

Speaking Terms Overview

December 2007

TO: Potential Speaking Sponsors

FROM: Michael Shuman

RE: Terms n'Things

Many thanks for considering me as a speaker. What follows is a brief overview about my fees and preferred topics, formats, terms, and procedures.

Fees

My basic fee is \$2,500 per day, plus expenses. Exceptions and discounts are rare (see below).

For travel days I charge \$500. Because a West Coast talk probably requires a minimum of three days, I usually need to charge \$3,500 for a one day event, \$6,000 for two days, etc. A talk in the Midwest, South, or New England would probably be \$3,500. If I can fly/drive to and from the event in the same day, I'll charge \$2,500.

In addition, I charge for all expenses, including: transportation to the local airport (taxi rides and airport parking fees); car rental once I arrive; hotel for each night; and reasonable meal expenses. (Details are below.)

To help groups put together the required fees, I'm happy to do two or more talks on the same trip, along with radio and television interviews, site visits, discussions, classes, whatever you'd like. Basically, you're the boss of my time with you, with three provisos: First, try not to work me for more than eight hours in a day. Second, no more than two full talks per day. And third, I would greatly appreciate your putting together one well attended event than two or more sparsely attended ones.

Exceptions

Two or three times each year, I'm willing to speak for a lower fee or no fee at all, *though even in these circumstances expenses must be covered*. Please only ask for this if you expect an audience of more than 1,000, or are seriously contemplating a long-term work contract with me or my employer (the Training & Development Corporation).

Topics and Formats

I'm happy to speak on almost any topic you'd like, in almost any format.

Most groups these days want me to speak on community economics. I have a fairly standard stump speech derived from *The Small-Mart Revolution*, with literally hundreds of variations. But I also speak periodically on other topics I've written on (see my *curriculum vitae* below), including philanthropy, foreign policy, entrepreneurship, poultry, devolution, radical-middle politics, technology, and energy policy.

My favorite format is to speak solo for 45-60 minutes, and then to take questions for another 30-60 minutes. But I'm also happy to speak for a shorter period and with a panel of people.

I also enjoy debate formats, especially Lincoln-Douglas style where there are set times for openings, cross-examination, and rebuttal.

Terms

Usually sponsors want to know about all the following items, so...

- *Air Travel* – I prefer that you book my air tickets, and send me the e-ticket data. Any airline is fine. It's easiest if I can fly in and out of Reagan National Airport, but I also can use Dulles (the next easiest) or Baltimore.
- *Hotel* – I prefer a middle-range hotel room that is reasonably comfortable, quiet, private, and internet friendly. *Please, no home stays, B&Bs, bare-bones tourist hotels, or roommates.* (I mention these only because of past misunderstandings.)
- *On Site Transportation* – I prefer to rent a car once I arrive at a site (two back surgeries have placed significant limits on my mobility).
- *Meals* – If you feed me on site, that's fine. If not, I'll charge up to the full federal contract per diem for meals and incidental expenses (MIE).
- *Book Sales* – I always appreciate a local bookseller selling my books at events. If this is not possible, please let me know in advance, and I'll have a box sent. I'd be grateful if a volunteer could help me for half an hour or so to sell the books before and after my talks.
- *Name Gathering* – I like to pass around a clipboard during my talk to gather the names and e-mails of people who might be interested in getting more information. I'd be grateful if a volunteer or two could help me do this.

- *Payment* – You should expect an invoice from me within 30 days after the talk, and I expect payment 30 days after you receive the invoice. Most sponsors are very responsible about this, but...if you're over 60 days due, I'll add interest (8% per annum).
- *Op-Eds* – Many groups want me to write an op-ed for the local paper before the event, and this almost always pays off in attendance. But a good op-ed – researching, writing, communicating with the paper, revising – takes a day of my time, so I will need to charge for this additional day if you really want such a piece.

Procedures

To move ahead, there are four simple steps I like to follow.

- First, if after reading this memo you're interested in my speaking, let me know the dates, topics, talk lengths, audience sizes, and any other relevant details. E-mail communication is usually fastest (shuman@igc.org). I'll let you know quickly whether this can work.
- Second, if we're in rough agreement on the terms, I will send you a very short and simple contract. Just sign and fax back to me (202-318-0756), and we'll be set.
- Third, I'm always grateful if you and your colleagues can send me articles, reports, studies, whatever that provides me with background on your community. Best to send this to my home address (3713 Warren St., NW, Washington, DC 20016).
- Finally, we should talk about a week before the event just to confirm details.

