

# The Atlas Liberty Forum 2009

## FRIDAY, April 24th

12:00p-  
7:00p

Registration Open

1:30p-  
5:30p

**Fundraising in Difficult Climates -A Workshop for International Think Tank Leaders  
(Invitation Only)**

Speaker: Robert Russell, Robert Russell & Associates

3:00p-  
5:00p

**Coffee, Cookies, & Camaraderie:** Open to all who would enjoy the opportunity to meet Atlas's intellectual entrepreneurs

5:00p-  
6:00p

**Atlas Club Briefing (Invitation Only) – A Special Program for Atlas's \$1,000+ Donors**

Speaker: Tom Palmer, The Atlas Global Initiative for Free Trade, Peace and Prosperity, USA

*The Battle for Freedom on the Ground: An Inside Look at the Atlas Global Initiative for Free Trade, Peace & Prosperity's New Effort in 13 Languages to Achieve Liberty*

6:00p-  
7:00p

Reception

7:00p-  
9:30p

**Sir Antony Fisher Memorial Awards Dinner**

Keynote Address by Vicente Fox, Former President of Mexico

*Presentation of the 20<sup>th</sup> Annual Sir Antony Memorial Awards*

## SATURDAY, April 25th

7:30a-  
8:30a

Breakfast

8:30a-  
12:00p

Concurrent Sessions

8:30a-  
10:00a

**The Financial Crisis and the Attack on Sound Money**

*Antony Fisher's book, Must History Repeat Itself (1974), contained a list of eleven priorities for economic reform. The top two concerned eliminating government meddling in the value of money. During the low-inflation "long boom" of 1983-2000, the topic of Sound Money seemed to lose its salience, but the troubling monetary and fiscal policy responses to today's financial crisis remind us of the fundamental importance of Sound Money to the cause of freedom. This session will provide both constructive policy ideas, and thoughts on how think tanks can improve the policy debate.*

8:30a-  
10:00a

**Managing a Think Tank in Hard Times**

Moderator: Sally Pipes-Pacific Research Institute, USA

Speakers:

Michel Kelly-Gagnon, Institut Economique de Montreal, Canada

Kris Mauren-Acton Institute, USA

Robin Sitoula- Prosperity Foundation, Nepal

*Running a think tank is always a challenging endeavor, and the current financial crisis is not making our jobs any easier. This session will provide practical lessons from think tank leaders, including some who have weathered difficult storms in the past.*

10:00a-  
10:30a

Coffee Break

10:30a-  
12:00p

**Hispanic Americans and the Free Society**

Speakers:

Daniel Cordova, Universidad de Peruana de Ciencias Aplicadas, Peru

Alberto Avendano, El Tiempo Latino, USA

Robert Enlow, President & CEO of The Friedman Foundation for Educational Choice

*Description: With the recent growth of the Latino population in the US, this session will discuss how these populations are evolving. Are think tanks and foundations trying to promote an appreciation for the free society amongst Hispanic-Americans? If so, are they confronting the barriers to their entrepreneurial spirit?*

10:30a-  
12:00p

### **Fundraising: Thinking Outside the Box-What's Your Box?**

Moderator: Jo Kwong, Atlas Economic Research Foundation, USA

Speakers:

David Nott, Reason Foundation, USA

Ryan Green, Robert Russell & Associates, USA

*Fundraising is often seen as the "necessary evil" but is that accurate? Listen to two seasoned fundraisers who have turned their passion for liberty into enticing opportunities.*

12:00p-  
1:45p

### **Liberty Forum Luncheon**

Keynote address from Jorge Quiroga, Former President of Bolivia

*Presentation of the Dorian & Antony Fisher Venture Grants*

1:45-  
4:45pm

### *Concurrent Sessions*

1:45p-  
3:15p

### **The World Is Depending On Us: How to Make the Case For Free Trade and Peace in the Current Climate**

Moderator: Tom Palmer, The Atlas Global Initiative for Free Trade, Peace and Prosperity, USA

Speakers:

Julian Morris, International Policy Network, United Kingdom

Dan Griswold, Cato Institute, USA

Seyitbek Usmanov, Central Asia Free Market Institute, Kyrgyzstan

*Protectionism is rising and it presents one of the greatest threats to liberty and peace worldwide. The Atlas Global Initiative for Free Trade, Peace, and Prosperity is organizing a panel on the nature of the threat and how to combat it effectively.*

1:45p-  
3:15p

### **New Media 101: 10 Things you can do to Improve your Web Presence**

Moderator: Jason Talley, Atlas Economic Research Foundation, USA

Speakers:

Chris Moody, Cato Institute, USA

Nicole Williams, State Policy Network, USA

Rebecca Zuniga- Universidad Francisco Marroquin, Guatemala

*1. Blog, 2. Search Engine Optimization (drive traffic) 3. RSS Feeds 4. Facilitate User Interaction 5. Get Plugged into Social Networks 6. Send E-mail Newsletters 7. Highlight the Work of Others 8. Accept Money Online 9. Make it Easy for Others to Share Your Work 10. Republish every Media Mention*

3:15-  
3:30p

### **Coffee Break**

3:30p-  
4:45p

### **Bringing Drugs to Market –Strategies to Develop a Free-Market Alternative**

Moderator: Scott Riccio, Accelerate Progress, USA

Speakers:

Bart Madden, [www.learningwhatworks.com](http://www.learningwhatworks.com), USA

Alphonse Crespo, Medicine & Liberty, Switzerland

Waldemar Ingdahl, The Eudoxa Think Tank, Sweden

*What are the obstacles to drug reform and how can we create an alternative that offers greater freedom of choice to patients?*

3:30-  
4:45p

### **Social Networking Workshop**

Moderator: Jason Talley, Atlas Economic Research Foundation, USA

Speakers:

Pete Eyre, Fr33agents.com, USA

Chris Moody, Cato Institute, USA

*This session features advanced techniques to expose your brand on the most popular websites. The panel will introduce Atlas's new social network.*

3:30-  
4:45p

#### **Viral Video Workshop**

Moderator: Beverly Hallberg, DC Media Group, USA

Speakers:

Joe Weaver, State Policy Network, USA

Jim Tusty, Free to Choose Media, USA

*Learn the many cost effective ways to use online video to spread the ideas of freedom.*

#### **Closing Reception**

Book Signing- "Twice Adopted" by Michael Reagan

4:45p-  
5:45p

## **SUNDAY, April 26th**

#### **Continental Breakfast**

8:00AM

9:00am-  
1:00pm

Join Atlas for a driving tour of hot spots in Los Angeles that includes the award-winning Gospel Brunch at House of Blues.

This is a one-of-a-kind live music show and dining experience. Guests enjoy a delicious all-you-can-eat southern style buffet that features breakfast favorites plus a host of southern specialties. Every week different gospel groups from around the region perform live on stage. The music is uplifting and energetic and guaranteed to get the crowd standing on their feet!

[Click here](#) to view the House of Blues website



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