

**Founding  
Members**

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**Welcome New Members**

[Complete Member List](#)

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## In This Issue

- ▶ [May 15th - Save The Date!](#)
- ▶ [Why Should You Attend This Event?](#)
- ▶ [Conference Session Topics](#)
- ▶ [Featured Speakers, Speed Networking & More!](#)
- ▶ [Conference Sponsorship Opportunities - Going Fast!](#)
- ▶ [Ways To Get Involved](#)

## May 15th - Save The Date!

Mark your calendars!

**NHBSR 5th Annual Spring Conference**

**"Making Cents of Corporate Social Responsibility"**

**Thursday, May 15th, 2008**

8 AM to 4 PM

at the

Wayfarer Inn in Bedford, NH

This special edition of our monthly e-newsletter provides you with everything you need to know about this very special conference.

NHBSR is determined to provide you with a day full of valuable take aways, including, new features, compelling speakers, informative sessions, and valuable networking and promotion for your business. Since it is a day long event, we promise to give you an excellent **RETURN ON INVESTMENT** just as you require in your everyday business decisions. NHBSR is committed to making your day out of the office a valuable one.

Mark your calendars now for this not-to-be-missed conference chock full of compelling speakers, informative educational sessions, and valuable networking & promotion for you and your business.

[Back to Top ^](#)

## Why Should You Attend This Event?

NHBSR will host this annual conference on May 15th to explore corporate social responsibility (CSR) practices within the workplace, community, and environment and will provide tangible ideas for you to return and implement in your business. Each year, the conference features a prominent, respected thought leader in the world of CSR as an opening keynote address, a series of educational workshops, and CSR discussion circles during lunch. This year, NHBSR will also feature special "Speed Networking" sessions, aimed at elevating discussion between like-minded business leaders around key social responsibility issues.

We have a very special day in store for you and welcome your input and involvement! This event provides valuable learning and networking opportunities for you and your employees, provides your company the chance to exhibit, sponsor and promote your own efforts and introduces

you to NHBSR's new programs.

Here are just a few comments from our members about last year's conference;

"My company developed several new relationships at the NHBSR Spring Conference that turned into new clients."

"I was incredibly impressed with the Spring Conference! Questions and responses were highly intelligent. Very interesting and worthwhile."

"NHBSR attracts a different group than many of the other business related functions I attend. This is refreshing."

"Your spring conference breakout sessions were inspirational and informative."

Remember, this is YOUR conference! We invite you to not only attend, but to get involved in the planning! Read on for a list of preliminary session topics. If you have expertise in any of these categories, please call Molly Hodgson Smith at 603-391-8471 to learn how you can be a part of the NHBSR 5th Anniversary Conference.

[Back to Top ^](#)

## Conference Session Topics

### **Socially Responsible Entrepreneurship**

There is a growing desire to practice socially responsible entrepreneurship, but no clear blueprint for doing it well. More and more people want to find meaning in their business; however, it is not easy for an organization to merge the business acumen of the corporate sector with the conscience of nonprofits. This session will address how to balance a double bottom line of profits and social goals.

### **Integrating CSR Initiatives into Your Marketing**

There is a growing trend of integrating social initiatives into corporate marketing strategies, given the increasing resource commitment by companies to launching CSR initiatives. This session will address the pros and cons of viewing CSR as an integral part of business & marketing strategy, rather than as an add-on and will offer tangible first steps for how to credibly communicate your CSR initiatives to your customers and how to measure its effectiveness.

### **Measuring and Reporting Social, Environmental, and Financial Performance**

As work in CSR matures, additional effort is being put into measuring impacts. Key performance indicators (KPIs) help prioritize, measure and communicate the achievement of CSR goals, and link them to business performance. Learn the best way for companies to create KPIs that frame, manage and execute their CSR strategies.

### **Your Carbon Footprint: Calculating & Reducing It at Work & Home**

This session will offer cost-effective ways for your company and your employees to reduce cumulative carbon dioxide emissions by 10,000 pounds per year and it won't require huge changes.

### **Buy Local - Top Ten Ways It Will Help Your Bottom Line**

A growing body of economic research shows that significantly more money

re-circulates in the local economy when purchases are made at locally owned businesses. Learn how your company can tap into the social, environmental and economic benefits of buying local.

#### **Employee Health & Wellness Programs - Your Return on Investment**

Apparently, health-care costs aren't the only reason to have wellness programs. In addition to reducing demand for medical services, wellness programs provide economic benefit by reducing absenteeism and on-the-job injuries, as well as reducing workers' compensation and disability-management costs. These programs also help recruit and retain the most effective, productive employees. Learn about these correlations and inexpensive ways to implement them.

