



Seattle Professional Newsletter

August 2009

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Meet the 2009 Seattle Net Impact Board

Claudia Frere

President

Claudia returns to the 2009 Board after serving as Membership & Technology Co-Chair in 2008. Claudia started her career in the financial services industry prior to working in the nonprofit/social entrepreneurship sector in the San Francisco Bay Area. In these positions, she launched over forty corporate community programs for multinational companies and advised corporations with CSR implementations. Claudia graduated Cum Laude in Politics from the University of San Francisco with an emphasis in Political Development Theory. She has an MBA in Corporate Social Responsibility from Nottingham University Business School (UK), where she received a full scholarship from the International Centre for Corporate Social Responsibility (ICCSR). During her MBA, Claudia launched the business school's first Net Impact chapter and led post-graduate members for environmental engagement programs, speaking events and community initiatives. Claudia is currently the Environmental Stewardship and Sustainability Manager at the University of Washington.



Why Net Impact?

It's a unique opportunity to join a global network of individuals who are geared towards positive social change and innovation.

Interesting Tidbit about Claudia:

Claudia enjoys playing soccer, learning Aikijutsu martial arts, traveling and hanging out with her friends and family.

Jessica Burgamy

Business Outreach

Jessica returns to the 2009 Board after serving as President in 2008. She's a management consultant at Slalom Consulting, where she enjoys helping companies reach their potential. Prior to working in the private sector, Jessica spent three years in Washington, DC consulting for the Federal government and six years in the non-profit sector, where her last position was the Director of Development for the YMCA of Greater Seattle. Jessica has an MBA and a Masters in International Affairs from American University and a Bachelor of Arts from The Evergreen State College. In her free time she practices Bikram Yoga and spends time with her family.



Why Net Impact?

To summarize Michael Porter, a company enhances its competitive position when it identifies the overlapping areas between social and economic value. Jessica believes that it is possible to "do good" and "do well". Net Impact has resources to help individuals and companies realize social and environmental gains, while simultaneously promoting a healthy bottom line.

Interesting Tidbit about Jessica:

Jessica was an editor for an Inter-American Development Bank Publication titled "Country Strategies to Foster Adoption of Corporate Social Responsibility Practices in Small and Medium Enterprises in Latin America". [Learn more here.](#)

Jill Schweitzer

Events

Jill is yet another East Coast transplant (grew up in Connecticut, went to Bowdoin College in Maine), who moved to Seattle in 2007 to start her position with Cisco Systems as an account manager on the Microsoft account team. She has been with Cisco for 3 years, and is excited about the company's many initiatives in SmartGrid, Green Energy, and Connected Building Systems. She looks forward to bringing her energy to this year's Net Impact Seattle events, and is always open for input from all members.



Why Net Impact?

Jill heard about Net Impact while participating in the StartingBloc fellowship during college ([learn more here](#)). Years flew by in between, and this year she finally made sure to join. She is very much looking forward to getting involved through being on the board, networking with other members, and reaching out to the greater Seattle community. Since her job is not currently driven by CSR in particular, Jill is especially interested in the great network of individuals Net Impact brings together, as Events Chair, she wants to ensure we have plenty of opportunities to interact, share ideas, and help each other out.

Interesting Tidbit about Jill:

Although you will often find her skiing, climbing, salsa-dancing, or cooking, Jill's most favorite hobby is eating (luckily, her other activities pave the way...). Talk to her about food and restaurants anytime, she's always open to the topic.

Amy Winner

Marketing & Communications

Amy returns to the 2009 Board after serving as the Chair for the Marketing & Communications Chair in 2008. After moving to Seattle from the east coast in 2008, Amy sought out Net Impact to get involved in the local sustainability community. Currently, she is working as the Director of Marketing at the technology company Imprev in Bellevue. Before moving to Seattle, she spent 9 years working for the electronics manufacturer NK, where she was the Director of Marketing for the performance electronics division.



Why Net Impact?

