



ASSOCIATION OF  
PROFESSIONAL  
FUTURISTS

# APF20<sup>TH</sup> ANNIVERSARY WASHINGTON, D.C. GATHERING

JULY 13-16, 2023  
WASHINGTON, D.C., USA



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# FULL PROGRAM

## DAY 1 JULY 13, 2023 THURSDAY











- 6:00PM **INFORMAL CHECK-IN RECEPTION**  
TO  
9:00 PM MEET UP WITH FELLOW ATTENDEES, GET YOUR GATHERINGS BADGE AND  
SHARE A DRINK AT THE EATON HOTEL  
 EATON HOTEL LOBBY

## DAY 2 JULY 14, 2023 FRIDAY

- 8:30 AM **OPENING REGISTRATION**  
 EATON HOTEL, 2ND FLOOR, BEVERLY SNOW ROOM
- 9:00 AM **GATHERINGS KICKOFF**  
INTRODUCTIONS AND ORIENTATION FOR ALL GATHERING EVENTS. APF  
CHAIR SHERMON CRUZ PROVIDES BRIEF OPENING REMARKS.  
 SHERMON CRUZ
- 9:30 AM **GOVERNANCE AND FORESIGHT PANELS**  
ROBIN CHAMP MODERATES A PANEL DISCUSSION WITH MARIA BOTHWELL,  
JAMES-CHRISTIAN BLOCKWOOD, JAMES STOCKMAL, AND KARA CUNZEMAN.  
 ROBIN CHAMP  
MODERATOR  JAMES-CHRISTIAN BLOCKWOOD  
 MARIA BOTHWELL  JAMES STOCKMAL  KARA CUNZEMAN
- 10:45 AM **BREAK**
- 11:00 AM **FUTURES OF GOVERNANCE OPEN SPACE**  
PARTICIPANTS SELF-ORGANIZE USING OPEN SPACE TECHNOLOGY TO  
BREAK INTO SMALL GROUPS AND EXPLORE INSIGHTS FROM THE  
GOVERNANCE & FORESIGHT PANEL.
- 12:15 PM **LUNCH**
- 1:15 PM **AGI FUTURES, GOVERNANCE, & THE FORESIGHT  
PROFESSION PANEL**  
JERRY GLENN, CLEM BEZOLD, AND NANCY DONOVAN DISCUSS FUTURES  
OF ARTIFICIAL GENERAL INTELLIGENCE, AND IMPLICATIONS FOR  
GOVERNANCE AND FORESIGHT.  
 JEROME GLENN  CLEM BEZOLD  NANCY DONOVAN
- 2:30 PM **AGI FUTURES OPEN SPACE**  
PARTICIPANTS SELF-ORGANIZE USING OPEN SPACE TECHNOLOGY TO  
BREAK INTO SMALL GROUPS AND EXPLORE INSIGHTS FROM THE AGI PANEL.
- 3:30 PM **CONCLUSION**  
SHORT SUMMARY DISCUSSION OF MAJOR INSIGHTS FROM THE DAY AND  
LOGISTICS FOR DAY 2.
- 3:45 PM **ADJOURNMENT**

