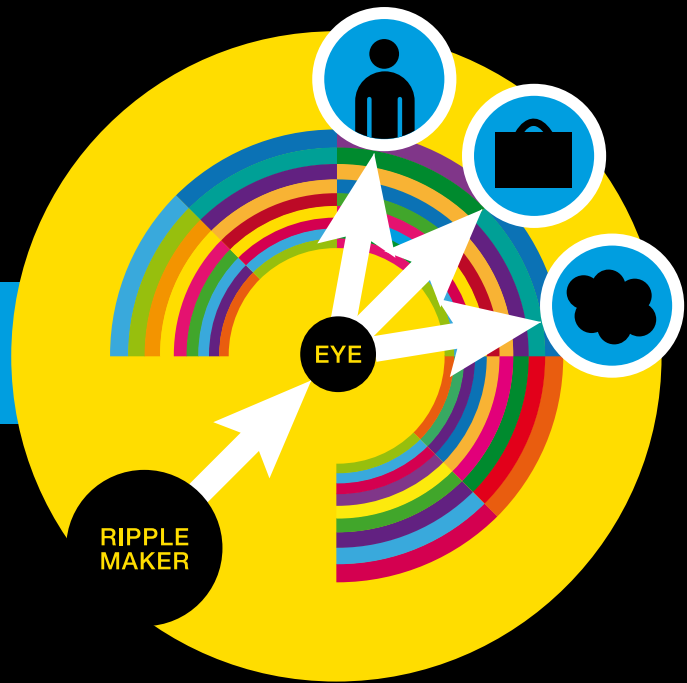


THE SOCIAL RIPPLE

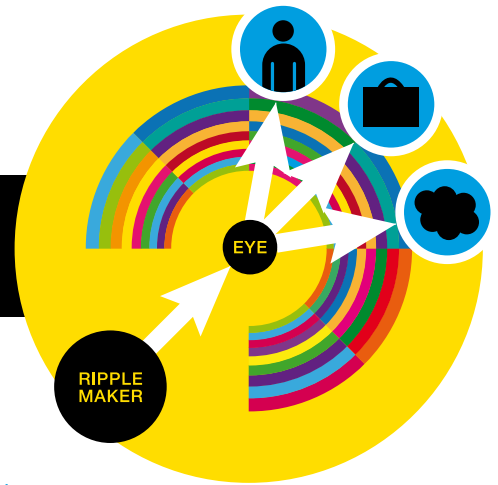


Presented by Paul Barron and Amanda Hite


SUMMER CAMP
PEOPLE REPORT WORKFORCE SYMPOSIUM

 **.com**
DIGITAL BRAND CAMP

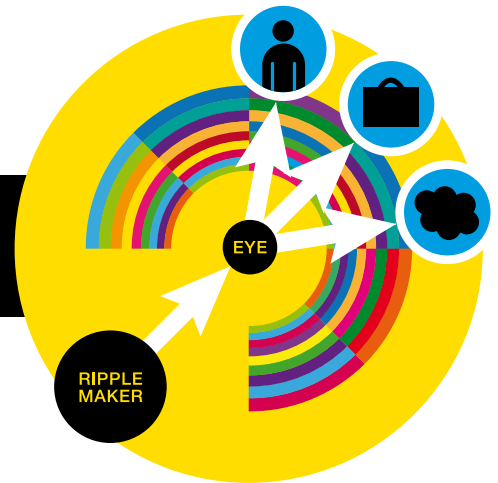
THE SOCIAL RIPPLE



The evolution of an idea or movement created from single origin. Spread, developed and grown through influencers whether social, business, technology, invention or trends.

A ripple of ideation creating a goal by cause, effect and vision.

THE SOCIAL RIPPLE



RIPPLE MAKER: Bill Campion
@culturedude

RIPPLE: Helping 18 to 23 year olds uncover their higher purpose and work with them to create a life plan to pursue it.

RIPPLE EFFECTS:

- Joni/Wally Doolin
- Amanda Hite
- Paul Barron
- Kathleen Wood

RIPPLE MAKER: Lue Kraltchev
@luelitka

RIPPLE: Everyone finds their place, purpose in the world. Living to potential.
Cause: No more brilliant, enlightened immigrants doing meaningless jobs.