Again, many thanks for your interest, and I hope we can figure out a way to work together!

CURRICULUM VITAE OF MICHAEL H. SHUMAN

Michael Shuman, an attorney and economist, is Vice President for Enterprise Development for the Training & Development Corporation (TDC) of Bucksport, Maine. He has written, co-written, or edited seven books, including most recently, *The Small-Mart Revolution: How Local Businesses Are Beating the Global Competition* (Berrett-Koehler, 2006) and *Going Local: Creating Self-Reliant Communities in the Global Age* (Free Press, 1998).

In recent years Shuman has been promoting local-economy concepts through a variety of projects, including: creating a small-business venture capital fund in New Mexico; launching a community-owned company in Salisbury (MD) called Bay Friendly Chicken; organizing university-government-business collaborations in St. Lawrence County (NY) and in the Katahdin Region (ME) to study opportunities for import replacement; analyzing the impact of devolution in the former Soviet Union for the United Nations Development Programme; preparing a buy-local guide and coupon book for Annapolis (MD); developing a web site (CommunityFood.com) to support marketing by family farmers; serving as a senior editor for a recently published *Encyclopedia of Community*; and building the Business Alliance for Local Living Economies (BALLE).

He has written nearly one hundred published articles for such periodicals as *New York Times*, *Washington Post*, *Nation*, *Weekly Standard*, *Foreign Policy*, *Parade*, and *The Chronicle on Philanthropy*. His books and articles have explored people, practices, and policies in the fields technology, national security, citizen diplomacy, municipal foreign policy, entrepreneurship, philanthropy, and business development.

Shuman received an A.B. with distinction in economics and international relations from Stanford University in 1979 and a J.D. from Stanford Law School in 1982. During these years he served as a columnist for *The Stanford Daily*, and organized and taught freshman writing classes on "Nuclear Power: Issues and Choices." He also held internships with Natural Resources Defense Council, California Energy Commission, Friends of the Earth, and Stanford Institute for Energy Studies.

In 1982 he founded the Center for Innovative Diplomacy, which grew into an 8,000-member nonprofit organization that promoted global peace, justice, development, and environmental protection through direct citizen and city participation in international affairs. Through his leadership, CID helped create PeaceNet (a global computer network ultimately acquired by Earthlink), published a quarterly *Bulletin of Municipal Foreign Policy*, and mobilized nearly 3,000 local elected officials on behalf of various foreign policy issues.

He then became a Fellow at the Institute for Policy Studies for two years and Director for six years. Among his accomplishments were launching a new program in peace and security, starting the Social Action and Leadership School for Activists, strengthening the

Institute's links with the Progressive Caucus on Capitol Hill, and putting the institution on a strong financial footing after two decades of deficit spending.

From 1998 to the present, Shuman worked as a contractor, sometimes independently and sometimes through the Green Policy Institute and Community Ventures (both projects of the Tides Center), with economically disadvantaged communities to create sustainable small businesses. He ran the Village Foundation's Institute for Economic Empowerment and Entrepreneurship, which worked primarily with African-American young men in U.S. inner cities. He worked with the Kellogg Foundation to support low-income farmers. And he prepared the platform for the New Mexico gubernatorial campaign of Native American activist Russell Means.

Shuman has appeared on numerous television and radio shows, such as the Lehrer News Hour and NPR's "Talk of the Nation," and is a periodic commentator on NPR's "All Things Considered." He has given an average of a talk a week for 20 years, including invited lectures or paid consultancies in eight countries, 26 cities, and at 27 universities.

In 1988 he received a public service award from the international relations department of San Francisco State. In 1980 he won First Prize in the Rabinowitch Essay Competition of the *Bulletin of the Atomic Scientists* on "How to Prevent Nuclear War." Between 1987 and 1990 he was a W.K. Kellogg National Leadership Fellow. He is also a member of both the State Bar of California and the District of Columbia Bar.

Honors

- 1988 Public Service Award, San Francisco State Univ.
- 1987-90 Kellogg Foundation National Leadership Fellow
- 1986 MacArthur Foundation Research & Writing Fellow
- 1981 Eugene Rabinowitch Essay Award for “How to Prevent
Nuclear War” (best of 800 submissions)
- 1980 Hilmer Oehlmann Award for Legal Brief Writing,
Stanford Law School

Publications

Substantive Books

The Small-Mart Revolution: How Local Businesses Are Beating the Global Competition (Berrett-Koehler, 2006)

Encyclopedia of Community (Sage, 2004) (senior co-editor)

Local Rights and Global Wrongs: The Legality of Municipal Foreign Policies (forthcoming)

Going Local: Creating Self-Reliant Communities in a Global Age (Free Press, 1998; paperback by Routledge, 2000)

Towards A Global Village (London: Pluto, 1994).

