# bigBANG!

sparking social innovation

EVENT DATE: JUNE 10, 2010
**UNION STATION || DALLAS, TEXAS**

BigBangTX.org

## Save the Date: Good Morning Texas' Rob McCollum to emcee bigBANG!

Social Innovation is an idea that is spreading globally. It's a non-political catch-all term for thinking differently about how communities advance conversations and ideas that will address the challenges their communities face. Social Innovation recognizes that our toughest challenges cannot be solved with money or non-profits alone. **Please save the date for June 10th, as the bigBANG! convenes a community of investors, philanthropists, social entrepreneurs, nonprofit leaders and others who want to help catalyze positive impact.** The day will feature a variety of interactive experiences that will provide you with access to like-minded leaders, cutting-edge tools and innovative ideas that will advance mission-based work and socially minded businesses.

Host of Good Morning Texas, Rob McCollum will emcee the event. His personal interest in philanthropy and storytelling will permeate the conference as will his wit and charm. Currently seen each weekday as the host of WFAA-TV's "Good Morning Texas", Robert McCollum has been in North Texas for more than fifteen years. A native Arkansan and graduate of Trinity University in San Antonio, Robert moved to Dallas in 1994 to pursue a career in sales and marketing. Dual passions for business and performance lead him to first become the Marketing and Communications director for a high-wealth investment team, and then lead to him leave the business world to become a full-time actor in 2001.

After years of serving as the host in narrator innumerable corporate videos and commercials, McCollum combined is dedication to story telling with his understanding of business communication and began writing and producing corporate videos and commercials with Twist and Shout Communications, based in Leicester, England.

He also has applied this storytelling skills to several worthy projects in North Texas, creating films for such organizations as La Reunion, Art Conspiracy and Second Thought Theater and emceeing events for organizations large and small. As a father and active member of the community, Robert is excited to see the very real changes that a program like the Dallas Social Venture Partners - and the bigBANG! - can bring about.