Dear Colleagues,

There is a growing movement of people interested in considering how design might better address the wicked problems facing our globe - such as climate change, health disparities, natural resource depletion, etcetera - that all have disparate impacts on the communities that are also typically underserved by the design professions. We are so pleased to say that the students - the leaders of the next generation of the design professions - seem to be leading the movement. The students that we both encounter at our respective institutions are hungry to learn more about how design skills can better serve communities, about how their professions might help empower the public to become change-makers themselves, and about the roles they can each serve within this larger movement.

Over 2 months have passed since we convened the first annual Design Futures PID Student Leadership Forum at UT Austin School of Architecture and Planning, May 28 to June 1, 2013. We are grateful for each and every one of the dedicated students, speakers, and supporters who invested your time, talents, and resources in making this inaugural forum such a success. As we reflect on this first forum and read through the thoughtful feedback of students and faculty, we write to share some highlights, extend our thanks, and provide a first glimpse of what we’ve learned from this first year.

Highlights
Together, we are building the capacity of the emerging field of public interest design practice. In one short week, we achieved a great deal:

• 43 student leaders participated, from multiple disciplines and 12 different colleges around the country.
• 27 professional leaders from backgrounds in academia, the non-profit sector, and for-profit sector volunteered their time to share their wisdom and experience through workshops and presentations - presentations which are now available to the public online! See: https://www.soa.utexas.edu/csd/PID/forum/agenda.php
• 9 innovative design proposals to address real community challenges generated by the Public Interest Design Forum Challenge.

For more highlights on the winning proposals from the Public Interest Design Forum Challenge, please visit http://soa.utexas.edu/csd/PID/forum/design-challenge.php. Applying PID principles to vexing, social, ecological, and economic issues facing real communities, students worked “after hours” throughout the week to generate innovative, alternative proposals for action. Our panel of judges selected our winners after hearing each team present captivating five minute final pitches for their impressive solutions. We recognize all of the student teams for their extraordinary work.
Special thanks
We extend special thanks to the individuals and institutions that made this gathering possible. For their vision and wisdom, we thank our dedicated Advisory Council, including Bryan Bell, John Cary, Maurice Cox, Dan Etheridge, Liz Ogbu, John Peterson, Katie Swenson, Barbara Brown Wilson, and Jess Zimbabwe.

For their generous support of the forum and students, we thank our project partners, the University of Texas at Austin’s School of Architecture (SOA) and Center for Sustainable Development (CSD), The University of Kansas School of Architecture, Design, and Planning, the Tulane School of Architecture, the University of Minnesota, and Cornell University. Special thanks to the UTSOA and UTCSD for hosting the event.

We are also very grateful for the PID Forum Challenge organizers Gilad Meron, Mia Scharphie, and Nick McClintock, who were guided and counseled by the great Suzi Sosa of the Dell Social Innovation Challenge.

Learning through experience
We are proud of the successes of the inaugural forum and look forward to the future. The 29 students and 12 speakers who participated in the post-forum survey indicated that they had a positive experience and would recommend the Design Futures Forum to their peers. Faculty reported enjoying networking and learning with likeminded faculty over the five-day forum.

Thanks to thoughtful student and presenter feedback, we have identified strengths to build upon and new opportunities to strengthen the 2014 program. While the majority of respondents felt that the five-day timeframe was just right, everyone agreed that the schedule was packed too full, and that more time to network and talk less formally would enrich the experience. Similarly, although most respondents enjoyed the group “challenge,” they wished for more time in the evenings to see their host city and many suggested shorter and more focused group projects that could be conducted within workshops each afternoon as a replacement.

As we look back on an inspiring week exploring the foundations, practice, and future of the public interest design field, we look with great anticipation to what we can create together in the future.

With thanks,

Dan Etheridge
Associate Director of Tulane City Center
Adjunct Assistant Professor of Architecture
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Tulane University