# FULL PROGRAM

DAY 3 JULY 15, 2023 SATURDAY

- 8:00 AM **TRAVEL TO AMERICAN UNIVERSITY CENTER FOR INNOVATION**  
ATTENDEES STAYING AT EATON DC HOTEL MEET UP IN THE EATON HOTEL LOBBY TO TAKE THE RED LINE NORTH TOWARD SHADY GROVE TO THE TANEYTOWN STATION AND THE AU SHUTTLE TO MAIN CAMPUS.  
 DON MYERS TECHNOLOGY AND INNOVATION BUILDING
- 9:00 AM **NIC GLOBAL TRENDS**  
JOE CYRULIK OF THE NATIONAL INTELLIGENCE COUNCIL WILL SHARE KEY INSIGHTS FROM THE MOST RECENT GLOBAL TRENDS 2040 REPORT.  
 JOE CYRULIK
- 9:30 AM **EMERGING TECHNOLOGY AND POLICY PANEL**  
 **SPONSORED BY THE STRATEGIC FORESIGHT INVESTMENTS LLC (STRATFI)**  
AVITAL PERCHER MODERATES A PANEL DISCUSSION WITH DR. ERRAN CARMEL, CATHY HACKL, AND SAM SCHAFFTER ON THE FUTURES OF DECENTRALIZED IDENTITIES, THE METAVERSE, AND SYNTHETIC BIOLOGY AND THEIR POLICY IMPLICATIONS.  
 AVITAL PERCHER  
MODERATOR  
 ERRAN CARMEL  
 CATHY HACKL  
 SAM SCHAFFTER
- 11:00 AM **TECH POLICY OPEN SPACE**  
PARTICIPANTS SELF-ORGANIZE USING OPEN SPACE TECHNOLOGY TO BREAK INTO SMALL GROUPS AND EXPLORE INSIGHTS FROM THE TECH POLICY PANEL.
- 11:45 AM **MORNING SESSION CONCLUSION**  
SHORT RECAP OF THE MORNING'S SESSION AND PREVIEW OF SIESTA ACTIVITIES AND EVENING SESSION.
- 12:00 PM **TRAVEL BACK TO HOTEL**  
HOTEL ATTENDEES TAKE THE AU SHUTTLE BACK TO TENLEYTOWN STATION AND TAKE THE RED LINE SOUTH TOWARD TO FARRAGUT NORTH STATION.
- 1:00 PM **SIESTA**  
ENJOY EXPLORING WASHINGTON DC OR SIMPLY TAKE SOME TIME TO REST AND RECHARGE FOR AN EXCITING EVENING SESSION.
- 6:30 PM **DESSERT & COCKTAILS**  
GATHER OUTSIDE THE EATON HOTEL CINEMA ROOM FOR AN OPEN BAR OF BEER AND WINE, TARTS AND MACARONS.  
 EATON HOTEL CINEMA ROOM
- 7:00 PM **LITTLE BIGS**  
BIG IDEAS IN 5-MINUTE BITES. HEAR YOUR FELLOW ATTENDEES PONTIFICATE WITH BREVITY!
- 8:30 PM **FUTURES IMPROV**  
KELLY KORNET WEBER AND PETER BISHOP LEAD A NEW WAY TO EXPLORE THE FUTURE THROUGH IMPROVISATIONAL THEATER.  
 PETER BISHOP  
 KELLY KORNET WEBER
- 10:00 PM **ADJOURNMENT**

# FULL PROGRAM

DAY 4 **JULY 16, 2023** SUNDAY

8:00 AM **CONTINENTAL BREAKFAST**

 EATON HOTEL

8:30 AM **APF @ 20: A RETROSPECTIVE**

PETER BISHOP AND CINDY FREWEN LEAD A LOOK-BACK ON THE FIRST 20 YEARS OF THE APF.



PETER BISHOP



CINDY FREWEN

9:30 AM **BREAK**

9:45 AM **THE FUTURE OF APPLIED FORESIGHT & THE APF**

PETER BISHOP LEADS AN OPEN SPACE SESSION WHERE ATTENDEES TAKE ALL THEY HAVE EXPERIENCED OVER THE GATHERING TO LOOK AHEAD AT THE FUTURE OF THE PROFESSION AND THE APF ITSELF.



PETER BISHOP

11:15 AM **THE FISHBOWL**

ATTENDEES PARTICIPATE IN ONE CONTINUOUS CONVERSATION, DISCUSSING THE MAIN THEMES AND TAKE-AWAYS IN A SHARED DIALOGUE FORMAT INVENTED FOR APF GATHERINGS.

12:00 PM **ADJOURNMENT**

## SPEAKERS



### CLEM BEZOLD

Clem Bezold, Ph.D., co-founded the Institute for Alternative Futures (IAF) with Alvin Toffler and James Dator to encourage "anticipatory democracy" and foresight. During his four decades of leadership at IAF, he worked for international organizations and national governments, the largest corporations and non-profit organizations, and communities on six continents. In the process, IAF developed the unique "Aspirational Futures" approach to foresight that explores trends and likely futures, challenging futures, and visionary or surprisingly successful futures. He has published eleven books and hundreds of articles and reports on the future of government, health and health care, courts and justice, and technology. He is a Fellow of the World Futures Studies Federation and received the World Futures Society's Lifetime Achievement Award. With Nancy Donovan, he is co-founder of the Public Sector Foresight Network.