Technology for the Common Good (Washington: IPS, 1993) (co- editor).

Conditions of Peace: An Inquiry (New York: Talman, 1992) (co-editor).

Security Without War: A Post-Cold War Foreign Policy (Boulder: Westview, 1993) (lead co-author).

Citizen Diplomats: Pathfinders in Soviet-American Relations (New York: Continuum, 1987) (co-author).

Book Chapters

“Reshaping Communities for Rural Development & Food Systems,” in Sustainable Economic Community Development (Kellogg Foundation).

“Foreword,” in Fran McManus & Wendy Rickard, eds., Cooking Fresh from the Mid-Atlantic (New Jersey: NOFA, forthcoming).

“Foreword,” in Green Buying Guide for the Northeast (Mothers & Others, 1999).

“Foreword,” in Fran McManus, ed., Eating Fresh from the Organic Garden State (New Jersey: NOFA, 1997).

“Ten Steps to Community Self-Reliance,” in Trent Schroyer, ed., A World That Works (New York: Bootstrap, 1997).

“Lilliputian Power: A World Economy As If Community Mattered,” in Marcus Arruda, John Cavanagh, and Daphne Wysham, eds., Beyond Bretton-Woods (London: Pluto Press, 1994).

“Introduction,” in Richard Caplan and John Feffer, eds., State of the Union 1994 (Boulder: Westview, 1994).

“A Separate Peace Movement,” in Michael Shuman & Julia Sweig, eds., Conditions of Peace: An Inquiry (New York: Talman, 1991).

“Participatory Peace Policies,” in Chester Hartman & Dan Smith, eds., Paradigms Lost (London: Pluto Press, 1991).

“Participatory Foreign Policy,” in Dan Levitan, ed., Horrendous Death, Health, and Well-Being (New York: McGraw-Hill, 1990).

“Effectiveness of the New Diplomats,” in Craig Comstock and Don Carlson, eds., Citizen Summitry (New York: St. Martin's Press, 1986) (co-author).

“Acting Globally through Your Locality,” in Citizen Summitry, *ibid.*

Major Studies, Reports, and Directories

Local First: Why Buy Local (TDC, forthcoming).

Buy Annapolis: A Guide to Locally Owned Business (ProgressivePubs, 2002).

Rebuilding Effective Government: Local-Level Initiatives in Transition (United Nations Development Programme, 2001), (co-editor).

Chesapeake Friendly Chicken: Reinventing the Delmarva Poultry Industry (Chesapeake Bay Foundation, December 2000).

Financing A Community-Friendly Food System (Kellogg Foundation, 2000).

Urban Agriculture, Greenprint #1 (Village Foundation, September 1999).

111 Visionary Program Officers: A Who's Who of Progressive Foundations (ProgressivePubs, 1999).

Progressive Directory of Organizations in Washington (Progressive Resources, 1997).

Community-Based Development Initiatives (Hague: Towns and Development, 1992).

Having International Affairs Your Way: A Five-Step Briefing Manual for Citizen Diplomats (CID, January 1986).

Living without Harvard: A Critique of the Harvard Nuclear Study Group" (CID, November 1983).

Building Municipal Foreign Policies: An Action Handbook, Center for Innovative Diplomacy, 1987.

Pacific Northwest Model Energy Plan, Natural Resources Defense Council, 1981 (co-author).