Barbara Brown Wilson
Director, Center for Sustainable Development
Assistant Professor of Planning and Sustainable Design
School of Architecture
The University of Texas at Austin
### SCHEDULE OF EVENTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>LOCATION</th>
<th>TITLE OF EVENT</th>
<th>SPEAKER(S)/MEDIATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MAY 28</strong></td>
<td>3:00 PM</td>
<td>Mebane Gallery</td>
<td>Introductions</td>
<td>Dean Fritz Steiner &amp; Barbara Brown Wilson, University of Texas + Dan Etheridge, Tulane University</td>
</tr>
<tr>
<td></td>
<td>4:00 PM</td>
<td>Mebane Gallery</td>
<td>Proactive Practice Challenge</td>
<td>Gilad Meron, Cornell, Nick McClintock, Penn, Mia Scharphie, Harvard + Suzi Sosa, Dell Social Innovation Challenge</td>
</tr>
<tr>
<td></td>
<td>6:00 PM</td>
<td>Goldsmith Hall 3.120</td>
<td>Power of Public Interest Design (PID)</td>
<td>John Cary, PublicInterestDesign.org &amp; Autodesk</td>
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<tr>
<td></td>
<td>7:00 PM</td>
<td>Goldsmith Courtyard</td>
<td>Opening Reception</td>
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<tr>
<td><strong>MAY 29</strong></td>
<td>9:00 AM</td>
<td>Goldsmith Hall 3.120</td>
<td>PID and Civil Rights</td>
<td>David Perkes, Gulf Coast Community Design Studio + Barbara Brown Wilson</td>
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<tr>
<td></td>
<td>10:00 AM</td>
<td>Goldsmith Hall 3.120</td>
<td>Theory of PID</td>
<td>Steven Moore, UT Austin + David Perkes</td>
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<tr>
<td></td>
<td>12:00 PM</td>
<td></td>
<td>Lunch Break</td>
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<tr>
<td></td>
<td>1:00 PM</td>
<td>Mebane Gallery</td>
<td>What You Don’t Learn in School</td>
<td>Ceara O’Leary, Detroit Collaborative Design Center</td>
</tr>
<tr>
<td></td>
<td>2:30 PM</td>
<td>Mebane Gallery</td>
<td>The Hard Work of Doing Good Well</td>
<td>Jessica Shortall, TOMS Shoes</td>
</tr>
<tr>
<td></td>
<td>4:00 PM</td>
<td>Mebane Gallery</td>
<td>Community as Client</td>
<td>Liz Ogbu, California College of the Arts</td>
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<tr>
<td></td>
<td>6:00 PM</td>
<td>Goldsmith Hall 3.120</td>
<td>Walking Tour of UT Austin PID Projects</td>
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<tr>
<td></td>
<td>7:30 PM</td>
<td>Barton Springs Pool</td>
<td>Evening Swim (Optional)</td>
<td></td>
</tr>
<tr>
<td><strong>MAY 30</strong></td>
<td>9:00 AM</td>
<td>Goldsmith Hall 3.120</td>
<td>Speakers Pecha Kucha Session</td>
<td>Hester Street Collaborative, Public Architecture, Enterprise Community Partners, Tulane City Center, Center for Urban Pedagogy, ULI Rose Center</td>
</tr>
<tr>
<td></td>
<td>12:00 PM</td>
<td></td>
<td>Keynote Luncheon: Systems Thinking</td>
<td>Gary Lawrence, AECOM</td>
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<tr>
<td></td>
<td>1:00 PM</td>
<td>Mebane Gallery</td>
<td>Organizational Models Workshop</td>
<td>Lakshmi Ramarajan, Harvard Business School</td>
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<tr>
<td></td>
<td>4:30 PM</td>
<td>Goldsmith Hall 3.120</td>
<td>Pitch Workshop</td>
<td></td>
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<tr>
<td><strong>MAY 31</strong></td>
<td>9:00 AM</td>
<td>Goldsmith Hall 3.120</td>
<td>Housing</td>
<td>Marc Norman, UPSTATE: Syracuse University</td>
</tr>
<tr>
<td></td>
<td>10:00 AM</td>
<td>Goldsmith Hall 3.120</td>
<td>Public Parks</td>
<td>Anne Frederick, Hester Street Collaborative</td>
</tr>
<tr>
<td></td>
<td>11:00 AM</td>
<td>Goldsmith Hall 3.120</td>
<td>Working in/with Informal Settlements</td>
<td>Bjørn Sletto, UT Austin</td>
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<tr>
<td></td>
<td>12:00 PM</td>
<td></td>
<td>Lunch Break</td>
<td></td>
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<tr>
<td><strong>JUNE 1</strong></td>
<td>1:00 PM</td>
<td>Mebane Gallery</td>
<td>Graphic Advocacy</td>
<td>Christine Gaspar, Center for Urban Pedagogy</td>
</tr>
<tr>
<td></td>
<td>2:00 PM</td>
<td>Mebane Gallery</td>
<td>PID in Your Own Community</td>
<td>Nils Gore &amp; Shannon Criss, University of Kansas + Emilie Taylor, Tulane City Center</td>
</tr>
<tr>
<td></td>
<td>3:00 PM</td>
<td>Mebane Gallery</td>
<td>PID and the Public Sector</td>
<td>Maurice Cox, Tulane City Center + Jess Zimbabwe, ULI Rose Center</td>
</tr>
<tr>
<td></td>
<td>4:30 PM</td>
<td>Mebane Gallery</td>
<td>Financing PID</td>
<td>Katie Swenson, Enterprise Community Partners + John Peterson, Public Architecture</td>
</tr>
<tr>
<td><strong>REFLECTION</strong></td>
<td>9:00 AM</td>
<td>Goldsmith Hall 3.120</td>
<td>Presentation of Student Team Projects</td>
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<tr>
<td></td>
<td>10:30 AM</td>
<td></td>
<td>Reflection: Moving Forward and Looking Back</td>
<td>Jim Stockard, Harvard University, Stephen Goldsmith, University of Utah + Katie Swenson</td>
</tr>
<tr>
<td></td>
<td>1:00 PM</td>
<td>Mebane Gallery</td>
<td>Lunch and Award Ceremony</td>
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</tbody>
</table>
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Although recent years have seen a rise in publications, exhibitions, and events celebrating public interest design, there is a critical gap in practical resources for those looking to enter this rapidly emerging field. The Public Interest Design Forum Challenge empowered students with the skills to help overcome that gap and develop both the knowledge and confidence to make public interest design a viable career path. The challenge fostered a dynamic and participatory environment for the entire week, and pushed students to not only absorb knowledge, but immediately begin to apply it with a team of like-minded peers.

