

IAED USA Webinar: Universal Reward System - Igniting Economic Growth, Shared Prosperity and Human Solidarity

Roger Wetherall
October 9, 2024



**Mutual Prosperity,
Interdependence and
Universally Shared
Values**



Tuesday, Oct 15, 2 – 3:15 PM (EST)

UNIVERSAL REWARD SOLUTION

**Igniting Economic Growth, Shared Prosperity and Human
Solidarity**

Dear,

R Buckminster Fuller proposed this visionary and provoking challenge:

“How can we make the world work for 100 percent of humanity in the shortest possible time through spontaneous cooperation without ecological damage or disadvantage to anyone?”

Modern technology and business entrepreneurship are the most powerful forces shaping life across the globe in the 21st Century. Yet each year, the dynamic free enterprise economy produces and then wastes trillions of dollars of created wealth that money-centered economic competition fails to distribute.

Social Entrepreneur [Joel Hodroff](#) has worked since 1993 on a vision to transform the economy by providing an internet-based solution that taps into the underutilized capacity of merchants and makes it available to individuals as increased purchasing power through their socially beneficial volunteer activities.

The Dual Currency Commerce model is a new economic engine for rapid and ecologically sustainable economic development. This presentation introduces Dual Currency Commerce and Continuous Economic Improvement. Our next generation Ledger Currency termed Community Loyalty Rewards (CL\$) will demonstrate how rewarding more than consumer spending can solve long-standing social, economic, and environmental challenges.

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Joel Hodroff

Inventor and Social Entrepreneur

Joel has been an inventor, social entrepreneur and environmentalist for over 40 years, launching Solar Consultants, Inc. in 1983, Dual Currency Systems in 1997, and co-founding Responsible Minnesota Business in 1998. He was a Minnesota Finance and Commerce Innovator of the Year in 2005 and a Visa Thought Leader-Innovation Provocateur in 2007. In 2014 he was a featured speaker at TEDx Mahtomedi in Minnesota.

His company, *Universal Reward Solutions*, intends to be a “30-year overnight success story” by launching Community Loyalty Rewards through the state-wide *Empowering Small Minnesota Cities* program. In 1993, Joel founded *Commonweal, Inc.*, and was awarded the first US patents for a dual currency pricing, accounting and transaction settlement system.

His pioneering work in dual currency commerce is published in *The Future of Money* by Bernard Lietaer, *The New Alchemists* by David Boyle and two chapters (coauthored with University of Minnesota Professor Thomas Fisher), published by [Intech Open](#). Joel has presented Dual Currency solutions to senior executives at VISA, US Bank, Wells Fargo, PayPal, United Airlines, Thrivent Financial and elsewhere.



Dr. Gordon Anderson

President, Paragon House Publishing

Gordon has a PhD in Philosophy of Religion, with a minor in peace studies, from Claremont Graduate University. As the Secretary General of Professors World Peace Academy, he organized comprehensive academic conferences on world social systems with the late Professor Morton A. Kaplan at the University of Chicago.



Alan Jessen

Moderator

North American Coordinator,
International Association for Peace and
Economic Development

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We look forward to your participation and engagement in this event.

Thank you,

Roger Wetherall

IAED-USA Coordinator

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International Association for Peace and Economic Development - USA

We affirm our belief that business leaders have the opportunity and responsibility to work in collaboration with other sectors of society to make the world a better place, addressing its most significant challenges, and promoting world peace, long-term mutual prosperity and truly sustainable development.



Universal Reward Solutions: Igniting Economic Growth, Shared Prosperity and Human Solidarity

Date & Time Oct 15, 2024 12:00 PM in [Mountain Time \(US and Canada\)](#)

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Meeting Registration

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Last Name*

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