



**CONTACT**

**Ms. Traci Fenton**

**Office: + 1 512 686 0489**

**Cell: + 1 202 251 8099**

**Email: [traci@worldblu.com](mailto:traci@worldblu.com)**

**(also available for interviews)**

**\*\*For Immediate Release\*\***

**30 Business Leaders Convene at WorldBlu LIVE to Explore  
Democracy, Design and the Future of Work**

**Austin, TX** (October 13, 2008) – Thirty CEOs, best-selling authors, and business thought-leaders will convene in New York City at the WorldBlu LIVE conference held on October 16-17<sup>th</sup> at Parsons The New School for Design. The event marks the first time top leaders of democratically-designed companies worldwide have gathered to share their stories, best practices, and visions of the future of business.

Speakers include Bill Shannon, The Chief Wisdom Officer at DaVita, a democratically-designed Fortune 500 company, Philip Rosedale, Founder and Chair of Linden Lab (makers of Second Life), Tim Westergren, Founder and Chief Strategy Officer at Pandora, Scott Pobiner, Director of the Design and Management program at Parsons The New School for Design, Brian Scudamore, Founder and CEO of 1-800-GOT-JUNK?, Rodney North, Vice-Chair of Equal Exchange, Bill Taylor, Founding Editor of *Fast Company* magazine and co-author of *Mavericks at Work*, Tim Sanders, author of *Saving the World at Work* and more.

WorldBlu LIVE, produced by WorldBlu, Inc., is the only conference in the world that brings together top leaders of organizations on the WorldBlu List of Most Democratic Workplaces™ and other thought-leaders to share their unique experiences, lessons learned, and leadership strategies for building world-class democratic – rather than traditional command-and-control – workplaces.

WorldBlu List awardees have been featured in *The Wall Street Journal*, *US News & World Report*, *BusinessWeek*, the *Christian Science Monitor*, the BBC and other media globally.

Traci Fenton, Founder and CEO of WorldBlu, Inc., states, “in light of the current global economic crisis, there is no more relevant conversation than the one we will engage in at WorldBlu LIVE. We believe design’s impact on our world, and specifically the application of democratic design principles to business, can help produce highly innovative and sustainable businesses, while solving some of humanity’s most vexing economic and social problems.”

Founded in 2003, WorldBlu, Inc. is an Austin-based global platform that inspires and supports the design and development of democratic organizations. WorldBlu publishes annually the WorldBlu List of Most Democratic Workplaces™. For more information, visit the WorldBlu website at [www.worldblu.com](http://www.worldblu.com).

-END-