



## **Charitech Summits to Focus on Connecting Emerging New Economy Executives With Central Texas Community Leaders**

October 2, 2000

AUSTIN, Texas--(BUSINESS WIRE)--Oct. 2, 2000--

Austin Summit Kicks Off Nationwide Initiative;  
Richmond, Portland to Come

Charitech, a six-year-old Central Texas institution bridging divides between local businesses and nonprofits, expands nationwide this year to better connect New Economy wealth -- not just money, but ideas, talents, passions and skills -- with local nonprofits, helping to make local communities better places to live and work.

Following Charitech Austin on Thursday, Oct. 5, Charitech will launch two additional summits in the emerging high-tech communities of Richmond, Va., on Oct. 25 and in Portland, Ore., on Nov. 2. Other communities across the country will be identified for Charitech summits in 2001.

"The idea is simple: apply to the nonprofit world the same logic and principles that have revolutionized businesses and spawned the new economy. At the same time, provide the next generation of community leaders the tools they need to become civic entrepreneurs and digital activists," said Tom Hayes, founder of Charitech and an executive with Applied Materials, which is underwriting the three events.

"Combined, you have a powerful, sustainable dynamic: smart charities focused on serving their 'customers' better, faster and cheaper, supported by a cadre of newly-minted philanthropists ready and willing to put their shoulders to the wheel and checks in the mail," Hayes said.

Charitech will be a select gathering of about 200 future business leaders and 200 nonprofit executives on Thursday, Oct. 5, at the One World Theatre, 7701 FM (Bee Caves Rd) 2244, just west of Capital of Texas Highway. In a morning, half-day "Apps Lab" session, nonprofit board chairs, presidents and executive directors will explore how nonprofits can revolutionize the way they do business by emulating New Economy approaches -- and, in the process, cut operational costs and make themselves more attractive to potential New Economy supporters. In an afternoon gathering of "Rule Breakers," future business leaders will explore innovative tools and methodologies for engaging strategically with nonprofits that promote civic entrepreneurship and fit into New Economy workstyles/lifestyles.

"Leaders today must invest strategically, re-purpose what they spend, sell their ideas with dot-com savvy, drive social change and lead community renewal. Like their for-profit counterparts, to survive and thrive today, charities must focus on speed (do everything faster), knowledge (especially an expert brand), talent (less thereof) and continuous innovation. These 10 principles will create smarter charities and launch a new era of philanthropy," Hayes said.

A "Cyber Cafe" of PC kiosks will allow participants to surf for Web sites referenced during study sessions. Charitech will conclude with a private networking/"happy hour" for all participants, featuring music star Lyle Lovett.

Charitech Austin's keynote speaker will be Robert Grosshandler, founder and chief executive officer of iGive.com, where online shoppers can dedicate a portion of their purchases to nonprofits of their choice. Also speaking will be Joshua Benegal Marks, chief executive officer of Silicon Planet; Douglas White, president of Charities Today; Danny Seo, author of "Heaven on Earth: 15-Minute Miracles to Change the World"; Charlotte Coker Gibson, vice president SeaChange; and Barbara Florence, vice president of Gifts in Kind International.

Local speakers include Randi Shade, founder of Charitygift.com; Kathryn Englehardt-Cronk, president of Community TechKnowledge; Vinay Bhagat, founder and chief executive officer of Convio; Rachel Muir, founder and chief executive officer of GirlStart; David Lunsford, founder of Austin Social Venture Partners; Paul Toprac, executive director of the Austin Software Council; and Elaine Wetmore, chief executive officer of the Austin Entrepreneurs Foundation.

Details on all three Charitech events are available on the Web at [www.charitech.org](http://www.charitech.org), and information on numerous ways anyone can better give back to their communities soon will be available on the Web site.

Partnering with Applied Materials on Charitech as national media sponsor is Fast Company, the leading magazine of the New Economy and one of the fastest-growing magazines in the world, reporting on a wide range of companies, from Internet to no net. Fast Company's recent "Call to Action" urged New Economy leaders to dedicate more time and effort toward bridging the "digital divide" and meeting other community needs.

Also lending guidance and support for Charitech Austin are leading New Economy-connected, community-focused organizations, including the 360.00 Summit, AMD, Austin Community Foundation, Austin Entrepreneurs Foundation, Austin Software Council and Austin Social Venture Partners. Individual supporters include Bill Bock, Dazel Corp. president and CEO; Steve Guengerich, founder of AIR Austin/Knowbility and Agillion, Inc. vice president; Maria Poarch, The Knowledge Capital Group's director of client engagements; Pike Powers, partner-in-charge of Fulbright & Jaworski, L.L.P.; and Peter Zandan, co-chair of the 360.00 Summit.

Applied Materials (NASDAQ:AMAT) is a leader of the Information Age and the world's largest supplier of products and services to the global

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