### PETER BISHOP

Dr. Bishop is the Founder and Executive Director of Teach the Future, an organization whose mission is to encourage and support educators who want to include futures thinking in their classes and schools at all levels around the world. In 2013, Dr. Bishop retired as a Professor Emeritus of Strategic Foresight and Director of the graduate program in Foresight at the University of Houston.



### JAMES-CHRISTIAN BLOCKWOOD

James-Christian Blockwood is Vice President of the Partnership for Public Service. In this capacity, he assists with the overall strategy and management of the organization, and directly oversees its programs dedicated to improving the effectiveness and efficiency of the federal government. He is a former career member of the Senior Executive Service and has helped transform and build new capabilities in federal Agencies across the U.S. Government.

Previously, he served as a Managing Director at the U.S. Government Accountability Office, a Director in the Office of Policy and Planning at the U.S. Department of Veterans Affairs, a Deputy Director in the Office of International Affairs at the U.S. Department of Homeland Security, and an Intelligence Officer at the U.S. Department of Defense.

He founded the Federal Foresight Community of Interest, established the Government Accountability Office's Center for Strategic Foresight, and teaches Strategic Foresight for International Relations as an adjunct professor at the Maxwell School of Citizenship and Public Affairs.

He is a Fellow of the National Academy of Public Administration, Term Member at the Council on Foreign Relations, and inaugural Presidential Leadership Scholar. Furthermore, he earned an M.B.A from Johns Hopkins University, M.A. in Government from Johns Hopkins University, a M.S. of Strategic Intelligence from the National Defense Intelligence College, and a B.A. in International Relations from Tufts University.

# SPEAKERS



## MARIA BOTHWELL

Maria is the CEO of Toffler Associates, a future-focused strategy advisory firm. Toffler Associates' approach is rooted in the ideas and methodologies of world-renowned futurists Alvin and Heidi Toffler, whose work foreshadowed the sweeping effects of rapid technology development on people, businesses, and government. She loves seeking to understand drivers of future change and exploring how leaders can plan for uncertainty from climate change, supply chain disruptions, shifting societal behavior, geopolitical power shifts, and technology innovation. Leaders perform with grace and agility as they reduce organizational anxiety. This involves actively exploring blind spots, risks, and opportunities. As CEO of Toffler Associates, she is focused on client service excellence and client transformation. Her consulting expertise is strategy development and alignment, business problem analysis and improvement planning, turn-around assessment, and executive coaching. She has worked in an array of industries including Defense, Civilian Government, Telecommunications, Travel and Hospitality, Higher Education, Media and Entertainment, Utilities, Financial Services, Manufacturing, and Non-profit.



## ERRAN CARMEL

Erran Carmel is a tenured full Professor at the Information Technology department, Kogod School of Business at American University. From 2014-2016 Carmel was interim Dean of the Kogod School of Business. He leads the business school's "Business in the Capital" initiative.

In the 1990s he co-founded and led AU's program in Management of Global Information Technology. He has been a Visiting Professor at Haifa University (Israel), University College Dublin (Ireland), Universidad Adolfo Ibáñez (Chile), Beijing Normal University (China), and Ca' Foscari University of Venice (Italy).



## ROBIN CHAMP

Robin Champ is the Chief of the Enterprise Strategy Division at the United States Secret Service (USSS). Prior to joining USSS, Ms. Champ was the Chief of the Global Futures Office at the Defense Threat Reduction Agency (DTRA). Ms. Champ also led the Project on Advanced Systems and Concepts for Countering Weapons of Mass Destruction (CWMD), addressing key national security and CWMD issues through strategic studies and dialogues. In this capacity, she partnered with the National Defense University (NDU) Center for the Study of Weapons of Mass Destruction (CSWMD) and the United States Air Force Institute for National Security Studies (INSS) at the U.S. Air Force Academy. Prior to joining DTRA, Ms. Champ worked at the Defense Logistics Agency (DLA), Office of Strategic Planning and Enterprise Transformation, where she was the DLA Lead for the 2010 Quadrennial Defense Review. While at DLA, she wrote their Transformation Roadmap and was the Program Manager for DLA's Balanced Scorecard. In addition to her official positions, Ms. Champ co-leads the Federal Foresight Community of Interest (FFCol.org). She also was recently appointed to the Global Foresight Advisory Council, which serves as the accrediting body for The Futures School Professional Foresight Certification. And she was recently proclaimed a U.S. Army Mad Scientist for her work in strategic foresight. She is also an instructor on foresight and strategy at George Washington University's "Mastering Strategy for the Public Sector" course.