Much of the work for the challenge took place in the evenings in a dedicated studio at the School of Architecture. During the working sessions, speakers held ‘office hours’ to provide critique, feedback, and generally engage students in thinking more concretely about their challenge ideas. In general, student teams self-directed themselves and used the time to design, test, and refine their ideas and presentations.

On the final morning, the student teams each had 5 minutes to ‘pitch’ their ideas to a panel of experts chosen by the Design Futures Directors. Teams presented in batches of three, after which speakers provided feedback and constructive criticism for 10 minutes in order to help each team refine and improve their concepts. The pitches addressed key questions of the challenge, including: What issue are you addressing? Who are you going to impact? How will you implement your idea? How will your work be funded? How will you measure success?

Challenge Coordinators:
• Suzi Sosa, Dell Social Innovation Challenge
• Mia Scharphie, Harvard University Graduate School of Design
• Nick McClintock, University of Pennsylvania School of Design
• Gilad Meron, Cornell University
Introductions in Mebane

Lectures in Goldsmith
Barbara Brown Wilson presents on “PID and Civil Rights”

Lunch in Goldsmith Courtyard
Students presenting their ideas in Liz Ogbu’s “Community as Client” workshop.

Walking Tour of UT Austin PID Projects

Speakers Pecha Kucha Session: Christine Gaspar presents on the Center for Urban Pedagogy.
Gary Lawrence, Keynote Luncheon, “Systems Thinking”

Lakshmi Ramarajan leads the “Organizational Models Workshop”

Ramarajan’s notes from the “Organizational Models Workshop”
Maurice Cox presents on “PID in the Public Sector”

Student’s practice their pitching skills in Suzi Sosa’s “Pitch Workshop.”

Student Design Teams present their challenge projects
FORUM LEADERS

My favorite aspects of this experience were:

- Interacting with the students and the fellow presenters informally.
- The eager, smart students.
- The opportunities to connect with other faculty/presenters about future opportunities, and the chance to be a teacher and a leader for the next generation of PID practitioners.
- The exchange of values among students that demonstrate collective commitment to transformation.
- Watching students discover that they are part of a strong, self-organizing movement with deep cultural and professional roots.
- I enjoyed the focus on interaction in the presentations and on really framing our content for the students. It helped us all look beyond our own usual sales pitches.
- How simultaneously informal and high-achieving the atmosphere was.

The most beneficial aspects of this forum to my professional development were:

- Gaining broader perspective on methods and funding models that step outside the traditional practice scope.
- I got access to other frameworks of doing things--outside of the typical design way—this made me think I need to be more entrepreneurial about my (public interest) design practice and really question the typical design (firm or nonprofit) way of getting things done.
- Being exposed to and meeting a few people from outside the ‘normal crowd’ that comes to these things. Co-leading a workshop - it wasn’t my first time, but this was definitely the most intense.

What resources do you wish you had to support your growth in the field going forward?

- Better knowledge-sharing platform; Rigorous certificate program; More robust post-graduate opportunities (a la a true design corps).
- The ability to create a thesis research studio within my institution to create a platform for students wanting to pursue this work.

If it was held again what would significantly enhance the experience and the outcomes?