After spending her childhood growing up on a farm, Amy's always been interested in environmental and sustainability issues. Net Impact has been a perfect organization to meet like-minded professionals and learn more about the social responsibility movement in Seattle.

Interesting Tidbit about Amy:

Amy loves to cook and can be found most Sunday mornings wandering through the Ballard Farmer's

Market, followed by an afternoon in the kitchen. In her free time, she blogs about cooking, eating, and enjoying the Seattle Food Scene at her food blog: www.SeattlePalate.com.

Ariyah DeSouza

Impact at Work

Ariyah graduated from the University of North Carolina in May 2009 with an MBA focused in Sustainable Enterprise and Consulting. She loved acting as member and VP of Events for KFBS' Net Impact chapter, one of the most active in the country.



During business school Ariyah led an initiative to green UNC campus eateries by building the business case for Aramark and Carolina Dining Services. She was also an ECO-BEES volunteer for Burt's Bees, the sponsor of the first Raleigh, NC Earth Day Festival in 2008, and developed the company's eco-metrics for the 10,000+ attendee event. She intends the Carolinas to one day become home to as many sustainably-minded vegetarian folks as Seattle is now.

Why Net Impact?

Ariyah's passionate about creating positive social and environmental change through sustainable enterprise.

Interesting Tidbit about Ariyah:

Her mother is a French native, and father is East Indian and Portuguese. She has written in multiple genres about the multiracial experience. A non-fiction essay can be found in [Mixing It Up: Multiracial Subjects \(2004\)](#).

Kala Fleming

Marketing & Communications

Kala is a Sustainability Manager at Campbell Soup where she is responsible for designing and implementing the Everett Plant's environmental sustainability strategy. Prior to working for Campbell Soup, Kala spent four years at American Water in New Jersey. As a researcher at the largest public water utility in the United States, she tackled the public health challenges associated with aging water infrastructure. Kala has a PhD in Environmental Engineering from the University of Wisconsin-Madison.



Why Net Impact?

Net Impact provides a platform to engage Seattle professionals on corporate social responsibility and environmental sustainability in a meaningful way. I am excited to be a part of an effort that inspires, educates, and equips individuals to use the power of business to create a more sustainable world.

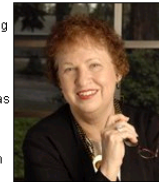
Interesting Tidbit about Kala:

In her spare time, Kala does fundraising and program development for an educational non-profit called [Dream Jamaica](#).

Carol Sanford

Advisor to the Board

Business Development Resource to Fortune 500 and new economy businesses on business design, regeneration and growth—without trading off stakeholders (five-factor top line growth). Multi-year development initiatives with Colgate Europe and Africa, DuPont US, Canada, Asia and Europe, Seventh Generation, along with technology innovators Yahoo, Agilent, Intel and Sharp, biotech Protein Technologies, Nike Western Hemisphere, among others. Entrepreneurial enterprises in Seattle, such as Herban Feast, Second Use Materials, and Anzuri.



Economic Development Advisor to Cities, Regions and Nations, including Corporations in Western Europe for the Common Market Integration and in South Africa on Township Governance Councils and Business

Development.

Keynote speaker for Business, University and Economic conferences and events: MIT Sloan School of Management, University of Michigan Ross and Erb Schools, Global Conferences on Economic Development and Competitiveness, including The Competitiveness Institute.

Educator: Strategic Leadership Institute for Washington State University, Director Corporate Responsibility 3.0 at Antioch University, Seattle.

Network

Theo Chocolate Factory Tour

Date: Wednesday, September 2nd ([add to calendar](#))

Time: 5:00 - 6:00pm

RSVP: niseattle@gmail.com

[Theo Chocolate](#) is the only organic, free trade, bean-to-bar chocolate factory in the US. The tour includes the story of cacao, including the extraordinary transformation of the cacao fruit into what we know and love as chocolate and the social and environmental issues relating to cocoa and cocoa farmers. Best of all, you will try all of Theo's amazing products during your tour experience!

