

# CHANGE LAB VIP UPDATE

## FIRST OF ALL WHAT HAS IZZY BEEN UP TO?



Dreaming of when she can see all her friends again



Looking forward to rolling back into the office



Patiently waiting by the fire

## WHAT HAVE WE BEEN UP TO?



**Well, we have been cooking up a cookbook.**

*Introduction by Yeni Melchiore*

When I first joined the Brimhall & Associates philanthropy consulting firm's team in 2014 and Nancy told me that she fed us lunch, I was intrigued. I still remember the first meal Nancy cooked for our small team of three in her converted garage poolhouse-office. It was a September afternoon and she brought out a skillet of caramelized cherry tomatoes baked with fresh biscuits and topped with crumbled goat cheese. Needless to say, we devoured it.

We had interns come and go from Kazakhstan, Paris, and even some commuting in from as

far as two hours away. Everyone brought something new to our cooking repertoire, ranging from grilled peach and burrata salad to homemade Indian food. Divine.

I hope that as you flip through our recipes and come across something that turns into your “wow” dish, you’ll remember that it’s more than food—it’s more than a meal. It’s about surrounding yourself with those who give you new thinking, challenge you, and support you. It’s only then that we grow. And if you have a delicious meal to show for it that’s just a bonus.

We will be on press next week! Look for more info soon.

You can find out more about Change Lab at [www.changelab.studio](http://www.changelab.studio)!



## A LITTLE BIT ABOUT JOHN ZUUR PLATTEN

interviewed by Natalie Andersen

John Zuur Platten not only has an impressive IMDb page (read [bio](#)) and has the best-selling game design book on Amazon (purchase [here](#)), but also is the pro bono Chief Technology Officer of Change Lab. John became involved with Change Lab after giving a stellar recommendation for Nathan Hale, one of his students being considered for our p/t lead game developer position, funded by our 2018 Kickstarter! (Oh and we hired Nathan who helped to really launch our teamwork.) John has been a part of the project ever since.

When he is not helping out with Change Lab or teaching at the New York Film Academy, John is a professional “binge writer” and masterful storyteller. Unlike those who sit down and write two/ three pages a day, John works everything out in his head and then transcribes the whole thing onto paper at the end. Not sure what the more impressive part is—never missing a deadline, or never having writer’s block.

John got his start in the entertainment industry as a tour guide at Universal. He thought he was interviewing for a burger-flipping job, and ended up giving tours, including one he still remembers where he stalled a tram for over 20 minutes.



During his time at Universal, he handed out his resume and went from popping popcorn to building his career into eventually developing and producing Tomcat Alley and working on Pokémon Go, and countless other projects in between.

## A COUPLE OF POSITIVES DURING 2020: TECH COMPANIES GIVING BACK :)



Thrive Market, a company that sells healthy food & produce, has given out over \$180,000 of grocery stipends to those in need.



RepairSmith has donated over \$100,000 in free no contact car repair to those who lost their jobs during covid.

Read 97 other companies that have helped out their community [here](#)

## AN INTERVIEW WITH ED LIN

*Ed Lin is one of our content team members who has been giving his professional expertise pro bono to help develop and review some of the course content for Change Lab. He is currently the Major Gift Officer at the Natural History Museums in LA. We interviewed him and got the inside scoop on what the Museums have been doing to stay afloat during the pandemic. (Interviewed by Natalie Andersen)*



**Q: What have you been doing to raise money during Covid?**

**A:** At the Natural History Museums of L.A. County, our primary focus has been to keep our friends close. Making *new* friends in this environment is challenging for organizations that are not focused on providing basic, essential needs like food

