

DELEGATE BRIEF

# *You Are Invited to a Private Executive Roundtable*

*Canyon Ranch, Lenox, MA  
July 20th - 22nd, 2022*



reSTART

DRAM

# *re*START

We are optimistic about the promise of digital technology to bring wonderful things. After the pandemic, the world is poised to reset our relationships with workplace, environment, government, currency, truth, justice, and medicine.

How can digital technologies assist those processes? We plan to spend 2½ days refreshing our minds and bodies with activities and discussions to relaunch our best selves, our businesses, and maybe even to positively impact the larger world.



# DRAM

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# *This year's subjects*

Our 2022 meeting will include six conversations. Details will be set after arrival, but we are generally exploring:

1. Digital Assets (Crypto/NFTs/VirtualAssets)
2. Online Trust (Science/Journalism/FreeSpeech)
3. Workplace Wellness (WFH/Ergonomics/Boundaries)
4. Future of Audiences (eSports, VR, Streaming)
5. Physicality (Wearables/IoT/Fashion/Decor/Romance)
6. Restoring Equity (Finance/SDGs/Energy/Environment)

# *NFT Workshop*

This digital provenance technology allows new types of transactions. We know it's about more than trading counterfeit monkey GIFs. Where's the value, under the smoke and mirrors? We plan a full workshop where each delegate will personally transact an NFT and we will brainstorm our own conclusions.

# *Culinary Workshop*

How can we eat for healthy bodies and low impact on the environment, without sacrificing joy? The brilliant chefs of CanyonRanch will show us how to reduce calories and carbon footprint, while still enjoying spectacular taste and satisfaction.

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# Canyon Ranch Enrichments

Explore services

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# *Delegates & Presentations*

# *Delegates*

Founders, CEOs, Inventors, and Creative Directors, our participants are all principal creators of products or media which impact the lives of many. There is no application; invitations are by referral only.

# *Presentations*

All delegates are equal, and we have group discussions, casually led by whichever delegates have the most relevant experience. In some cases we may invite a delegate to share a few slides.

# *Notable Past Delegates*

## **Bob Frankston**

Co-Founder of VisiCalc,  
the world's first spreadsheet

## **Peter Sprague**

Former Chairman Aston Martin,  
National Semiconductor, Wave  
Systems, Advent Corporation

## **Howard Morgan**

Chairman of B Capital Group,  
Co-Founder  
First Round Capital

## **Ram Sareen**

CEO of TukaTech  
Fashion Technology

## **Charlton Shackleton**

Antarctic Explorer, CEO of  
Shackleton Research Institute

## **Adi Sideman**

CEO of Open Props NFTs,  
Former CEO Oddcast

## **Amy Sacco**

Former CEO of legendary  
NYC nightclub Bungalow 8

## **George Dyson**

CEO of Dyson, Baidarka & Co.,  
Author, "Darwin Among the  
Machines"

## **CJ Yeh**

CEO of Cynda Media,  
Tenured Full Professor  
at SUNY FIT

## **Asad J Malik**

CEO of JaduHologram  
Augmented Reality

## **Julian Alexander**

CEO of Slang Inc.,  
Grammy Award Winner

## **Ken Tanabe**

Creative Director,  
Founder of Loving Day

## **Lance James**

CEO of Unit 221B  
Cybersecurity

## **Clare Tattersall**

CEO of ThunderLily NYC,  
Robotic Couture

## **Jason Moore**

CEO of MetaMovie,  
Director of Alien Rescue VR

## **Jeff Williams**

Global Head of Security,  
Avast, expert in  
Cybersecurity

## **Marjan Moghaddam**

VR/AR/XR/Crypto Artist,  
Tenured Full Professor at LIU

## **Meena Ysanne**

Musician, Composer,  
former violinist The  
Smashing Pumpkins

## **Steven Millman**

SVP Research, Dynata,  
famous COVID Forecaster



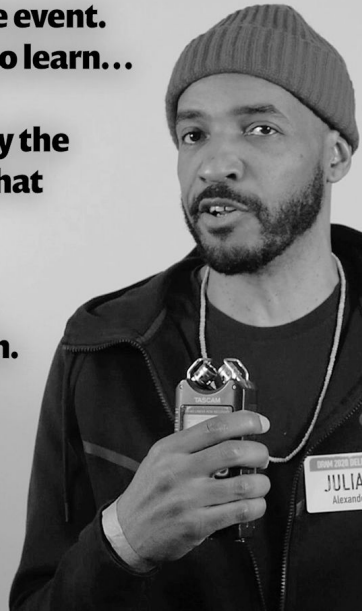
# Comments from Past Delegates

**I feel good about the event.  
It's an opportunity to learn...**

**I've been engaged by the  
conversation and what  
I'm learning.**

**So, I'm happy to be  
here and take it all in.**

— **Julian Alexander**  
CEO, Slang Inc.