RIPPLE EFFECTS:

- Nikolay Kraltchev
- Michael Olk
- Gene Wilkes

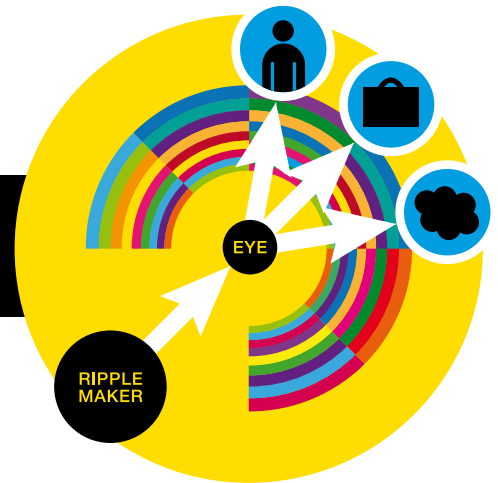
RIPPLE MAKER: Linda Johnson
@LJOHNSON816

RIPPLE: Provide facility for cancer support (socio-emotional) for those diagnosed, their friends and family.

RIPPLE EFFECTS:

- www.gildasclubkc.org
- Whitney Johnson
- Mary Linna Woods
- FB/Twitter
- Jeanne Patterson

THE SOCIAL RIPPLE



RIPPLE MAKER: Angela Hornsby
@sigurgirl

RIPPLE: Restaurant industry as magnet for best & brightest to get an education and create a rewarding career.

RIPPLE EFFECTS:

- People Report
- Community colleges
- NRA
- Universities, culinary institutions
- Labor boards

RIPPLE MAKER: Martha Hartley
@marthahartley

RIPPLE: Cure for colon cancer. Funds for cancer research through sales by non-profit bakery featuring family recipes from my father.

RIPPLE EFFECTS:

- Friends/colleagues
- Ledema Hartley
- Charity organizations/research foundations
- Community events/promos
- FB/Twitter

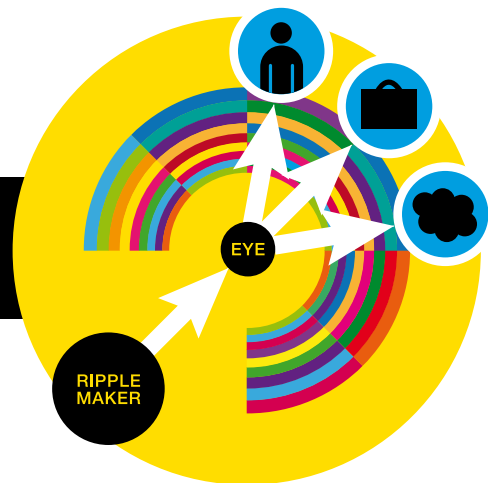
RIPPLE MAKER: Ty Sullivan
@ty_sullivan

RIPPLE: Bring awareness to pollution issues and how the industry can help.

RIPPLE EFFECTS:

- Libby Tucker @libtuck
- Nate St. Diere @itstartswithus
- Paul Barron @paulbarron

THE SOCIAL RIPPLE



RIPPLE MAKER: Jill McFarland
@jillmcfarland

RIPPLE: Not sure what it is yet, but I would like to give more of my time to something more meaningful.

RIPPLE EFFECTS:

- Joni Doolin
- Facebook
- Amanda Hite
- Restaurant Industry
- Twitter

RIPPLE MAKER: Jessica Smith
@iLuvMarthaVY

RIPPLE: Alleviating poverty, ending hunger, helping neglected kids.

RIPPLE EFFECTS:

- @sexythinker
- @ybalanced
- @BillShore
- @zmorrowknight
- @AnnTran_

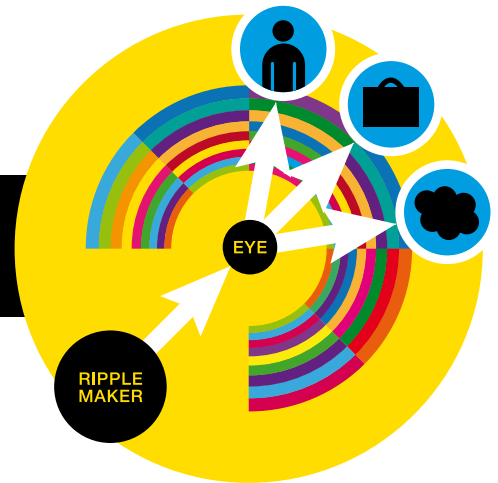
RIPPLE MAKER: Arinic Rodrigue
@ayrodrigue

RIPPLE: Make a change in our organization to coordinate our social footprint. On a national scope and specific to industry.

RIPPLE EFFECTS:

- Joni and Wally Doolin
- Customers involved with organization

THE SOCIAL RIPPLE



RIPPLE MAKER: Jenna Welton
@Training411

RIPPLE: To mentor more young people in what this exciting industry offers.

