



Building a Better Benefits Program Using Corporate Social Responsibility

Thursday, October 29th, 2009

10:30 - 11:00 a.m. Registration and Networking

11:00 a.m. Program Begins

**Agraria Restaurant
3000 K Street, NW
Washington Harbour, Georgetown
202-298-0003**

Transit Information:

Parking: is available at Washington Harbour (\$7/hour)

Metro: You can easily get to Agraria via Metro and a short connector bus. For more information about D.C.'s Metrorail system visit [WMATA](http://www.wmata.com) or [goDCgo](http://www.goDCgo.com). The Georgetown Metro Connection has pick up locations from the Rosslyn and Dupont Circle metro stations every ten minutes and makes getting to Georgetown quick and easy. Fare is only \$1.00 each way or \$.50 if you present a MetroSmarTrip card. For more information visit: <http://www.georgetowndc.com/getting-here/shuttle>

The red, black and yellow-striped [DC Circulator](http://dcccirculator.com/routemap.html) bus. The Georgetown-bound route runs from Union Station to Georgetown via M Street and back to Union Station. The fare is \$1. For more information visit <http://dcccirculator.com/routemap.html>.

Speaker and Program Information

Our workshop structure has been designed to be interactive and engaging and incorporates expert speakers, best practice models, moderated table discussion, tool kit. The World Benefits and our partners seek to have each participant walk away with useful Social Responsibility practices to use immediately.

Speakers at the workshop are experts in the fields of employee benefits, human resources, community outreach and service, wellness and environmental sustainability.

Presenters include:

Nancy Beer Tobin- Vice President, Corporate Social Responsibility

Nancy Beer Tobin is Vice President for Corporate Social Responsibility, CGI, U.S. Ms. Beer Tobin is responsible for implementing a strategic CSR framework across CGI Business Units, that includes environmental stewardship, pro bono work, philanthropic giving, wellness and volunteering. She chairs the CGI CSR Leadership Council.

As Corporate Social Responsibility began to emerge as a management practice, Ms Beer Tobin developed expertise in this area and used it to advise both nonprofits and social entrepreneurs on building strategic partnerships. Ms. Beer Tobin holds a Masters in Public Policy from Harvard University's Kennedy School of Government and a Bachelor of Science degree from Cornell University. She has served on number of nonprofit boards, and currently is a board member of Greater DC Cares.

Marnie Abramson, MBA, LEED AP, Principal, Director of Marketing & Public Relations

Marnie has responsibility for education and outreach to governments, brokers, tenants and other developers through public relations, advertising and public speaking. She has guest lectured for graduate classes at Georgetown University and The University of Maryland, has been published in the Washington Post, and has been interviewed by many local and national publications focused on her company's green agenda.

Marnie represents the third generation of ownership in the family owned Tower Companies. She joined the family business in August 2003, motivated by the opportunity to work for a company that leads the market in ideas and implementation of new technology and is helping to preserve and protect the planet by promoting better, more sustainable business practices. Marnie is a LEED Accredited Professional and holds an MBA from the Marshall School of Business at the University of Southern California.

Kate Sanford, "Chief Green Officer" at Wedding Wire

WeddingWire has helped cater to eco-friendly weddings as well as identify vendors trying to service those eco-friendly events. Kate and her co-workers were inspired to do their part by transforming their office space. Earth Day 2009 served as a great starting point to introduce a "WeddingWireWellness" program. Since then, Kate has learned that participation and engagement in any program can be a struggle, so she developed an incentive based point system; Green Deeds, a system to encourage participation and recognition for individual sustainability efforts.

Kate is currently implementing the Green Deeds program along with helping WeddingWire organize periodic volunteering days and wellness activities.

Donnie Small, Talent Management, Positive Energy

Donnie Small is a graduate of The University of Maryland and American University. She is a 12-year veteran of the recruiting industry with a focus on technical, accounting/finance, diversity, and executive level search. She has served in a leadership capacity in positions up to Director across some awesome companies such as Blackboard (pre-IPO and played an instrumental role in a successful acquisition), KPMG - served as State and Local Tax National Recruiting Lead, Vocus and now Positive Energy. She is an active life-time member of Delta Sigma Theta Sorority which is a community service based organization. She has been happily married to David for 12 years and they have 4 beautiful children and a big dog named Penny! She lives by the motto - It only takes one.

Siobhan Canty, Chief Social Responsibility Officer, TWB

Siobhan Canty is TWB's social entrepreneur tour-de-force. She formerly served as President & CEO of Greater DC Cares, the largest coordinator of volunteering and corporate philanthropy in the Washington, DC area. Leading the development of programs that facilitated hands-on volunteering, pro bono consulting, and placement of corporate executives on nonprofit boards, Greater DC Cares invested over \$5 million in assets in Washington area nonprofits each year. In 2006, the organization was awarded the National Innovation Award by the Points of Light Foundation.

Michael Danzansky, Chief Visionary Officer, TWB

As the founder of The World Benefits, Michael dreams of a sustainable world where all beings are smile all the time and live in peace. Well, not dreams like every night in his sleep, but more the aspirational type dreams. But he is not just a dreamer - Michael also knows his traditional benefits inside and out. He has more than 17 years of experience in the financial service and benefit industry and a slew of top industry designations, including Certified Financial Planner, Chartered Life Underwriter, and Registered Health Underwriter.

Zach Laurie, Environmental Sustainability Guru, TWB

Zach's expertise in environmental work stems from his work in Guatemala as a consultant with the IUCN (World Conservation Union), where he helped design a 3 million dollar-a-year project of sustainable development that empowered indigenous peoples to manage and sustain local resources.

Zach also created custom programs to engage the corporate world on issues of sustainability while working at Saatchi & Saatchi S. His work as a Senior Strategist included researching sustainable packaging with major record companies, designing and implementing employee engagement and training programs with one of the largest corporations in the world, and creating a program to educate consumers about sustainability via product purchases.

Program Agenda Overview:

- Trends and themes in Social Responsibility within Human Resources
- How HR managers and others can meet new demands and leverage Social Responsibility to help achieve their bottom line
- Suggestions for effective Social Responsibility implementation, relevant examples of successes and challenges from professionals who have built programs from the ground up
- Training on how Social Responsibility supports best in class workplaces
- Guided exercises identifying possible opportunities
- Real world examples of how Social Responsibility can be effectively administered by a range of small to large businesses across different industries
- A terrific lunch of organic, local foods

HRCI Credit Pending: This program has applied for 3 hours of strategic management recertification credit through the HR Certification Institute.