

# Engage CSR 2010

June 30

The Growth of Corporate Social Responsibility in a Socially Connected World

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## Keynote - Nancy Lublin, DoSomething.org, 11:30-12:15 ET

*"Refreshing Cause Marketing: The Scoop on Crowd-Sourced Philanthropy"*

During the last year, there has been a revolution in corporate cause marketing. Say goodbye to chicken dinners and oversized checks to your CEO's alma mater. Instead, brace yourself: the new trend is to fund whatever gets the most votes. Yes, the keys to the castle (or bank) have been handed over to the public at large.

Nancy Lublin is CEO and Chief Old Person of DoSomething.org, an organization using the power of online to get teens to do good stuff offline. Lublin has been quietly advising the Pepsi Refresh Project, Chase Community Giving platform on Facebook, Kohl's on a program launching this summer, and others. DoSomething.org is expert in the space not because they write about it, but because they're living it on both sides of the equation. She will spill all.

## Keynote 2 - Cynthia Walsh, SELF, 2:30-3:15 ET

*"GOOD 1.5: Cause Marketing from a Consumer Point-of-View: The Conversation Continues"*

*SELF Magazine follows up on its pioneering research on cause marketing to answer the question:*

In today's changing economic climate, is it still GOOD business to be GOOD? How sensitive is GOOD to economic change? Do consumers still care? Is there a new role for cause involvement? Do communications need to change?

## Panel 1 - CSR and Sustainability Reporting, 12:30-1:30 ET

*The Who, What, Why, and How of Reporting.*

Specifically, our panel will cover the following:

- o How credible are sustainability reports?
- o Is reporting just for big global companies ?
- o Who uses sustainability reports ?
- o Do investors really take notice of sustainability reports ?
- o How to engage stakeholders through sustainability reporting ?
- o Does the cost of reporting justify the benefits ?
- o Why should a company report on sustainability if this is not a legal requirement?
- o Are sustainability reports just a PR exercise?
- o Who should lead the reporting efforts in a Company ?
- o What do you do with your report once it is published ?
- o How to generate effective PR for your sustainability report without generating cynicism?

Mike Wallace – GRI  
Michael Muyot - CRD Analytics  
Elaine Cohen – Beyond Business  
Maggie Kohn – Merck  
Kevin Moss – BT  
Moderator – John Viglotti, PR Newswire

## Panel 2 - Social Media and CSR, 1:30-2:15 ET

*Social Media and CSR: Exploring the use of content to accelerate business as a change agent for progress.*

What roles do each play in content delivery, and what places do they have in advancing business as a change agent?

Julie Urlaub, The Taiga Company  
Suzanne Fallender – Intel  
Chris Jarvis – 3BL  
Moderator – Fabian Pattberg – Sustainability Forum

### **Panel 3 - CSR and Social Purpose Branding, 3:30-4:30 ET**

*"How do you measure the return on investment in social media as it relates to social purpose branding?"*

The panel will take a look at the different approaches to social media and ways to measure returns. It will also explore the value of positioning a brand as a "social purpose" organization and ways to measure its returns. Finally, the panel will discuss whether social media contributes to social purpose branding and will examine whether other approaches have merit.

Dave Stangis – Campbell Soup Company  
Dan Bross, Microsoft  
Ronna Charles Branch, UPS  
Moderator – Joe Sibilica, CSRwire

### **Panel 4 - Communicating CSR through Social Media, 4:30-5:15 ET**

*"The opportunities and challenges of communicating CSR practices through social media including the evolving role of social media in sustainability efforts, especially how it relates to engaging stakeholders."*

Sue Stephenson – The Ritz-Carlton Hotel Company  
Beth Holzman – Timberland  
Deb Berman - Justmeans  
Moderator – Mike Lawrence, Cone

### **Speakers:**

#### **Nancy Lublin, CEO, DoSomething.org & Founder, Dress for Success**

Nancy founded Dress for Success in 1996 with a \$5,000 inheritance from her great-grandfather. She built Dress for Success New York into a vibrant organization that assisted women from all over greater New York City and then trademarked the name Dress for Success, built equity in the brand, and licensed it to new affiliates.



