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## AUTHENTICITY IS KEY TO ENGAGEMENT

*New Hampshire's Sustainable Business Conference, Thing Bigger, Dig Deeper will host keynote speakers that will share their expertise on this important aspect of implementing a corporate social responsibility program.*

Concord, NH, March 11, 2015: As companies pick clean the low hanging fruit of sustainability, they must look deep into the corners of their operations and to their employees for new areas of opportunity. Today, we call this Engagement. This level of company commitment can help companies that are new to implementing sustainability strategies leap frog their efforts while it can work to amplify and solidify the efforts of companies that might consider themselves veterans.

New Hampshire Businesses for Social Responsibility's Spring Conference on May 4th will feature two experts on engagement, helping attendees develop effective strategies for engaging stakeholders in their sustainability efforts, wherever they land on the spectrum of implementation. Keynote speaker, John Rooks, President of The SOAP Group in Portland, Maine will expose trends and case studies for Employee, Supply Chain and Stakeholder Engagement. Attendees will learn how to design and execute authentic engagement at your company through a practical discussion of specific projects at large and small companies.

After a day filled with actionable ideas and engaging discussion on a wide range of sustainability topics, attendees will learn how to make sustainability resonate within their own environment with strategies for engaging employees across generations, gender and culture. Using generational differences as the main focus, Tammy Jordan, Vice President for Consulting at The Employee Engagement Group, will explain why the Golden Rule (treat others as you want to be treated) is becoming irrelevant in employee engagement strategies. She will explain how and why it's being replaced by The Platinum Rule (treat others as they want to be treated). She will show why using more customized gender, culture and generationally-appropriate engagement approaches will generate more positive outcomes. This, in concert with having alignment between your business mission and sustainability mission are paramount to achieving success.

NHBSR's Conference, Think Bigger, Dig Deeper, will be held on Monday, May 4th at the Grappone Conference Center in Concord, New Hampshire. For more information on the event or to register, visit [www.nhbsr.org/conference](http://www.nhbsr.org/conference).

About NHBSR: New Hampshire Businesses for Social Responsibility is a member-based nonprofit organization that fosters socially and environmentally responsible business in New Hampshire, realizing that people, principles and profits must be linked. More information on NHBSR can be found at [nhbsr.org](http://nhbsr.org).

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