- I’d like to see a formalized “curriculum” for the week in which students could gain a better appreciation for the core skills and strategies used by the presenters.
- Maybe in future years there could be a few sessions just for presenters, in which we share interesting things we’re working on or simply raise questions for discussion we are interested in.

What take-aways or next steps did you glean from this forum?

- Try to create a coalition among the presenters and to the extent they are professors try to create ways to weave in PID elements throughout our courses.
- That there need to be more direct connections and conversations between leaders on a weekly basis. We need to all stay in contact on a much more regular basis, if not for collaborations then at the very least to keep important conversations going that can push us to think about our work in new ways and expand what we do and how we do it.
- I take away a realization of the readiness among students to engage in intense experiences with others sharing similar values, and a sense of immediacy.
What other offerings/programs should we develop to make this consortium membership more compelling to universities and practitioner partners?

- A site for the consortium where projects, partners and papers could be uploaded so good work could be highlighted and discussed in an online forum between actual convenings.
- On-line data base of syllabi, bibliography, case studies, post-occupancy evaluation, etc.
- Follow up reports detailing what universities can do to best capitalize on the information students have gained. In what ways can those students become leaders on campus upon their return? Could there be some formal network between all student scholars, like a working group that they are all apart of when they return?

Will you recommend to the universities with which you are associated that they join the consortium?

- I think this is an important conversation that our school should be part of, it’s also a harbinger of I think what’s to come in our field at large.

**STUDENT LEADERS**

My favorite aspects of this experience were:

- When the speakers discussed their career path and their sincere advice.
- Meeting new, likeminded people from around the US and learning about their PID experience and future plans.
- I loved the group project. It provided such a wonderful context to get to know & work with amazing peers. And especially since entering a career in PID may very well depend on one’s own initiative, this group exercise made such an endeavor feel doable.
- I felt extremely respected and encouraged by the presenters, a very nice thing, not necessarily typical or expected.
- The Pecha Kucha for the speakers was particularly great – an inspiring overview.
- I am thankful that I had an excellent team of likeminded individuals who valued getting to know each other and Austin over spending hours upon hours in studio. Our project was stronger for this in the end because we grew into an even more like-minded team after building our relationships and getting to know one another.

The most beneficial aspects of this forum to my professional development were:

- The pragmatic lessons taught by those who have been in the trenches before.
- There were a wide array of entry-points into the field of PID represented, which I felt was beneficial and realistic. As a networking opportunity this forum was superb.
- The challenge was probably the best part. It seems business knowledge among architects is not what it should be, so this was an excellent introduction into thinking in a more business minded way within design.
- I liked that time and attention were given to the pros and cons of how organizations are structured.
- I see this experience as a turning point for me. Prior to this forum, I had a “gut feel” about certain things but I didn’t know how to articulate them and I often felt that I was relatively alone in my beliefs about community development, etc. It is still early in my development in PID, but I feel that this forum will be the defining event in my future career in PID and as an activist in my community and in the world.
- Thinking at scale... realizing that creating a “business model” is part of design.
What resources do you wish you had to support your growth in the field going forward?

- A Linked-In group or some similar forum I feel would be quite beneficial to the movement.
- Connectivity to others, “a movement” or at least a network focused on this discussion.
- An online place to talk about issues and projects, connect with others, and more opportunities to get together in person.

If it was held again what would significantly enhance the experience and the outcomes?

- Ideally, not all the guests would speak during the week, but instead they would be spread out among the tables of students and be engaged in discourse on PID topics before, during, and after each key speaker.
- I think everyone at the conference would have benefitted from and enjoyed seeing the projects we [the students] are working on independently.
- We are student leaders, we want to be pushed to grow and we want to learn new things that we don’t learn in school. How about learning how to write a business plan? Or writing a grant?
- I would like to maybe hear more about failed projects or trials/risks that didn’t turn out so well.
- I think having a speaker or two that could speak more to the pitfalls of PID would be helpful. While it was great to see lots of great people doing amazing things with PID, some cautionary tales would be very useful.

What take aways or next steps did you glean from this forum?

- Many things are possible if you break them into manageable parts and work with like-minded peers.
- I have two things that I am considering after attending the forum. Both involve the community where I live. The first is to rally my community to work with the city to beautify a jogging path that is near my home. And the second is to rally my community to revitalize the urban core of my community and stop the proposal to build a “community in a box” out away from the existing Main Street. I will use the lessons that I have learned at the forum, and utilize the contacts that I have made to help me move forward with these ideas.
- We are operating in a field that is consistently changing in its needs, clients, and opportunities.
- Take away #1: I have something to offer in this arena. Take away #2: Simply taking a step, any step, puts me in league with some great people.