Under her leadership, Dress for Success expanded to more than 70 cities in four countries and became a beloved brand with more than 100 employees worldwide. Nancy's personality and passion was the force that created and grew Dress for Success. After six years, Nancy left Dress for Success because she has a basic belief that founders should create things that are sustainable, and then move on.

In 2003, she took the job at Do Something in order to save it. A once-great organization, Do Something was 250k in debt, had just laid off 21 of 22 people and had only 75k in the bank. Nancy really believed in the concept of inspiring, supporting and celebrating young people changing the world. Nancy Lublin accomplished the turnaround by shutting down the remaining local offices and moved the entire operation online. In less than 6 months, DoSomething.org was in the black. It is now one of the largest youth organizations in America, reaching over 11 million kids each year. Under her management, the organization is fiscally sound and thriving, receiving the coveted 4-star rating from Charity Navigator.

Nancy received her BA from Brown University, an M.Litt from Oxford University, where she was a Marshall Scholar, and a law degree from NYU, where she was a Root-Tilden Scholar. Nancy is a board member of Break the Cycle, the national organization focused on teen dating violence. She is a Young Leadership Fellow of the US-China Relations Committee as well as a US-Japan Fellow. She has been awarded various honors including Forbes Magazine "Trailblazer Award," Ms. Magazine "Feminists for the 21st Century," Fast Company Magazine "Fast 50 Award," NYC Women's Commission Woman of the Year, and has been the keynote at dozens of gatherings including Leadership America and Craigslist Bootcamp.

## Cynthia Walsh, Executive Director, Marketing, *SELF* Magazine

Cynthia Walsh is the Executive Director of Marketing for SELF. In that capacity, she has spearheaded and overseen numerous landmark primary research studies on behalf of SELF and the magazine's marketing partners. Cynthia oversaw the design and implementation of the SELF's GOOD Research Initiative, and she has been presenting the project's findings to marketers and advertising agencies across the country for the past several years.



As word of GOOD has spread, Cynthia has been in demand in print and as a speaker for industry conferences and roundtables. She was featured in Adweek's Social Responsibility section and co-wrote an article for Ad Age online's Goodworks column. She participated in PR Week's Cause Roundtable along with nine other cause marketing experts and was featured in an article in the magazine. In 2009, she was a speaker at the Cause Marketing Forum Annual Conference in Chicago and was a judge for the annual Halo Awards, which recognizes excellence in the field of Cause Marketing.

Prior to SELF, Cynthia spent four years in Corporate Marketing for Time Inc., serving as a market specialist for all Time Inc. properties primarily in the food, home, and pharmaceutical categories. She played an integral role in the institution and execution of Time Inc.'s 1998 DTC study, while consulting with all Time Inc. properties on marketing, research, and sales development.

She is a graduate of Hamilton College, where she majored in English Literature.

## Mike Wallace, Director of Sustainability Reporting, GRI

Mike Wallace has almost 20 years of experience advising corporations, governments and non-governmental organizations (NGOs) in their respective efforts to develop sustainability initiatives. He has worked with both local and global organizations on the development and implementation of sustainability programs and has authored numerous articles on sustainability, corporate social responsibility and corporate environmental performance in legal, professional and topical publications.



Mike is responsible for the GRI's Sustainability Reporting Framework (SuRF), which represents the principal vehicle for the pursuit of the GRI's mission. He also manages the GRI's SuRF Team, which is charged with maintaining the integrity and the development of the SuRF.

He is a member of GRI's Senior Management Team and represents the GRI externally to various institutions with regards to the application and development of the GRI Sustainability Reporting Framework specifically, and the development of sustainability reporting in general.

## Michael Muyot, President & Founder, *CRD Analytics*

Michael Muyot has spent 15 years as a specialist in Strategic Quantum Visioning, the art of applied quantitative analysis. By modeling and mapping both quantitative and qualitative data, he has created a universal language for translating datasets into Analytical Intelligence. As Founder and President of CRD Analytics, Michael developed the SmartView™



Platform as well as built a family of sustainability indexes, benchmarks and investment products, including the NASDAQ CRD GSI 50. Michael is helping to create a market for long-term sustainable investing.