## SPEAKERS



### SHERMON CRUZ

Shermon Cruz is a distinguished leader in the field of foresight and futures studies, serving as the Chair of the Association of Professional Futurists (APF) and the UNESCO Chair on Anticipatory Governance and Regenerative Cities at Northwestern University, and Chair of The Millennium Project Philippines Node. He is also the Founder, Executive Director, and Chief Futurist of the Center for Engaged Foresight (CEF), a foresight consulting firm specializing in strategic foresight and futures innovation on a global scale.

With a passion for futures education and leadership development, Shermon is an Adjunct Faculty and the Director of the Futures Thinking Program at the Asian Institute of Management (AIM).

Shermon is a co-founder and active member of the organizing team of the Asia-Pacific Futures Network, further fostering collaboration and knowledge exchange in the region, and co-founder of Make Our Future, a global cooperative foresight and design consulting company based in the US.



### KARA CUNZEMAN

Kara Cunzeman is the Director and Lead Futurist for Strategic Foresight within the Center for Space Policy and Strategy at The Aerospace Corporation. In her role, Cunzeman leads an “A” team of incredible thinkers who are focused on cultivating a formalized approach to futures thinking through the discipline of strategic foresight, helping the enterprise adequately prepare its organizations and capabilities to proactively shape the future through innovative approaches across strategy, acquisition, science, technology portfolio management, policy, and operations.

Prior to working at Aerospace, Cunzeman held roles in space systems engineering, vehicle operations, and space sensor development at Raytheon and General Atomics. Before that, she was at Packer Engineering, where her contributions were key to winning Phase II funding via a NASA Small Business in Innovation Research (SBIR) award for extracting oxygen from lunar soil.



### JOE CYRULIK

Mr. Joseph C. Cyrulik is the Deputy Director of the Strategic Futures Group within ODNI's National Intelligence Council. SFG provides the Intelligence Community with a strategic and long-range forecasting capability, which includes the production of the quadrennial Global Trends report and serves as the National Intelligence Officer team for global, transnational issues such as environmental & climate security, global health, and governance & democratization.

Mr. Cyrulik is serving his fourth tour with the ODNI. He joined the CIA in 1999 and has spent most of his career as an analytic manager, military analyst, and analytic methodologist with a focus on long-range analysis and strategic forecasting. Prior to joining the NIC, Mr. Cyrulik's most recent assignments include being Chief of the Strategic Perspectives Branch in the CIA's Office of Global Issues, serving as the Presidential Daily Briefer for the Secretary of Defense and the Chairman of the Joint Chiefs of Staff, and as Chief of Analytic Methods for the National Counterterrorism Center. Other notable assignments include being a critical thinking instructor at the Sherman Kent School for Intelligence Analysis, and editor & content manager for the World Intelligence Review.

# SPEAKERS



## NANCY DONOVAN

Ms. Nancy Donovan is a co-founder with Dr. Clem Bezold of the international Public Sector Foresight Network which connects government foresight practitioners through meetings on examples of foresight efforts and associated lessons. Ms. Donovan is a former Director of Domestic Relations for Strategic Planning and External Liaison at the U.S. Government Accountability Office (GAO), a U.S. Congressional agency. During her GAO career, she also ran numerous projects resulting in reports and testimonies for the U.S. Congress and specialized in foresight issues with attention to methods in the context of an accountability organization. Ms. Donovan has addressed U.S. and international audiences on government foresight as well as writing about the role of evidence for public management.



## CINDY FREWEN

Cindy Frewen, FAIA, urban futurist and architect, teaches the Design Futures Workshop and Social Change at the University of Houston graduate program in Strategic Foresight. In addition, she consults, speaks, and writes on the future of cities and design futures, specializing in the intersection of people, technology, and complexity. Clients include UNESCO, US AID, Hallmark Cards, IBM, and Innovaro. Plus she is Chairperson of the Board of the Association of Professional Futurists with 350 members in 27 countries, writes a column for The Kansas City Star newspaper, and serves on the boards of the Kansas City Design Center and the University of Kansas School of Architecture and Urban Design.



