



PURPOSE AND COMMERCE:

How Business Can Create Positive Social and Environmental Outcomes While Improving the Bottom Line

Corporate Responsibility Forum Series
UW Tacoma – Milgard School of Business
Center for Leadership & Social Responsibility
RSVP: <https://goo.gl/tRSX6e>

Monday, March 12, 2018
Tioga Library – 3rd Floor Research Commons
1907 Jefferson Avenue
2:30 p.m. – 4:00 p.m.

There is a perception that doing the right things for the environment and community costs more, or will mean that the services and products may be of lesser quality. Come hear how business can have a positive environmental, social and economic impact on our community while creating a positive impact on the bottom line. We will discuss how to highlight those positive impacts and motivate community members to talk about the benefits business can bring to our region. Stakeholders are increasingly voicing their concerns about the conduct of business and free enterprise, and we'll discuss how to harness the power of Corporate Responsibility - sometimes known as Sustainability or Corporate Citizenship - to create shared value within our communities. **COME LEARN** operational and communications strategies for Corporate Responsibility that will begin a different conversation – one that boosts the profile of your business' positive impacts while recognizing your efforts to reduce the negative ones.

Kevin Wilhelm – CEO, Sustainable Business Consulting

Kevin is one of the world's pre-eminent business consultants and teachers in the field of sustainability. He brings over 20 years of experience having worked with over 115 clients across 37 industries, from Fortune 500s to small businesses and non-profits.

Josh Chaitin – SVP & Managing Director, Global Strategy Group

With strong roots in strategic communications, Josh is a specialist in corporate social responsibility, sustainability, community relations, advocacy and awareness campaigns, social marketing, crisis communications, and digital storytelling.

Joe Lawless – Executive Director, Center for Leadership & Social Responsibility

The Milgard School of Business is hosting this forum, and Joe will facilitate the conversation with Kevin and Josh to further CLSR's mission: to develop socially responsible leaders who build sustainable organizations and communities.