Michael is seen as a Sustainability Thought Leader due to his unprecedented use of over 200 metrics to precisely and quantitatively measure sustainability in the marketplace. Through the advent of SmartView™, Michael has developed a unique tool for use in data analysis resulting in increased corporate transparency while mitigating risk. By modeling and mapping both quantitative and qualitative data, he has created a universal language for translating datasets into Analytical Intelligence.

## Elaine Cohen, Co-Founder and Managing Partner, Beyond Business

Elaine Cohen is passionate about sustainability reporting, social justice, and ice cream! Elaine is the co-founder of Beyond Business Ltd, a leading CSR consulting and sustainability reporting firm, serving a long list of international companies and non-profit clients.



Prior to work in this field, Elaine gained over 20 years of business experience with Procter & Gamble (Supply chain executive roles in Europe), with Unilever (VP for Human Resources with Unilever Israel) and other roles with smaller companies.

Elaine makes a contribution to the community as a Board Member of a Women's Empowerment non-profit and by offering sustainability services to non-profits. Elaine lectures widely on CSR, is a committed blogger on Sustainability Reporting via her blog (<http://csr-reporting.blogspot.com>), provides Expert Reviews of Sustainability Reports for CorporateRegister.com ([www.corporateregister.com](http://www.corporateregister.com)), records CSR commentary and insights for 3BL TV ([www.3BLmedia.com](http://www.3BLmedia.com)), is a contributing writer to CSRwire ([www.CSRwire.com](http://www.CSRwire.com)), and writes in many printed journals and websites. Elaine is Manchester (UK) born and has lived in Israel since 1990. She is married with two children.

### Maggie Kohn, Director CSR, Merck

Maggie M. Kohn has been at the global research-based pharmaceutical company Merck & Co., Inc., since 1996. During this time, she has taken on roles of increasing responsibility within Merck's Global Communications and Policy organizations. She currently serves as Director of Global Corporate Responsibility (CR) within Merck's Office of Corporate Responsibility and Policy where she oversees Merck's corporate responsibility reporting, engagement with Socially Responsible Investment groups and other stakeholders, and work on human rights.



Prior to her current role, Maggie worked in Merck's Latin American division focusing on external and internal engagement and public policy initiatives, and in Merck's corporate communications group where she gained experience in a number of areas including employee communications, media relations and executive speechwriting.

Prior to Merck, Maggie worked at Anderson Consulting in Chicago. She is a graduate of the Medill School of Journalism at Northwestern University with a double-major in African Studies, and is a native of Kalamazoo, MI. She resides in New Jersey with her husband, two daughters and lovable dog.

### Kevin Moss, Head of Corporate Responsibility, BT

Kevin has responsibility for implementation of BT's Corporate Responsibility strategy for BT in North America. The role covers a broad scope of sustainability issues including environment and climate change impact, community investment and business ethics.



Previously Kevin held roles in product management, marketing and corporate strategy at BT, at Concert and at MCI.

Kevin sits on the Corporate Advisory Council of the American Red Cross and the CRO Association's Board of Governors where he chairs the committee for professional development. Kevin was a recipient of the 2009 PR News; CSR Executive of the Year Award. He is the author of a white paper, "The Four Dimensions of Sustainability," and shares his thoughts about the intersection between business and sustainability on his blog "CSR Perspective," which is found at [www.csrperspective.com](http://www.csrperspective.com)

Born in the UK, Kevin has been settled in the USA for fourteen years with his wife and two young children.

### John Viglotti, VP Investor Relations Analytics, PR Newswire Association, LLC

John Viglotti is the VP of IR Analytics for PR Newswire. In his role, he is responsible for the creation and implementation of products and services to aid in shareholder intelligence, communications and compliance.



In 2009, John formed Quantitative Targeting LLC (QT), focused on the creation of algorithms that measure the compatibility between a public company and institutional investors to aid IR professionals in their buyside targeting efforts.

Prior to QT, John was VP of Content Strategy for Thomson Reuters where he directed the global content strategy for Thomson's security ownership, insider trade, and institutional profiles and contacts content sets.

He joined Thomson in 2006 with the acquisition of Georgeson Shareholder Analytics (GSA). As Managing Director of GSA, John led product and service development, sales and marketing and directed the collection of security ownership and investment manager profiles. Product development at GSA included the development of a global stock surveillance and shareholder analysis team and dashboards for IR and institutional sales

and trading.

