

SAVE THE DATE!

MONDAY, MAY 7, 2007



2007 NHBSR SPRING CONFERENCE

SUSTAINABLE SOLUTIONS & INNOVATIVE STRATEGIES

Addressing Real Business Challenges with CSR Principles

The Grappone Center • Concord, New Hampshire

May 7, 2007 • 8:00 am to 4:30 pm

NHBSR Founding Members:

Anthem Blue Cross & Blue Shield
Brown & Company
Cigna
Cirtronics
Millipore
Northeast Delta Dental

PaxWorld Funds
Public Service of New Hampshire
SilverTech
Timberland
Verizon

NHBSR Sustaining Members:

Nixon Peabody LLP
Wheelabrator Technologies Inc.
Toyota Motor Sales, Boston Region

NEW HAMPSHIRE BUSINESSES FOR SOCIAL RESPONSIBILITY

Fosters socially and environmentally responsible businesses in New Hampshire, recognizing that people, principles, and profits must be linked.



KEYNOTE

Bill Mosher's career began as a writer in the early 1980s when he founded his own hometown newspaper. He developed his writing skills as publisher of two weekly newspapers—publications which earned him top awards in investigative reporting and feature writing from the Massachusetts Press Association and the New England Press Association. As a freelance writer, his work has been published by scores of newspapers and magazines both here and abroad. He is also the co-author of two books on Massachusetts's local history; and the author of *Visionaries*, a companion book to *The Visionaries* television series.

Mosher's interest in documenting philanthropic work began during an assignment for Boston Magazine in South America. The trip led to writing and producing videos on many non-profit organizations working throughout the world. Mosher's work in television began in 1992 when he created (John Stobart's) *WorldScape*, 13-part television series hosted by Walter Cronkite that encouraged young artists to paint directly from nature. It was broadcast on more than 100 public television stations around the country.

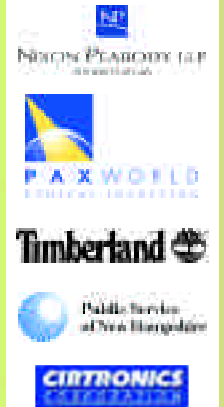
In 1993, Mosher founded Visionaries, Inc., a non-profit organization that created the first nationally broadcast television series profiling the work of non-profits. *The Visionaries*, hosted by acclaimed actor Sam Waterston of Law and Order, has demonstrated what can happen when television is used for positive social purposes. Now in its thirteenth season, *Visionaries*, Inc. has produced over 130 half-hour documentaries shot in 50 countries around the globe. Each episode is broadcast on as many as 200 public television stations and is used by the profiled organization as a development and public awareness tool.

The series has earned national acclaim, including top media awards from The National Association of Mental Health, Hadassah, and The National Assembly of Health and Human Service Organizations. It was nominated for an Emmy award in 2000, and won a Telly in 1997 and 1998.

In 2006 Bill Mosher joined with Chester College of New England to open the Visionaries Institute International. The Institute will offer a Master of Arts Degree in Socially Responsible Media beginning in the fall of 2007. It is also a center for the production of non-profit media.

Marketing Communications Graphic Design courtesy of Baker Salmon Design
Carbon Credits courtesy of Growing Edge Partners
Conference Signage courtesy of Image4

CONFERENCE LEADERS



CONFERENCE PARTNERS



Printing courtesy of
RAM
Companies

**Sustainable Solutions & Innovative Strategies:
Addressing Real Business Challenges with CSR Principles
The Grappone Center, Concord, NH • May 7, 2007 • 8:00-4:30 pm**

community

■ **MAKING THE EMPLOYEE-BUSINESS-COMMUNITY CONNECTION** • How does support of community involvement create a win-win for an employer, employees and the community? What is the benefit to the nonprofit community? Can your company's support of employee volunteerism set you apart from other businesses? Learn how community service develops talents and skills in employees while creating a connection to the community.

■ **SOCIAL NETWORKING** • This session will address collaborative and social networking tools, looking at their potential to connect employees and to create community. The discussion will cover social network-based methods for community development, social cognition, web communities, open-source development communities, social networking websites, collaboration-enhancing tools and virtual corporations. Tools and techniques will be discussed with a view to making recommendations on how to gain visibility and propagate messaging while using resources efficiently.

environment

■ **ECONOMICS OF SUSTAINABILITY: LOCAL EXAMPLES AND NATIONAL TRENDS** • There is growing evidence that organizations practicing sustainability, through energy conservation, materials selection, process efficiencies, human resource management and community engagement, are building long-term competitive advantage. This session will present a broad range of examples and information to help define the concept of sustainability and how following the path of sustainability can lead to economic success.