**It really is a great experiment to go  
and see what's out there, what's new,  
and the human touches that go behind  
all of the technology. ...**

**I learn more than I  
ever think I could learn.  
Then I start thinking.**

— **Amy Sacco**  
Creator, Bungalow8



**DRAM is a semiconductor term  
for Dynamic Random  
Access Memory.**

**And when you think  
about a small group  
of people getting  
together, what you  
have is a dynamic  
random access  
collective memory.**

— **Peter Sprague**  
Former CEO  
National Semiconductor



**I've been looking for an event like this  
where it is closer knit, where  
there's the opportunity to  
speak potentially to  
everyone at the event ...**

**Those humorous,  
awkward, delightful  
moments are where  
insight happens.**

— **Caitlin Burns**  
Strategic Director  
Future Colossal



# Comments from Past Delegates

**“It’s been very meaningful being here — thank you for Year Two!”**

— Clare Tattersall  
CEO, ThunderLily



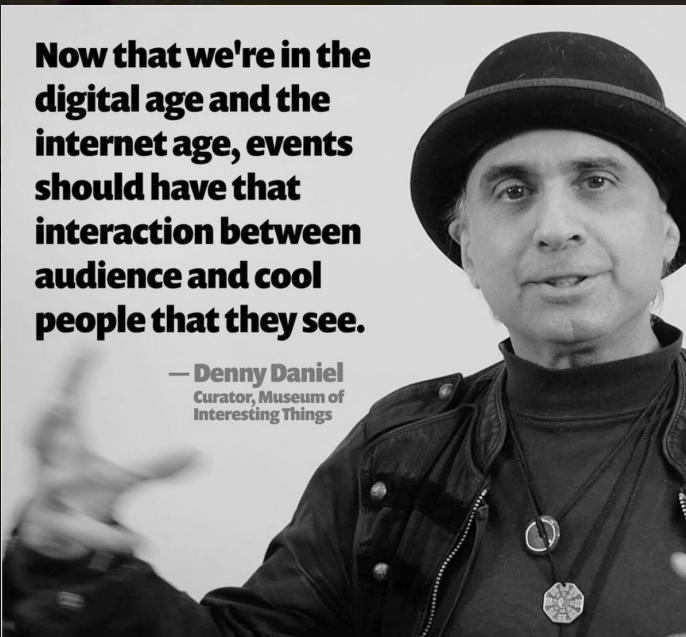
**“I got some really valuable feedback from the breakout room, it was great!”**

— Jason Moore  
Director, MetaMovie



**Now that we're in the digital age and the internet age, events should have that interaction between audience and cool people that they see.**

— Denny Daniel  
Curator, Museum of Interesting Things



**“It feels right on the edge of new things that are going to happen.”**

— Mark Sylvester  
Producer, TEDxSantaBarbara



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# *Venue & Pricing*



# *All-Inclusive DRAM Program*

Resort	\$770/night* ( <del>\$1436</del> /night)
Conference	\$1000 (pay as you wish)

- Three days / two nights at CanyonRanch, MA
- All food, beverage, activities, and tax included
- \*47% discount from CanyonRanch standard rate
- \$350 credit toward CanyonRanch spa services
- Complimentary CanyonRanch wellness enrichments
- Complimentary transfer from Albany Airport or Amtrak

## CUSTOM STAYS

Longer stays or companion guests are available at discounted rates.

## CANCELLATIONS

100% refund of DRAM2022 at any time (\$1000).

100% refund of CanyonRanch until June 14 (\$1540).

After June 14, CanyonRanch deposit may be exchanged for a credit.

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# *A 3-day retreat. Reset your brain, body, & business.*

For bookings, contact:

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