Viglotti received a Bachelor of Science degree in Finance and Computer Science from American University and a MBA in Finance and Investments from George Washington University.

### Julie Urlaub, Managing Partner, Taiga Company

Sustainability expert Julie Urlaub, Founder and Managing Partner of Taiga Company, writes, speaks, blogs, and consults on how changing the way you look at something can change your results and your world.



Her effervescent attitude inspires others to eco action. She's a superstar green blogger, 2010 Shorty Award Runner Up on Twitter in the Green category, and works with companies to address the green/sustainability pressures in a way that strengthens them -- capitalizing on the opportunities and mitigating the risk.

Julie acts as an expert writer on several websites including SocialYell.com, GreenEconomyPost.com, BusinessExchange.com, VividLife.com, ModernHippieMag.com, and YourOliveBranch.org. Not only does she walk the talk, she rides it too, as an endurance mountain bike racer.

### Suzanne Fallender, Director, CSR Strategy & Communication, Intel

Suzanne Fallender is Director of CSR Strategy & Communications at Intel Corporation. Suzanne has more than 14 years of experience in the fields of corporate responsibility and corporate governance research and communications. At Intel,



Suzanne manages the production of Intel's annual corporate responsibility report and works with a number of groups across the company to integrate corporate responsibility information into both internal and external communications.

Previously, Suzanne was Vice President at Institutional Shareholder Services (now RiskMetrics Group), where she was director of the company's socially responsible investing group. Suzanne has an M.B.A. from the W.P. Carey School of Business at Arizona State University and a B.A. from Trinity College in Hartford, CT.

Suzanne currently serves on the board of directors of the Tempe Community Council and Arizona Businesses Advancing Sustainability. Follow Suzanne on twitter: @sfallender.

### Chris Jarvis, Corporate Volunteerism Expert, 3BL TV

Chris is a popular blogger and speaker who works with companies to help them connect with their communities. Chris co-founded Realized Worth to help companies create outstanding corporate volunteering programs and utilize social media to create authentic and engaging conversations. Together these two elements give companies the power and relevance of action and dialogue; involvement and storytelling; "the walk and the talk."



Chris is also leading 3BL Media's expansion throughout Canada. 3BL Media is the leading corporate social responsibility and sustainability communications company offering organizations a key strategy to tell their CSR stories across the social web. Using social media as a new and powerful way to reach and engage with stakeholders, combined with traditional outreach (website posting, email and syndication), 3BL Media has been successful at raising awareness for numerous organizations. Chris works with multinational public companies, to government

agencies, non-profit organizations and small private consulting firms.

### Fabian Pattberg, Founder, Sustainability Forum

Fabian began working in the CSR/Sustainability field with Futerra Sustainability Communications, having completed a Masters of Science Degree in International Business and Intercultural Management. He moved on to become Standards Advisor for AccountAbility London, where he worked on the AA1000 Assurance Standard, including the Stakeholder Engagement Standard and Manual.



After several years at AccountAbility, Fabian was appointed CSR manager at E.ON UK. At E.ON UK he was responsible for the company's CSR reporting programme, including company-wide stakeholder engagement, development of the E.ON UK CSR strategy, content identification, content creation, project management and design. He also participated in the development of the E.ON group-wide CSR strategy.

The last 2.5 years, Fabian has been running his own business as a CSR and social media consultant and Sustainability/CSR website entrepreneur advising companies on CSR/Sustainability strategies, reporting and how to use social media in a way that benefits both the organization and its stakeholders at the same time.

### Dave Stangis, Vice President, Sustainability, Campbell's Soup

Dave Stangis is Vice President of CSR and Sustainability for the Campbell Soup Company. Campbell's is the world's largest soup manufacturer, and comprises other brands such as Pepperidge Farm, V8, Pace, Prego and Swanson.



Dave is responsible for designing and leading Campbell's overarching CSR/Sustainability strategy. He heads a global CSR Network organization and oversees the development of CSR and Sustainability goals, policies, programs, engagement and reporting for the company. Dave works in collaboration with Campbell business units and functions to deliver long term business value across broad CSR platforms including the Marketplace, Community, Environmental Sustainability and the Workplace. Since arriving at Campbell Soup, the company has been named to the Dow Jones Sustainability Indexes, the 100 Best Corporate Citizens List and as one of the World's Most Ethical Companies.