Magazine/Journal Articles

- “Profits for Justice” (with Merrian Fuller), The Nation, 24 January 2005, pp. 13-21.
- “The End of Globalization?” Utne Reader, Summer 2002.
- “My Fellow Lefties: Stop It with the America-Bashing,” Weekly Standard, 18 February 2002, pp. 13-14.
- “Why I Won’t Sign,” The Progressive, November 2001, p. 27.
- “Amazing Shrinking Machines,” New Village Journal, Issue 2, 2000, pp. 17-32.
- “Who’s Who in Philanthropy: Lifting the Veil of Secrecy,” Chronicle on Philanthropy, 4 November 1999, p. 73.
- “Community Entrepreneurship,” Shelterforce, September/October 1999, pp. 10-13/
- “Community Corporations: Engines for a New Place-Based Economics,” The Responsive Community, 3:9, Summer 1999, pp. 50-57.
- “What’s Wrong with Green Funding in America?,” Orion Afield, Summer 1999, pp. 32-35.
- “Cheesehead Economics,” Yes! Journal of Positive Futures, Spring 1999, pp. 30-31.
- “Creating Self-Reliant Communities in a Global Age,” Grassroots Economic Organizing Newsletter, January-February 1999, pp. 1-7.
- “Food for Thought: Buying Local Makes Good Economic Sense,” Newsletter of the Pennsylvania Association for Sustainable Agriculture, Winter 1999, p. 3.
- “Progressive Philanthropy Should Cast a Wider Net,” Chronicle on Philanthropy, 5 November 1998, plus follow-up letters (Dec. 3 and Dec. 17) and author’s reply (Jan. 14).
- “Going Local: Devolution for Progressives,” The Nation, 12 October 1998, pp. 11-15.
- “Cheesehead Economics and Local Ownership,” Orion Afield, Autumn 1998, p. 17.
- “Why Progressive Funds Give Too Little to Too Many,” The Nation, 12/18 January 1998, plus letters in March 23 issue.
- “Force for Peace,” The Nation, July 17/24 1995, p. 77.
- “GATTzilla v. Communities,” Cornell International Law Journal, Winter 1995.

"Local Foreign Policy v. Courts," Foreign Policy, Spring 1992. Response to letters in Autumn 1992 issue.

"What the Founders Really Intended," Intergovernmental Perspective, Summer 1990.

"Grantees Bill of Rights," Foundation News, March-April 1989.

"Alternative Security," In Context, January 1989 (co-authored with Hal Harvey).

"Thinking Globally, Acting Locally," Nuclear Times, May-June 1987.

"Soviet-American Citizen Exchange Initiatives," Nuclear Times, November-December 1986.

"Local Foreign Policies," Foreign Policy, Winter 1986- 87.

"The Environmental Catastrophe of Nuclear War," Not Man Apart, December 1983 (co-authored with Jim Harding).

"The Mouse that Roared," The Bulletin of the Atomic Scientists, January 1981. Also see "Response" in April 1981 issue.

Newspaper Articles

"For A Peace Movement Worthy of the Name," San Francisco Chronicle, 5 November 2001, p. A19.

"Beware GATT's Impact on America's Cities," New York Times, 20 November 1994.

"Bring Together New Dealers and New Democrats," Washington Post Outlook Section, September 1994.

"In the East Bloc, It's Lennon -- Not Lenin," New York Times, 1 January 1990.

"City Diplomacy," San Francisco Examiner, 26 February 1987, p. A-9 (reprinted in a dozen other papers).

"Stanford Sheep and the Nuclear Wolf," Sunday San Francisco Chronicle Examiner, 25 March 1984.

"`Nuclear Winter' New Impetus for Arms Reductions," The San Jose Mercury News, 30 November 1983.

Principal Articles for the Bulletin of Municipal Foreign Policy

"Democracy vs. GATT-zilla," Autumn 1990.

"A Tale of Two Courts," Summer 1990.

"Cities on Drugs," Spring 1990.

"Two Wrongs Don't Make Human Rights: Keep Up Sister City Ties with China,"
Winter 1989-90.

"Bush-Whacking: A Foreign Policy Agenda for the People," Winter 1988-89.

"Liberate Your Community from the Pentagon," Autumn 1988.

"From Charity to Justice: European Cities Send Aid Abroad," Autumn 1988.

"Put Ollie in State Prison: Think Globally, Sue Locally," Summer 1988.

"Who Should Conduct Foreign Policy: A Response to Peter Spiro," Spring 1988.

