

## Building Regional Resilience with Values Memes and MeshWORKS™

Thursday, September 19, 7:00-8:30 PM (registration, networking, coffee/tea and desert **6:30 PM**)

Parlor Room, Westbury United Methodist Church, 5200 Willowbend Blvd @ West Belfort, Houston, TX

MeshWORKS™ are the future. Although the world has traditionally been subdivided into various categorizations (economic class, specialty, social purpose, etc.), the way of the future is the MeshWORKS™. There, currently separate entities are allied for overarching common goals. Examples of this are the Transition organization of Houston and the Infraguard program of the FBI.

If you have an interest in seeing these and similar MeshWORKS™ continue to thrive, we invite you to engage with author and economist Said Dawlabani and Dr. Don Beck, architect of the nation building process chronicled in the movie **Invictus** to get a 21st Century perspective on building resilience. As Southwest Airlines Former CEO Howard Putnam says of **MEMEnomics** and MeshWORKS™ - "If you want to be on the leading edge of transformation, here is your opportunity."

Transition Houston serves to harness the collective wisdom of the existing resources in Houston's diverse community to inspire, network and train localized communities on climate change and peak oil. Transition's collaborations seek to equip communities with creative adaptations in areas such as food, energy, health, education, spirit and economy to generate a road map towards sustainable living.

The FBI's Infraguard program is a similar "MeshWORKS™". It has the goal of improving information sharing on critical infrastructure between private industry and the government, particularly the FBI and NICC. Through the creation of a collaborative "mesh" between law enforcement, industry and individuals, the Houston Chapter provides our Critical Infrastructure community a means to increase interaction, information sharing and collaborative responses on threats, vulnerabilities, and interdependencies to prevent, protect, and defend against damage to physical and virtual infrastructure in SE TX.

However, MeshWORKS™ cannot simply be assembled or forced together - the separate components must first be understood in terms of the value systems (or vMemes) which drive them. Richard Dawkins speaks of *memes* as units of cultural DNA identifiable in large-scale categories like fashion, music, sports, religion. These worldviews aggregate into unique Values Systems which distinguish one culture from another. UTube's viral pet videos, for example, are not ubiquitous across cultures worldwide. In short, aggregate memes are the lens through which an entity must be understood for the creation of a successful MeshWORKS™. They use knowledge of the diverse historically generated Value Systems of the MeshWORKS™ members to create a successful, optimized and long lived collaborative.

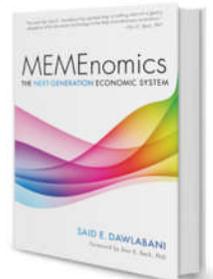
Using our area's value systems, we can design far more effective measures for building in regional resilience. Prevention of hostile acts, disaster planning, and recovery efforts can all be tailored to the local life conditions and MeshWORKS™ capacities of Transition and Infragard. By connecting power and authority to the native knowledge of the broad community, effective measures for future resilience and infrastructure security can be designed into the fabric of our community. By anticipating what's next, the region can continue to be prepared for change and hazards well into the future.

After a brief introduction to the Graves/Beck/Dawlabani Model from **MEMEnomics** by Said Dawlabani and the Beck/Wilber All Quadrants All Levels (AQAL) organizational change model, we will open the floor for rich dialog among audience members around the role of MeshWORKS™ in a future which is suggesting the need for collaboration and distributed intelligence to address regional concerns.

Handouts describing the model will be provided, along with published articles about the use of the value-systems approach with organizations.

Registration: <http://memenomics919.eventbrite.com/>

You also have an opportunity to register at a discount for a one-day MEMEnomics seminar offered by Dawlabani in Houston on 9/24. <http://houstonmemenomics.eventbrite.com>



### Discussion co-leaders: Said E. Dawlabani and Elza S. Maalouf.

**Said E. Dawlabani**, Founder of The Memenomics Group. Author of *MEMEnomics; The Next Generation Economic System*. Said is the leading expert in the value-systems approach to economics. He is the founder of The Memenomics Group, an advisory organization that reframes economic issues through the prism of value systems and offers sustainable solutions based on this emerging science. For the past decade he has worked closely with renowned global geopolitical advisor Dr. Don E. Beck, one of the architects behind South Africa's transition from apartheid. For more, please visit [www.memenomics.com](http://www.memenomics.com)

**Elza S. Maalouf**, Founder and CEO Integral Insights Consulting Group. is a Lebanese-American futurist and cultural development specialist focusing on business, cultural and political development of the Arab world. She lectures widely on value systems in the West. She is a graduate of Lebanese University Law School and the author of the upcoming book: *Emergel! How to Shape the Political Future of the Middle East*. As one of foremost experts in Memetics of the Middle East, Maalouf was named by EnlightenNext Magazine as one of today's brightest minds. In 2011 she was elected member of the Evolutionary Leaders, an organization made up of leading Global minds in the fields of science, spirituality, and consciousness studies



**Don E. Beck**, Ph.D. is the Founder of the Global Center for Human Emergence and the National Values Center-Texas. His model, Spiral Dynamics integral: The Search for Human Cohesion in a World of Fragmentation provides the essential process of integrating, aligning, and synergizing resources, to meet the needs of people at different stages of development, especially at local levels. Dr Beck is the coauthor of *The Crucible: Forging South Africa's Future* and *Spiral Dynamics: Mastering Values, Leadership & Change*.

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