



Expert Panel One:

The Integration of Profit and Social Responsibility:

How profit and social good combine for the good of all stakeholders

Ty Rarick, TSR Consulting (Moderator)

Paige Davis, Co-Founder/Chief Inspiration Officer, Blue Avocado

Elijah May, Chief Brand Officer & Host, SocialGood.TV

Cristián Méndez Sâbre, Chief Mktg Officer, Verb Inc. Dell Education Challenge & Dell Empowering Women Challenge

Joy Stoddard, Development & Outreach *Director*, Whole Foods Foundation at Whole Foods Market

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MiniTrends 2013 Conference

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Corporate Conscience Key Take Aways (recorded by Jeffrey Fry)

IP+SR = Corporate Conscience

SocialTV – Connect Socially Conscience companies with Socially Conscience Consumers using advertising network.

Blue Avocado –partnerships and community – Bag- Give both to a community and individuals

Verb – Seed Founding for Socially Conscious Startup + Give Advice / Mentorship to Good S/C Ideas

Whole Foods (Whole World) – Profits help fund micro credit – Ethical Responsibility to local (non US) cultures – WFF (Whole Foods Fund) is a love to John Mackay. Working with liked minded Companies ...Blue Avocado (partner)...can help startups go further.

RELATIONSHIPS * IMPOWERMENT * INITIATIVES

Why is shopping / working at S/R businesses important?

Public is looking HARDER at Companies: Are they Walking the Talk?

Looking a LONG VIEW... Impact: How and Why Protect Community – How To BETTER bring message to people

Inspiration – Changes comes from motivation

RIPPLE EFFECT

All about vibrations – What you Resonate (what the company stands for) – You are now choosing to ACT DIFFERENTLY for a Purpose... NOT a NON-PROFIT

CHANGE – Personal 1st – What you Eat – How You Act – Wil Go to SAME Place to SHOP (company alignment to personal beliefs)

WF: Customers Donate \$21MM to WFF!! WTW? Experiencing vicariously what Whole Foods is doing.

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HOW DO YOU GET (RECRUIT) TALENT for S/C Projects?

Get some TRACTION: 1) Love what you Do and solve a REAL NEED; 2) What is YOU **STORY? Must be emotionally tied to your audience.**

How do You Fund a MiniTrend in S/C?

LOVE what you are doing

Never GIVE UP!

50% of consumers will Buy from a Socially Responsible Company!

TAKE ACTION!