Theo Chocolate closes at 6 pm. Please show up early if you want to browse the store. Tour is \$6 per person, payable to Theo Chocolates.

Networking Happy Hour at Twist in Belltown

Date: Thursday, September 24th

Time: 5:30 - 8:00pm

RSVP: niseattle@gmail.com

Come meet the new Board of Directors for the Net Impact Seattle Professional Chapter.

Learn

Register Now for Corporate Responsibility 3.0 Webinar

What the Vanguard is Doing Now!

Date: September 10 & September 14

Register: <http://www.peopleware.net/index.cfm?siteCode=2929&eventDisp=CORPRES09>

Two free opportunities to learn with internationally respected corporate educator and consultant Carol Sanford via web-enhanced conference call "webinars":

Seminar One: Best Practices: Under what conditions is "Best" the Worst?
Sept. 10, 10:00-11:00 am

- What is a BP anyway? It has become a label for anything we think we did well. What is "the criteria" for a claim of a "best practice"?
- Why are "best practices" often the wrong things to be researching and adopting?
- How might "Best Practices" actually undermine the pursuit of "going local" as a business practice?
- What is the role of Best Practices in Corporate Responsibility?

Seminar Two: Authentic Sustainability—Without It, we are not Corporately Responsible

Sept. 14, 2:00-3:00 pm

- How must we define sustainability for it to be meaningful?
- What are the organizational imperatives to be able to carry out authentic sustainability—that which can be trusted, effective and inspiring?
- How can a company find a distinctive and singular expression of sustainability making it a strategic and still a deeply intentional pursuit?

Each webinar is limited to 24 participants, so register today.

To register for one or both webinars online (at no charge), visit: <http://www.peopleware.net/index.cfm?siteCode=2928&eventDisp=CORPRES09>

You may also register by phone at [206-268-4111](tel:206-268-4111).

Registrants for webinars offered by Antioch University Seattle Office of Extension and Continuing Education will be provided with information about system requirements, a meeting code, password, and a toll-free phone number, prior to the date of the seminar.

Register Now for Corporate Responsibility 3.0 Certificate Course

What the Vanguard is Doing Next!

Date: Starting October 14, 2009

Register: <http://www.antiochsea.edu/ce/certificates-cr-courses.html>

15% Discount for course for Net Impact members- call to register.

Attend the Resilient Cities Conference in Vancouver

Date: October 20 – 27, 2009

More Info: <http://www.gaininggroundsummit.com/>

North American cities are facing transformational challenges in sustainability, economy, and urban management. Sustainability imperatives, the call for climate action, the prospect of a quickly shifting energy future, pressure for new approaches in almost every urban system, and the shock of the economic downturn have North American cities scrambling to comprehend and manage the shift toward ecological practices and greater resilience.

At the heart of this Resilient Cities conference are these ideas:

- Cities are powerful agents for climate action and ecological governance;
- It's crucial to develop powerful new sustainability collaborations between business, civic leadership and the communities that make up our cities;
- The emergent green economy, new green jobs, and a green way of doing old jobs together represent an important new economic development/training/education strategy;
- The concepts and practices of ecological citizenship need to spread more thoroughly through all segments of society and all constituencies;
- Cities—as social and political units—are leading the way in sustainability innovation in the areas of governance, policy and implementation. This capacity, these skills, need to be perfected and widely shared;
- Practitioners from all sectors—technical professions, elected folks, developers, non-profit agencies, post-secondary institutions, community leadership, etc.—are in on this reawakening to commons values. It's time to maximize collaboration and partnerships. It's time for the whole city to go green.

The conference will explore strategies to make cities more robust, and will enable participants to advance their thinking on three key subjects:

- innovation in sustainability governance and best current practices for managing sustainable urban systems;
- capturing opportunities in the green economy;
- strategies for building widespread sustainability collaborations that engage the community level.

Connect



Google groups