



Joel Hodroff is an authority on Money Innovation and the use of noncash financial instruments for commercial and economic development applications. In 2005, he was selected an *Innovator of the Year* by Minnesota's Finance and Commerce newspaper. Joel is also the Founder of Minnesota-based DualCurrency Systems (DCS).  
[www.DualCurrency.com](http://www.DualCurrency.com)

In 1997, Joel was awarded the first U.S. Patents for DualCurrency Pricing, Accounting and Transaction Settlement systems. The systems are designed to manage issuing and redeeming noncash financial instruments, such as frequent flyer miles and barter dollars, in combination with US dollars.

The same payment platform and *Virtual Community Warehouse* can manage innovative tools for community economic development, such as volunteer rewards to build healthy communities; wellness incentives to lower the cost of health care and green incentives to promote environmentally friendly behaviors (recycling, car-pooling or alternative energy usage). The system is also designed to provide low-cost employee benefits and social security enhancements that don't raise taxes for businesses or individuals.

Joel gained his early entrepreneurial experience launching Solar Consultants, Inc. in Albuquerque, NM. The origins of DualCurrency Commerce were in Joel's years as a commercial barter broker. He conceived a method of blending B2B barter with C2C (individual to individual) barter into a system of large-scale B2C barter. He eventually integrated corporate scrip — frequent flyer miles and other business currencies — into this DualCurrency approach, creating a highly versatile new financial instrument and a next generation payments platform.

Joel is also a Founder and former Co-Chair of Responsible Minnesota Business. As a Life Coach and recovering workaholic, he strongly believes that leaders — especially business leaders — ought to role model healthy, balanced lifestyles. He sees workplaces as the communities in which we spend the greatest portion of our lives, today, and insists that our corporate cultures can be innovative, growth-filled, fun and nurturing, as well as efficient and profitable.

An informative and entertaining speaker, Joel's groundbreaking work in DualCurrency Commerce is documented in [The Future of Money](#) by Bernard Lietaer, [The New Alchemists](#) by David Boyle, and the Japanese Public Television Documentary [Ende's Warning to the Future](#).

Joel has been invited to present DualCurrency commercial and economic development solutions to business and community leaders at: VISA; US Bank; Wells Fargo; Chase Bank; The World Future Society; Hennepin County, MN; The Minneapolis Foundation, Lyndale Neighborhood Association; Mall of America; Thrivent Financial; United Healthcare and elsewhere.