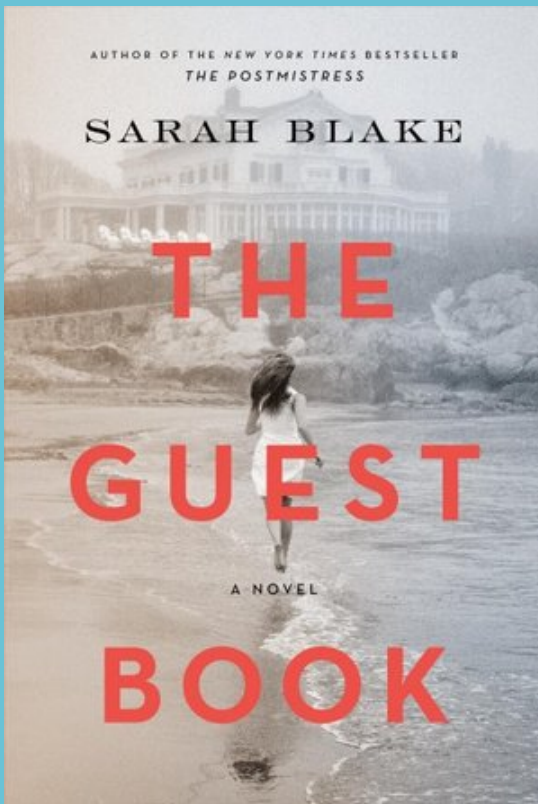
banks and homelessness organizations. We recognize that given the uncertainty in the economy, many donors are reluctant to make large commitments. Our pre-COVID budget included earned revenue from the gift shop, the cafe, and special event rentals: all of that has disappeared, and membership (another key revenue source) has decreased because our museums aren't open. Membership *renewals* are down, too. As the Major Gifts Officer, I have been focused...

Read the rest of the interview [here](#)!

## A BOOK RECOMMENDATION FROM GEORGE RUDENAUER

George Rudenauer has worked in marketing positions with the most prestigious brands on the planet including Tiffany & Co, Moet Hennessey, Apple, American Express Platinum & Centurion to name a few. With his extensive and remarkable background, George is a great asset to our team and is helping as one of our business advisors.

George is an avid cyclist, wine taster, and reader! He recommends *The Guestbook*, a novel about three generations of secrets of the influential Milton family.



## A SHOUTOUT TO MATT SANDFREY

Matt Sandfrey is the lead game developer here at Change Lab. He started as an intern almost two years ago and then assumed the professional role of Lead Game Developer. We are very glad he has stuck around! In his free time, he has been working on building his own games. Check out his website at [msandfrey3.wixsite.com/matthewsandfrey](https://msandfrey3.wixsite.com/matthewsandfrey) Alas, he will be moving to Japan in March to teach English. We are going to miss him very much. Matt, thank you for all the great work that you have put into Change Lab; it's been a wonderful journey. You know we will be hounding you for stories from your new life in Japan!





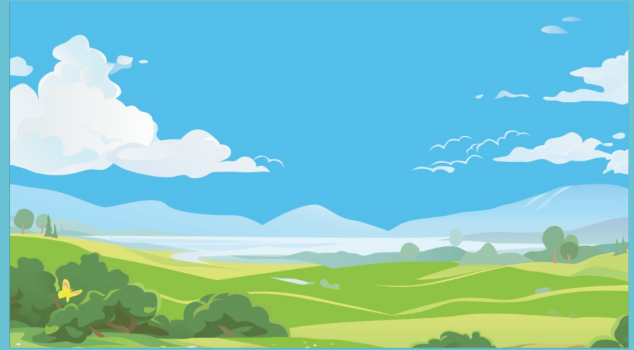
## OUR NEW WEBSITE AND FIRST COURSE

### Almost there!

We are turning the last corner toward having our first-course "Introduction to Major Gifts" ready to load up and

launch our new website  
([www.changelab.studio](http://www.changelab.studio))

We will begin in a pilot phase with access for selected beta testers and continue adding all the other cool things that the new site will offer (stories, free virtual reality experiences, and more... .) We will keep you informed and hope you will want a peek and to do some beta testing. :)



The feedback, prior to the public site to follow, will allow the course to be all that we imagined it could be!

[Just a landing page now](#)

