



JUDY WICKS

Owner and Founder of the White Dog Cafe

Philadelphia, PA

www.whitedog.com

Keynote Speaker

Northeast Organic Farming Association of Vermont

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Business Not as Usual: Reconnecting Local Producers, Businesses, and Consumers

Judy Wicks is owner and founder of Philadelphia's 24-year-old White Dog Cafe and is a national leader in the local, living economies movement. She is co-founder and co-chair of the national Business Alliance for Local Living Economies (BALLE) and founder of the Sustainable Business Network of Greater Philadelphia (SBN). She is also president of the White Dog Community Enterprises (formerly White Dog Cafe Foundation), a non-profit 501(c)(3) dedicated to building a local living economy in the Philadelphia region.

Judy has won numerous awards, including the prestigious Business Enterprise Trust award, founded by Norman Lear, for creative leadership in combining sound business management with social vision. More recently, she received *Business Ethics Magazine's* first "Living Economy Award," and the James Beard Foundation's Humanitarian of the Year, 2005. Other accolades include *American Benefactor's* "America's 25 Most Generous Companies," *Oprah Magazine's* "5 Amazingly Gifted and Giving Food Professionals," and *Inc. Magazine's* 25 favorite entrepreneurs in the country. Judy co-authored *The White Dog Cafe Cookbook: Multicultural Recipes and Tales of Adventure from Philadelphia's Revolutionary Restaurant*, and is currently working on a book about her business and the local living economy movement to be published by Chelsea Green.

With a four-part mission of serving customers, community, employees, and the natural environment, the White Dog Cafe has created numerous educational and community-building programs which focus on topics such as economic & social justice, environmental protection, peace & non-violence, drug policy reform and community arts. Through "Table for Six Billion, Please!" the international sister restaurant project Judy began in 1984, she has organized trips to Nicaragua, Cuba, Mexico, the Netherlands, Lithuania, Vietnam, and Israel / Palestine in order to understand the effects of US policy. A local sister restaurant program promotes minority-owned restaurants in Philadelphia and Camden. In 1992, Judy began the White Dog mentoring program, which introduces inner-city high school students to the restaurant business. Her adjacent gift store, the Black Cat, founded in 1989, features local and fair trade crafts. White Dog Enterprises, which includes White Dog Cafe and Black Cat, employs over 100 people and grosses approximately \$5 million annually, demonstrating the concept of "doing well by doing good."

The Cafe sources all produce in season from local organic family farms. All meat and poultry is humanely raised, and fish and seafood are sourced from sustainable fisheries. The Cafe has helped lead campaigns to ban the sale of endangered fish and the use of GMO products. One hundred percent of electricity is generated by wind power, the first business in Pennsylvania to do so. Entry-level employees make a minimum "living wage" of \$9/hour. Twenty percent of profits are contributed to White Dog Community Enterprises and other non-profits. Community Enterprise projects include Fair Food, which connects local family farms with urban markets, and the PIG Alliance, which supports pastured pig farming as an alternative to confinement pork production.

Judy has appeared on *Nightline*, *MacNeil/Lehrer Newshour*, *CNN*, and numerous local TV and radio shows. She and the Cafe have been featured in *Oprah Magazine*, *New York Times*, *Wall Street Journal*, *Newsweek*, *U.S. News & World Report*, *Fortune Small Business*, *Washington Post*, *Whole Earth Magazine*, *Utne Reader*, *Yes Magazine*, *Fast Company*, *Healthy Living Magazine*, *Business Ethics Magazine*, *Ms. Magazine*, *Chronicle of Philanthropy*, *Chronicle of Higher Education*, *Resurgence Magazine*, *Hope Magazine*, *Sojourner Magazine*, *In Business*, *Orion Magazine*, *The Other Side*, *Philadelphia Inquirer*, *Philadelphia Magazine* and the *Philadelphia Business Journal*. Judy's business career is featured in several books including *Making a Life, Making a Living: Reclaiming Your Purpose and Passion in Business and Life* by Mark Albion, *Good News for a Chance: How Everyday People Are Helping the Planet* by David Suzuki and Holly Dressel, and *Aiming Higher: 25 Stories of How Companies Prosper by Combining Sound Management and Social Vision* by David Bollier.

Judy was co-founder of the Free People's Store, now called Urban Outfitters, in 1970, and general manager and co-proprietor of Restaurant LaTerrasse from 1974 to 1984.

She was also co-founder and President of Synapse, Inc. a non-profit publishing company, and editor and art director of its publications, the Whole City Catalog in 1972 and 1974, and the Philadelphia Resource Guide in 1982.