Prior to joining Campbell, Dave worked at Intel for 12 years where he created and led the Corporate Responsibility function. Dave is on the advisory boards of Net Impact, University of Detroit College of Business, and Ethical Corporation magazine. In 2008, he was named one of the 100 Most Influential People in Business Ethics by Ethisphere Magazine.

He earned his MBA from the University of Michigan and a Master of Science in Occupational and Environmental Health from Wayne State University in Detroit.

### Ronna Charles Branch, Global Reputation Management, Public Relations, UPS

Ronna Charles Branch has worked in the corporate public relations department at UPS for the past seven years. There, Ronna has supervised communication strategy, messaging and events for several company programs, while building a solid reputation with journalists and communicators across the country. She is currently responsible for The UPS Foundation public relations; using traditional and social media to support the more than \$100 million in philanthropy to charitable organizations worldwide.



Before joining UPS, Ronna coordinated communication, marketing and events for PolyVision and Logility, two local technology firms. Raised between Orlando and Houston, she is a graduate of Clark Atlanta University, where she earned a Bachelor of Arts in Mass Media Arts, concentrating in public relations.

Ronna now calls Atlanta home. She is an active member of Atlanta Press Club, the Public Relations Society of America, Atlanta Association of Black Journalists, Black Public Relations Society of Atlanta and marketing committee for the Center for Family Resources.

### Dan Bross, Senior Director of Corporate Citizenship, Microsoft

Dan Bross, Microsoft's Senior Director of Corporate Citizenship, has over 25 years of experience in the public, private and non-profit sectors. With a background in public policy, government and public affairs and corporate reputation management, Dan has led government affairs and policy teams at both the federal and state levels for two Fortune 100 companies.



His corporate experience includes strategic planning; policy development and advocacy; grassroots program development and management; strategic relationship identification and engagement; and investor relations.

Today Dan and his team are responsible for citizenship strategic planning and program development; field readiness and training; marketing and communications; business integration; and stakeholder engagement. Closely related to his citizenship responsibilities, Dan also manages Microsoft's strategic relationship with the World Economic Forum.

He holds a B.A. in Political Science from Catawba College in Salisbury, NC, and a master's degree in Public Administration from the George Washington University in Washington, DC.

### Joe Sibilia, CEO, CSRwire

As a visionary of the socially responsible business movement, Joe Sibilis is founder and CEO of Meadowbrook Lane Capital (MBLC) ([www.meadowbrooklane.com](http://www.meadowbrooklane.com)), described by the Wall Street Journal as a “socially responsible investment bank” specializing in turning values into valuation.



He is also the CEO of CSRwire.com, ([www.csrwire.com](http://www.csrwire.com)), the social responsibility newswire service that distributes and archives corporate social responsibility/sustainability news to journalists, analysts, investors, activists, academics, public relations and investor relations professionals worldwide.

Joe also founded the Gasoline Alley Foundation ([www.gasolinealleyfoundation.org](http://www.gasolinealleyfoundation.org)), a 501(c) 3 corporation that has incubated forty-three small businesses since 1985 and teaches inner city and/or underprivileged persons to be successful entrepreneurs using socially responsible/sustainable business practices while revitalizing inner city neighborhoods.

Through MBLC, Joe has worked with a number of Socially Responsible Companies and has been widely recognized for his work in attempting to take Ben & Jerry's Homemade Ice Cream private, while creating a private stock exchange for CSR companies. MBLC successfully preserved many of the founders' social initiatives, and advancing the connection between good corporate citizenship and increased share value.

His long-range plan for the csr wire is to establish a “platform for innovative revenue sharing applications advancing the ‘Movement’ toward a more economically just and environmentally sustainable society and away from single bottom-line capitalism.”

## Sue Stephenson, Vice President, Community Footprints, The Ritz-Carlton Hotel Company

Sue Stephenson, a hotel executive with 25 years of experience in the hospitality industry, relocated from England to the United States in 1991 to join The Ritz-Carlton Hotel Company, LLC. The company, which is headquartered in Chevy Chase, MD, generates US\$3 billion a year in annual revenues and currently has 74 properties across the United States, Caribbean, Europe, Asia and the Middle East.



