

## Build A Tent Initiative

# AGENDA

November 19, 2010  
Nashville, Tennessee

- 8:00 – 8:30**      **A. Getting Started** (30 min.)
1. Purpose of the Meeting
    - a. Development of a fiber business model and initial objectives.
    - b. Participant Purposes (per e-mail survey)
  2. Introductions
  3. Meeting Process
- 8:30 – 10:00**      **B. Overview - Benchmarking** (90 min.)  
**Where Are We?**
1. Status and Opportunities – C. Raessler
  2. Industry Exchange - Open Discussion - On-site and Webinar Participants
  3. Summary of Conclusions
- 10:00 – 10:15**      **Break** (15 min.)
- 10:15 – 11:15**      **C. What We Can Learn from Cotton!** (60 min.)  
Nick Hahn, Private Consultant and former CEO of Cotton Incorporated a NYC based research and marketing 501(c)(3) corporation owned and directed by US cotton farmers and importers
- 11:15 – 12:30**      **D. Business Model Discussion** (90 min.)  
**What is a “For-Profit Low Income Limited Liability Co.” aka “A For Profit With A Soul”**
1. Concept Introduction
  2. Proposed “shareholder” tracks<sup>1</sup> - The Moo Cow Story!
    - a. Commercial
    - b. Cottage Industry
    - c. Individual
    - d. Others
  3. Role of 3-5 person “council” and operational management
  4. Open Discussion – On-site and Webinar Participants
- 12:30 – 1:15**      **Lunch** (45 min.)  
**Individual and/or Organizational Discussion and Straw Vote**
- 1:15 – 2:30**      **E. Pretend We Are Having a “Shareholders’ Meeting”** (90 min.)  
**Agenda Item: Development of Business Objectives Year One (the IBM-BHAG Concept)**
1. Commercial – “Build a Graded Bale” or other core project
    - “BHAG” – Standard – commodities exchange
  2. Cottage Industry – “Build and Brand a high-end E-Commerce Site” (an alpaca Etsy) or other core project
    - “BHAG” – Standard – Local Harvest?
  3. Individual – “Build a Farm Based Collection Model”. This model could (and should) leverage existing industry resources such as non-profit and private collection cooperatives.
    - “BHAG” – Run on a profitable basis a regionally based, centralized collection pilot in 2011.
- 2:30 – 2:45**      **Break** (15 min.)
- 2:45 – 3:30**      **What an Industry Brand Could Do for Us! – Nick Hahn** (45 min.)
- Please note that the media has been invited to log-in at 3:30**
- 3:30 – 4:00**      **Wrap-Up** (45 min.)

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<sup>1</sup> LLC equity interests are not “shareholders” and shares. The correct term is “members” and “units”.