## JEROME GLENN

Jerome Glenn is conducting an international assessment of potential models for global governance of Artificial General Intelligence (AGI), is a member of the IEEE SA organizational AI Governance working group, wrote the European Union's AGI paper for Horizon 2025-2027 planning, and is CEO of The Millennium Project.



## CATHY HACKL

Cathy Hackl is a globally recognized business executive and tech futurist that has worked with companies like Amazon Web Services, Magic Leap, and HTC VIVE. She leads Journey's Virtual Studio helping companies and governments with gaming, AR, AI, spatial computing, virtual world strategies, and strategic foresight. She has advised brands like Louis Vuitton, Nike, Walmart, Clinique, and more, and was named one of Ad Age's 2023 Leading Women.

Hackl was recognized in the inaugural Vogue Business 100 Innovators list, a group hand-picked by Vogue Business' team of editors of changemakers that are challenging what it means to be successful in the worlds of fashion and beauty. She's also Vogue Singapore's Metaverse Editor and the host of an award-winning Adweek podcast. In 2023, Hackl launched her own luxury tech label, VerseLuxe, which is part label part lab and is disrupting fashion and luxury starting with a connected jewelry collection called Frillz which has received extensive coverage.

She has bylines in Forbes and Wired en Espanol and has written four books, including The Augmented Workforce: How AR, AI, and 5G Will Impact Every Dollar You Make, as well as Into The Metaverse: The Essential Guide to the Business Opportunities of the Web3 Era. Her latest book was launched in Davos this year when she spoke at the World Economic Forum's Annual Meeting as part of the official program.



# SPEAKERS



## **KELLY KORNET WEBER**

Kelly is a consultant that draws from her experience in Strategic Foresight and Design Thinking to help clients drive breakthrough innovation. She is passionate about exploring emerging social change and shifting consumer needs.



## **AVITAL PERCHER**

Avital Percher is the Assistant to the Chief Data Officer for Analytics and Strategy at the National Science Foundation (NSF). He was an AAAS Science and Technology Policy Fellow from 2018-2020 and co-founded the National Science Policy Network, a national nonprofit that supports the engagement of early career scientists in policy making. Avital received his Ph.D. in molecular biology from Rockefeller University.



## **SAM SCHAFFTER**

Sam Schaffter is leading research in RNA computation and metrology for engineering biology in the Cellular Engineering Group at the National Institute of Standards and Technology (NIST). His recent work focuses on engineering RNA-based molecular circuits that could make it possible to program living cells with similar predictability and precision as we program digital computers. Such engineered cells could be deployed to diagnose and treat complex diseases or monitor and optimize biomanufacturing processes in real time. Prior to joining NIST, Sam completed his Ph.D. in chemical engineering at Johns Hopkins University. His thesis work focused on developing nucleic acid-based technologies that could serve as programmable 'synthetic genomes' for controlling material behavior. For this work, Sam received the 2020 Robert Dirks Prize in Molecular Programming. Before graduate school, Sam completed degrees in biological engineering and biochemistry at Purdue University.



## **JAMES STOCKMAL**

James Stockmal is the owner of SK Partners, a small independent management consultancy based in Washington, DC. Jim has more than 30 years of experience in helping organizations across a wide spectrum of industries including banking, manufacturing, pharmaceuticals, and consultancies develop and execute strategic transformation through the integration of people-focused, process-oriented, and technology-enabled initiatives. Mr. Stockmal writes monthly articles on organizational development, leadership, strategy, organizational transformation, and cyber security for The Strategic Edge, a publication of the International Association for Strategic Planners (IASP.) Jim is co-lead author of IASP's Body of Knowledge 3.0 and was elected to IASP's Hall of Fame in 2021. Jim teaches the Strategic Management Performance System (SMPS) in conjunction with LBL Strategies and George Washington University's Center for Excellence in Public Leadership (CEPL.) Jim also teaches the Mastering Agile Organizational Design program for CEPL. Over the years, Jim has trained nearly 5000 adult learners in the areas of strategy, process improvement, change management, and organizational development.

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