

# Engage CSR 2010

June 30

The Growth of Corporate Social Responsibility in a Socially Connected World

Sponsored by:      
The Corporate Social Responsibility Newswire    Business. Better.™

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

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, and others. She will spill all.

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

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

Michael Muyot - CRD Analytics  
Maggie Kohn - Merck  
Mike Wallace - GRI  
Elaine Cohen - Beyond Business  
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?

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

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

*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 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 Sibilia, 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.

### 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.

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

### 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)

### Fabian Pattberg, Founder, Sustainability Forum



Fabian Pattberg is a sustainability, CSR, and social media professional with many years of experience. His expertise includes managing the production of multiple sustainability/CSR reports; planning and coordination of stakeholder engagement campaigns; advising companies on their CSR strategy/implementation; and the use of social media for companies to promote their sustainability credentials.

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

## 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.

## 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).

## 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.

## 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.

### 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.

### 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.

### Joe Sibilia, CEO, CSRwire



As a visionary of the socially responsible business movement, Joe Sibilia 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."

### 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.

### 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.

### 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.