

# SOCIAL ENTREPRENEURSHIP:

## The Heart of the Matter

**"Making a profit, creating wealth, or serving the desires of customers may be part of the model, but these are means to a social end, not the end in itself. Profit is not the gauge of value creation; nor is customer satisfaction; social impact is the gauge. Social entrepreneurs look for a long term social return on investment." - J. Gregory Dees**



*Chellie Lisenby, CEO*

It has been written that the best measure of success for social entrepreneurs is not how much profit they make, but rather the extent to which they create social value - social entrepreneurs act as change agents. Increasingly, the social sector is finding that becoming more entrepreneurial and innovative can be very rewarding - in a financial sense as well as in terms of the spirit and energy that is released within an organization at all levels.

Join the Nonprofit Leadership Center for this FREE session as we explore the what, why and how of this emerging field, social entrepreneurship.

**Thursday, November 29, 2007**

**9:00 a.m. to 12:00 p.m.**

**FREE Admission; Registration Required**

**Girl Scouts of Suncoast Council**

**5002 W. Lemon Street, Tampa, FL 33609**

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**Space is limited. Register today at [www.nlctb.org](http://www.nlctb.org) or (813) 287-8779**