WORKING
TOGETHER**

Ways to Work With Us

IZI Hosting & IZI Master Training

An in-depth year of training and collaborative engagement. We stay with you throughout your training to guide you through the process of building the new skills, practices and approaches to take your community engagement and research to the next level - authentic, inclusive, organic and welcoming.

Internal Capacity Building

Demonstration & Training. We teach your team to execute IZI on your own behalf.

Community Based Participatory Research (CBPR)

Catalytic cross-cultural focus groups; in-room, interactive demographic surveys; full-service 360 Reportage: all are delivered in a community-centered model that generates collaboratively-sourced direct feedback with in-depth evaluation and actionable next steps.

External Project Management & Delivery

We execute IZI for you because you aren't in the business of doing events. This includes IDEA™ Intentional Diverse Employee Action and Mastering the Art of Authentic Welcome Training.





Establishing Readiness

- ✓ **Your organization must have an explicit & urgent mandate to decrease disparities and increase equality** or to otherwise catalyze new relationships across race, class, culture or other means of self-identity!
- ✓ **You must want to make measurable headway on this strategic goal!**
- ✓ **We only work with individuals and organizations who have an urgent and compelling need for IZI** and are willing to shift behavior in order to achieve your goals!
- ✓ **We will not be paint or something that is checked off a to-do list**
- ✓ **We attract those who desire to measurably build social equity and want a proven way to do so.**
- ✓ **Our clients are the individuals whom must be accountable for actually bringing people into rooms and building relationships across difference** because it costs them money and even more, costs the productivity of an entire community, when they don't.





Why we charge what we charge

1. As a mission-driven non-profit every dollar spent by a client does double duty. Our clients achieve their goals, while at the same time, we are able to provide our expertise and services to organizations and in areas where there is critical need to build equity and inclusion but no funding to do so.

2. We spent 13 years developing this specialized proven technology. It has now been tested on almost 50,000 individuals over hundreds of different locations and time. It has proven to be measurably effective everywhere it is deployed. Once we transfer the technology, our clients hold our intellectual property.

3. We are putting our entire network and reputation on the line on your behalf. We will not activate networks unless YOU are serious about building social equity. Those relationships took years of investments and showing up consistently to develop. Once we open the door to our extensive and valuable network, they become YOUR networks and relationships.

4. All Inclusive. Our prices include all out of pocket expenses including the fabulous vegan-to-carnivore feasts that are essential to achieving IZI's measurable results.

5. We pay everyone on our team living wages and full medical benefits so they too can build lives and invest in themselves and their families. We believe firmly that people of color would not need charity so much if we actually invested in and paid people of color for our talent and expertise.

6. Returning dollars directly to your community and modeling equitable hiring. 25-33% of every dollar you spend with us, we return to your community through hiring and working with immigrant and of-color individuals and businesses right in your own community.

6. Making a serious financial investment in systems change tends to focus the mind and make those who need our services deadly serious about the time they spend with us. That we've exceeded the goals of our clients 100% of the time speaks to the power of our effectiveness and our value.

8. We accomplish 4 organizational and community development goals at the same time: Leadership/Talent Development; Cross-Cultural Competency Development; Community Engagement and Participatory Action Research.



Marnita's Table Team



Founded in 2005, Marnita's Table specializes in catalyzing sustainable connections and collaborations across difference in complex, diverse and often dysfunctional systems.



Marnita's Table dedicated and seasoned staff of experts allows the organization to be flexible in how it deploys its proprietary model IZI and its consulting services.



Marnita's Table References

Marnita's Table is proud of the results we have achieved through our model of Intentional Social Interaction. Every client/partner with whom we have ever worked has hired us more than once. Here are a few of the applicable contacts with whom you may want to speak:

Mark Gordon, President & Dean

Mitchell Hamline School of Law
Phone: 651-290-6310
e-mail: mark.gordon@mitchellhamline.edu

Karen Francois

Former Assistant Commissioner, Economic Equity and Opportunity

Department of Employment and Economic Development
Cell: 612.360.5522
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Mary Sue Hansen, Suburban Ramsey Family Collaborative Director

The Suburban Ramsey Family Collaborative (SRFC)
Phone: 651-604-3514
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Suzanne Koeplinger

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