RIPPLE EFFECTS:

RIPPLE MAKER: Gini Quiroz
@iGiniSays

RIPPLE: Rally a team and spread love in Africa. :)

RIPPLE EFFECTS:

- Jack Allen
- HP Fellowship
- Twitter

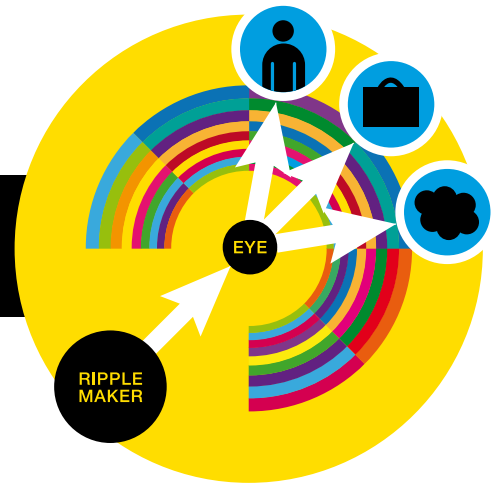
RIPPLE MAKER: Nate St. Pierre
@ItStartsWithUs

RIPPLE: Helping people change the world by making a positive impact on the lives of those around them, through micro-giving.

RIPPLE EFFECTS:

- Technology
- Organizations
- Individuals
- Edu?
- Biz

THE SOCIAL RIPPLE



RIPPLE MAKER: Nani Saffer
@nanianeleia

RIPPLE: Helping children. Feeding, clothing, mentoring, educating, befriending, etc.

RIPPLE EFFECTS: • People Report Peeps

RIPPLE MAKER: Tim Kinsella
@tkinsella480

RIPPLE: Feed kids' stomachs all over the world.

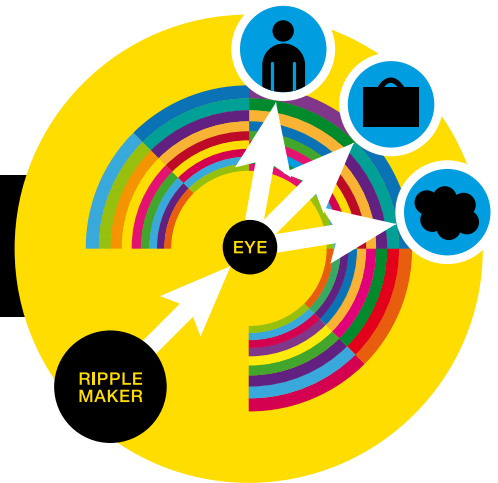
RIPPLE EFFECTS: • LinkedIn
• Unicef

RIPPLE MAKER: Leigh Caraccioli
@fleurdeleigh

RIPPLE: To take photographs that (this is hard!) more by email to Paul & Amanda.

RIPPLE EFFECTS: • Amanda(x2)
• Seth Godin
• Scott Stratten
• Dane Sanders
• Joni

THE SOCIAL RIPPLE



RIPPLE MAKER: Melissa Varela
@mvphoenix77

RIPPLE: Change lives, create tradition, build community and feed the soul with passion, everytime, everyday.

RIPPLE EFFECTS:

- Louis Basile
- Jim Nagy
- Rudy Miick
- Amanda Hite

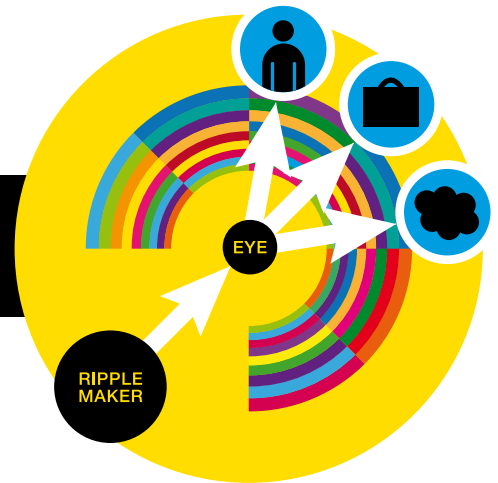
RIPPLE MAKER: Crystal Miller
@theonecrystal

RIPPLE: Create positive impact for those negatively effected by natural disasters through community donations and repurposing stuff!

RIPPLE EFFECTS:

- Facebook
- Red Cross
- Stephanie Ives
- Kate Julian
- Traci Glover

THE SOCIAL RIPPLE



RIPPLE MAKER: Jenny DeVaughn
@JennyDeVaughn

RIPPLE: To develop & execute an employer brand, social recruiting & culture strategy for my new employer. :)

RIPPLE EFFECTS:

- @seerysm
- @HOPES
- Brent McCombs
- Tom Darrow
- Gerry Crispin

RIPPLE MAKER: Diane Sanford
@djsphr

RIPPLE: Bring together what I'm passionate about in personal life—helping animals—DFWLAB Resure and my work, creating

RIPPLE EFFECTS:

- A community of restaurant tm's



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