From 2001 to 2006, Sue was the Senior Vice President, Human Resources. In this role, she worked closely with the President & Chief Operating Officer and members of the Corporate Executive Committee as the company undertook a global expansion. In 2006, Sue assumed the leadership of The Ritz-Carlton social responsibility program, Community Footprints®. Reporting to the President, Sue is charged with expanding the company's global efforts with hunger and poverty relief, well-being of disadvantaged children and environmental conservation through a series of multi-faceted initiatives. In 2008, The Ritz-Carlton Hotel Company launched Give Back Getaways®, the Community

Footprints® global voluntourism program. The award-winning program enables guests at the 74 Ritz-Carlton hotels and resorts to learn about local community needs and participate in authentic volunteer experiences. [www.givebackgetaways.com](http://www.givebackgetaways.com)

Recently, Sue launched “SUCCESS through SERVICE” in partnership with America's Promise Alliance. The program inspires and engages middle-school students in underserved communities through a series of service-learning, life-skills and career exploration modules. [www.succeedthroughservice.com](http://www.succeedthroughservice.com)

## Beth Holzman, Manager, CSR Strategy, Timberland

Beth Ginsberg Holzman is Manager of CSR Strategy and Reporting at The Timberland Company. She is responsible for managing CSR strategy through internal and external stakeholder engagement, producing the company's quarterly and bi-annual CSR reports, and integrating CSR throughout the business.



Prior to working at Timberland, Ms. Holzman was Manager of Corporate Accountability Programs at Ceres, where she helped shape companies' sustainability strategies and convened various multi-stakeholder groups within that process. Ms. Holzman has primarily worked with companies in the apparel/ footwear and consumer products sectors including Dell, Nike, Gap, Green Mountain Coffee Roasters, and Clif Bar (among others). She also managed the Facility Reporting Project, where she has advised facilities across the U.S. on reporting, community engagement, and materiality analysis.

Ms. Holzman previously worked for the Environmental Careers Organization and ICLEI- Local Governments for Sustainability. She has a B.A. in Sociology from Tufts University.

## Deb Berman, Managing Director, Justmeans

Deb Berman is the Managing Director of Justmeans. Deb helps corporate clients and non-profit organizations develop and implement their social media and communications strategies. In this role, she works with companies to develop creative ways to leverage Justmeans to promote good work, including corporate social responsibility, corporate philanthropy, sustainability and environmental initiatives.



Prior to joining Justmeans, Deb worked with companies and organizations helping them to build their capacity and develop and implement strategic growth plans. Deb is the founder of Camp Starfish, a non-profit program for emotionally disturbed children with one-to-one camper-to-staff ratio, which she ran for eight years.

Deb attended Colgate University, where she received a B.A. in Sociology and Education; Boston University, where she received an M.B.A.; and Harvard University Graduate School of Education.

## Mike Lawrence, Chief Reputation Officer, Cone

Mike Lawrence, an Emmy Award-winning former journalist, serves as Cone's Chief Reputation Officer and Executive Vice President. As CRO, Mike is responsible for leadership on reputation issues arising from client business across agency practice areas, as well as for providing direction on such issues for Cone itself. As EVP, Mike leads Cone's Crisis Prevention and Management team, helps set strategy and direction for the Corporate Responsibility discipline and serves as a member of the agency's senior leadership group.



Over the past 12 years, Mike has worked on communications, CR and reputation issues with a range of corporations, including Starbucks, Whole Foods Market, Timberland, Mattel, CVS/Caremark, and Ben & Jerry's, as well as non-profit organizations such as Outward Bound. He has counseled a range of CEOs and other C-Suite officers, and prepared them for spokesperson responsibilities in crisis and issues management. Mike is the recipient of two national crisis management awards for work done on behalf of Crayola.

Over a broadcast and print career that spanned more than 25 years, Lawrence served as a television anchorman and reporter, and spent a decade as bureau chief in two daily newspapers. Covering business, technology and politics, Mike won five Emmy Awards, including two for overseas reporting, in addition to a variety of other news honors. He is past president and current board member of the New England local of the American Federation of Radio and Television Artists (AFTRA).