

Conscious Capitalism

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Blake Mycoskie, founder and "chief shoe-giver" of TOMS Shoes, will speak at Tulane University on Tuesday (March 9) at 5:30 p.m. in the Kendall Cram Auditorium of the Lavin-Bernick Center.



TOMS Shoes founder and "chief shoe-giver" Blake Mycoskie will speak Monday (March 9) on the uptown campus. (Photo from TOMS Shoes)

Mycoskie's lecture, "Conscious Capitalism: Why Giving Just Makes Sense," is part of the [NewDay Social Entrepreneurship Distinguished Speakers Series](#) at Tulane, a year-long effort to bring in leaders from across the field of social entrepreneurship to share their experiences, challenges, insights, thoughts and recommendations to students and the community. The event is free and open to the public.

Before Mycoskie's lecture, Tulane will host a social innovation networking event co-sponsored by the Center for Public Service on the second floor of the Lavin-Bernick Center from 3 until 5 p.m.

Former President Bill Clinton has called Mycoskie "one of the most interesting entrepreneurs (I've) ever met."

TOMS Shoes was founded almost four years ago on a simple premise: With every pair of shoes sold, TOMS gives a pair of new shoes to a child in need. The "one for one" philosophy uses the purchasing power of individuals to benefit the greater good, according to Mycoskie.

Thanks to purchases by consumers, as of January this year the 33-year-old entrepreneur had given more than 400,000 pairs of new shoes to children in need all around the world, including at home in the United States.

Stephanie Barksdale, manager of [Social Entrepreneurship Initiatives](#) at Tulane, says, "Get inspired and get your networking skills going by learning about how local organizations are innovatively tackling pressing social issues and how you can get involved in lots of fun and creative ways."