All presenters will offer real world suggestions that are appropriate and applicable to any size company and will focus on the "bottom line" benefits and return on investment of CSR.

[Back to Top ^](#)

### **Featured Speakers, Speed Networking & More!**

**To get the Conference underway, Governor Jeanne Shaheen (invited) will present NHBSR's Cornerstone Award this year during the Morning Keynote Address.**

**University System of New Hampshire Chancellor Stephen Reno will present the Luncheon Keynote encouraging NH college graduates to stay in New Hampshire.**

New Hampshire is a great state in which to live. Yet, our population is the sixth oldest nationally. Baby boomers are close to retirement, employers are having trouble finding skilled workers, and half of our college graduates leave the state each year, further exacerbating the problem. The 55% Initiative sets a goal of convincing 55% of new graduates to "work, play, and stay" here, as compared to the roughly 50% who currently stay. A comprehensive survey of college seniors and recent alumni shows that they have a very favorable view of New Hampshire but leave primarily because of concerns about jobs and salaries. The University System of New Hampshire (USNH) has been partnering with business, young professionals' networks, community leaders, and policy makers, to conduct these surveys and use the results to develop a "tourism-like" marketing campaign aimed at future college graduates and on heightening awareness of key attributes of the state and its employers that impact their decisions on staying or leaving the state. Come learn about this campaign, hear some new ideas generated by college students designed to encourage them to stay, and on how you can get involved.

USNH Chancellor Stephen Reno will provide an overview and update on the 55% Initiative, on work done by college students this spring to include in a marketing campaign, and on how many organizations and individuals have come together through this initiative to enhance the culture, diversity, and quality of life and doing business in the state by encouraging more of our young people to stay.

**The Facilitated Luncheon Discussion Circles will be led this year by New Hampshire's Young Professional Organizations throughout the state.**

Don't miss the opportunity to network and learn from New Hampshire's future leaders! More information will be available on this segment of the conference

soon.

[Back to Top ^](#)

## Conference Sponsorship Opportunities - Going Fast!

Sponsorship opportunities are limited and available on a first-come first-serve basis. Contact Spring Conference Sponsorship Chair, Mariann Murphy of PaxWorld at 603-501-7360 or email [mmurphy@paxworld.com](mailto:mmurphy@paxworld.com) to secure your spot today.

### Anniversary Underwriters (2) \$2,500

- Logo incl. in all conference materials incl.1,500 brochures
- Complimentary exhibit table at conference
- Company Banner in premium location in ballroom
- Mention in all conference press releases
- Four complimentary tickets to the Conference
- Opportunity to incl.promotional materials in conference totebags

### Leaders (4) \$1,500

- Logo incl.in all conference materials incl.1,500 brochures
- Complimentary exhibit table at conference
- Company Banner in premium location in ballroom
- Mention in all conference press releases
- Three complimentary tickets to the Conference
- Opportunity to incl.promotional materials in conference totebags

### Partners (6) \$1,000

- Logo included in all conference materials
- Complimentary exhibit table at conference
- Banner at conference
- Mention in all conference press releases
- Two complimentary tickets to the conference
- Opportunity to incl.promotional materials in conference totebags

### Totebag Sponsors (2) \$1000

- Company Logo on totebags for every conference attendee
- One complimentary ticket to the conference

### Centerpiece Sponsor (1) \$750

- Company name on sign in center of tables stating "Centerpieces Compliments Of.."
- One complimentary ticket to the conference

### Organic Menu Sponsor (1) \$750

- Company name on sign in center of tables stating "Organic Menu Brought To You By.."
- One complimentary ticket to the conference

### Carbon Offset Sponsor (1) \$500

- Company name listed on all conference materials
- One Complimentary ticket to the event

### Session Sponsors (6) \$500

- Company name listed on all conference materials
- Company name listed on session room sign
- One Complimentary ticket to the event

### **Exhibit Table (10) \$400**

- Exhibit table at conference
- One Complimentary ticket to the event

[Back to Top ^](#)

## **Ways To Get Involved**

**ATTEND:** Mark Your Calendar Now! Save The Date of Thursday, May 15th, 2008

**EXHIBIT:** Showcase your company's products & services to over 150 attendees!

**PRESENT:** Let us know if you would like to be considered as a session panelist.

**SPONSOR:** Help NHBSR make this conference possible and receive valuable promotional opportunities for your company.

Contact NHBSR Executive Director, Molly Hodgson Smith via email [molly@nhbsr.org](mailto:molly@nhbsr.org) or phone 603- 391-8471 to get involved today.

[Back to Top ^](#)

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