Noteworthy Talks (1986 - Present)

University Lectures

American University (1990-1998, 2005)
Bennington College (2002)
College of the Atlantic (2004)
Columbia Law School (1995)
Cornell Law School (1994)
Five Colleges Peace Studies Program (1994)
Harvard JFK School (1998)
Indiana University (2000)
Michigan State University (1999, 2001)
Montclair State University (1998)
Princeton University (1988, 1990, 2002)
Ramapo College (1999, 2002)
Rutgers University (1996)
San Francisco State (1988)
Sonoma State (1987, 1988)
Stanford University (1980, 1986, 1987)
U.C. Berkeley (1987)
U.C. Santa Cruz (1987)
University of Iowa – Iowa City (1995)
University of Michigan (2001)
University of Pennsylvania (1998)
University of Texas – Austin (1993)
University of Pittsburgh (1990)
University of Vermont (2000, 2002)
University of Virginia (2000)
University of Washington (2003)
University of Western Michigan (2001)
University of Wisconsin, Madison (2005)
University of Wisconsin, Osh Kosh (2005)
World College West (1986)
Yale University (1994, 2002)

Organization Lectures & Keynotes

American Council of Chamber of Commerce Executives (1996, 1997)
Baltimore Peace Commission (1989)
Bioneers (2005)
Business Alliance for Local Living Economies (2002-Present)
Chinese Consulate (1988)
Integrated Food Systems Program of the Kellogg Foundation (1997)
International Peace Walk (1988, 1989)

Kellogg Foundation Integrated Food and Farming Systems Program (1997-Present)
Lehigh Valley Community Action Council (1998)
Marin Peace Commission (1988)
Minnesota League of Cities (1987)
National League of Cities (1986, 1987, 1988)
Northern California AAUW (1986)
Palouse-Clearwater Environmental Council (1999, 2003)
Peak Oil (2005)
Pennsylvania Association for Sustainable Agriculture (1999)
Presidency of the European Union (1999)
Responsible Business Minnesota (2004)
Santa Cruz Center for Nonviolence (1988)
Social Ventures Network (2001)
United Nations Association of New York (2002)
United Nations Association of Northern California (1987)
Washington, D.C., Peace Commission (1989)

Media Appearances

All Things Considered (1981, 1996-present)
American Interests (1986)
Jim Bohannon Show (1993)
Digital Journeys (2000)
Mort Downey Show (1987)
Fox (D.C.) Morning News (1993)
MacNeil-Lehrer News Hour (1992)
Derek McGuinty Show (1994)
Talk of the Nation (1992, 1993)

Major Conference Addresses

Alternatives to Star Wars, U.C. Berkeley (1986)
Anthroposophical Society, upstate New York (1999) (Keynote)
Citizen Diplomacy Conference, Chicago (1987)
Conference on Sustainable Letcher County (1999) (Keynote)
Conference on Sustainable Rockester (1999) (Keynote)
Conference on the Fate of the Earth, Ottawa (1986)
Dutch National Congress on Municipal Foreign Policy, Amsterdam
(Keynote Speaker) (1989)
Ecotech Conference (1994)
Ford Foundation Livable Communities Network (1999)
Holland-Nicaragua Sister Cities Steering Committee (1990)
International North-South Conference on Community-based Development Initiatives,
Berlin (Keynote Speaker) (1992)
International Union of Local Authorities, The Hague (1995)

Meadowcreek Youth Gathering (1988)
Mind at War Conference, U.C. Berkeley (1988)
Nelson Annual Teach-Ins, Nelson (British Columbia) (1987)
Pennsylvania Association on Sustainable Agriculture (1999)
Riverside Church Conference on Intervention (1987)
South-North Linking Conference, Bulawayo, Zimbabwe (1990)
U.S.-Nicaragua Sister City Conference, Managua (Keynote Speaker) (1988)
Winstar Conference, Aspen (1988)

Noteworthy Governmental Consultations (1986 - Present)

Anne Arundel County, Maryland (2001-present)
Berkeley, California (1989)
Boulder, Colorado (1989)
Burlington, Vermont & state of Vermont (1998-99)
Cedar Falls, Iowa (1986)
Des Moines, Iowa (1986)
Duluth, Minnesota (1988)
Durham, North Carolina (1987)
Iowa City, Iowa (1995)
Irvine, California (1986)
Jacksonville, Florida (2004)
Kalamazoo, Michigan (2001)
Letcher County, Kentucky (1999)
Louisville, Kentucky (1987)
Madison, California (1989, 2006)
Nagoya, Japan (1999)
New Haven, Connecticut (1987)
New York, New York (1990)
Portland, Oregon (1988)
Portugal (1999)
Pulaski County, Kentucky (1998)
Santa Fe, New Mexico (2003-Present)
Seattle, Washington (2003)
Sacramento, California (1985)
San Francisco, California (1985)
Spokane (2002)
St. Paul, Minnesota (1987)
United Nations Development Programme, Bratislava (2000-2001)
United Nations Development Programme, Moscow (2002)
Western Massachusetts (various cities) (1987, 2001)