■ **LOCAL ACCOUNTABILITY FOR SUSTAINABILITY: REPORTING, ENGAGEMENT & RESULTS** • Companies have long grappled with how to engage the local community in credible and constructive conversations about sustainability. This panel looks at the role of transparency and local accountability for improving business and community relationships. Learn how these organizations have shared their environmental and social impacts with local stakeholders. Join us for an exciting conversation on the leading edge of sustainability engagement.

workplace

■ **THE CONVERGENCE OF INSURANCE AND SOCIAL RESPONSIBILITY** • In the context of insurance for individuals and businesses, this panel will explore how "doing good" can move you and the insurance industry forward together; discover how far the insurance industry has gone in this direction, learn how the insurance industry hits its limits, and how overall the industry provides a vital service to policy holders and society alike.

■ **VALUES-DRIVEN LEADERSHIP** • Values-driven leadership is defined as a leadership approach that includes a strong emphasis on respectful interaction with the workforce where they are engaged in meaningful work and where they experience strong accountability for their contribution. This session will address the ingredients for success and benefits of a values-driven approach. It will highlight how an emphasis on values enhances the sustainability of the organization, its employees and society.

**Thank you to our sessions sponsor
MARLBORO COLLEGE GRADUATE CENTER!**

conference schedule

8:00-8:30 am	REGISTRATION & MORNING REFRESHMENTS
8:30-8:45 am	Welcome: Molly Hodgson Smith, NHBSR Executive Director Jill Wurm, Public Affairs Director, Verizon, NHBSR Co-Chair
8:45-9:40 am	KEYNOTE ADDRESS: Bill Mosher, President, Visionaries Inc.
9:40-9:45 am	Conference Overview: Bonnie Kurylo, Human Resources Manager, Public Service of NH
9:45-10:00 am	Morning Break
10:00-11:45 am	MORNING BREAKOUT SESSIONS
	ECONOMICS OF SUSTAINABILITY: LOCAL EXAMPLES AND NATIONAL TRENDS
	Jeff Baker, CEO, Image4, Inc. Walter Alderman, Business Lecturer, University of New Hampshire Boyd Smith, Executive Director, Newfound Lake Association
	MAKING THE EMPLOYEE-BUSINESS-COMMUNITY CONNECTION
	Jamie Hage, Partner, Nixon & Peabody, LLP Alexandra Allen, Co-Executive Director, CityYear NH Carol Weeks, Volunteer & Community Education Director, Nashua Soup Kitchen & Shelter Tim Dupree, Executive Director, Volunteer NH
	THE CONVERGENCE OF INSURANCE AND SOCIAL RESPONSIBILITY
	Jim Hatem, Partner, Nixon & Peabody LLP Donald F. Baldini, Assistant Vice President & Senior Legislative Counsel, Liberty Mutual Group Thomas Johnson, Underwriting Team Manager, State Farm Insurance Companies Jim Hood, Partner, Nixon Peabody, LLP
12:00-2:00 pm	LUNCH, CORNERSTONE AWARD PRESENTATION & CORPORATE SOCIAL RESPONSIBILITY DISCUSSION CIRCLES
2:00-3:45 pm	AFTERNOON BREAKOUT SESSIONS
	LOCAL ACCOUNTABILITY FOR SUSTAINABILITY: REPORTING, ENGAGEMENT AND RESULTS
	Patti Carrier, Facilities & Environmental Manager, NH Ball Bearings Bert Cohen, Affiliate Asst. Professor, UNH, Blue Ribbon Committee on Sustainability, City of Portsmouth Robert Minicucci, Special Projects Manager, NH Department of Environmental Services Brooke Barton, Program Associate, Ceres
	SOCIAL NETWORKING
	Neil Gianratana, President, Lucidus Corporation Michael Blair, President & CTO, Blair Technologies Mary Ann Kristiansen, Executive Director, Hannah Grimes Marketplace Kevin Bell, Director of Academic Programs, Marlboro College
	VALUES-DRIVEN LEADERSHIP
	Dr. Annabel C. Beerel, MBA, Ph.D., Professor of Social Ethics, Papoutsy Distinguished Chair in Ethics, Southern New Hampshire University
4:00-4:30 pm	CLOSING REMARKS / FINAL NETWORKING
	Mariann Murphy, Vice President of Marketing, PaxWorld Funds, NHBSR Co-Chair



directions

The Grappone Center, Concord, New Hampshire
From I-93 N or S, Take Exit 15 West.
Detailed directions at: courtyardconcord.com

**presents
Corporate
Responsibility
Discussion
Circles**



REGISTRATION

**NHBSR SPRING CONFERENCE
The Grappone Center
Concord, New Hampshire
May 7, 2007 • 8:00am to 4:30pm**

**Email: info@nhbsr.org
Phone: 603-645-2605**
Mail: Fill out the form below and mail to: **register online!
www.nhbsr.org**
NHBSR, PO Box 3562, Concord, NH 03302-3562

YES! I/we will attend NHBSR's Spring Conference
Payment Enclosed \$ _____ (checks to NHBSR)

MC VISA # _____

SIGNATURE _____

NAME ON CARD _____

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

**REGISTER ONLINE! www.nhbsr.org
Conference Fees**

Level	Price	#	Total
NHBSR Member	1 @ \$100		
Non-Member	1 @ \$125		
Student	1 @ \$30		
Total			