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Envision Greater Green Bay: Green Bay area to celebrate World Futures Day

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More than 100 local leaders in business, education, government, and the nonprofit sectors are expected to attend Envision Greater Green Bay's World Futures Day. The event, to be held March 1 at St. Norbert College's F.K. Bemis International Center from 7:30am – noon, is part of a global movement to celebrate and help bring about a preferred future. This is the first time Envision Greater Green Bay, formerly Bay Area Community Council, has hosted such a celebration, and it is also the area's first such event.

"We're committed to teaching community leaders the discipline of Strategic Foresight," said Envision board president Phil Hauck. "With a practical understanding of how to anticipate potential futures and influence our direction, our community organizations will be significantly more competitive than they would be otherwise. It makes sense to bring to Green Bay national and global minds that are doing this kind of work."

The event's keynote speaker, Vicki Loomes, is from London-based TrendWatching, an international organization that tracks data and trends to anticipate forces that affect our preferred futures. She will join us live to share her organization's perspectives on four current trends: the implications of unbridled consumption; radical transparency in branding; the implications of the "metaverse"; and the dawn of the age of healing.

Participants will hear from three local leaders trained through Envision in Strategic Foresight: Devon Christianson, Director of Brown County's Aging and Disabilities Resource Center; Matt Schueller, CEO of Nature's Way, and Chris Elfner, Vice

President at Bellin Health. These three organizations will share how their Strategic Foresight work helped their organizations move toward their preferred future, even in the midst of a pandemic.

The event sponsor is Schneider National, with additional sponsorship support from the Green Bay Packers, Green Bay Packaging, and St. Norbert College. “Our goal for this event is to put Strategic Foresight on the community’s map,” said Envision Executive Director, Steve McCarthy. “Achieving our area’s best future will not happen by accident. Strategic Foresight will help us better plan for, rather than simply react to, the forces that will affect our journeys toward the future we want.”

About Envision Greater Green Bay

Formerly the Bay Area Community Council, Envision Greater Green Bay is a 501(c)(3) nonprofit that trains people to better guide our community’s future. Envision Greater Green Bay anticipates and leads change by teaching and applying proven strategies that identify disruptors to shape a preferred future. For more information, visit www.EnvisionGGB.org.