

Objet : Margins to Mainstream: Integrating Corporate Citizenship into the Business Core

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The Center for Corporate Citizenship at Boston College invites you to its 14th annual International Corporate Citizenship Conference:

MARGINS TO MAINSTREAM: INTEGRATING CORPORATE CITIZENSHIP INTO THE BUSINESS CORE

<http://www.bc.edu/ccc/conference>

March 28-30, 2004

The Palace Hotel, San Francisco, CA

As more people around the world realize that business success depends on good corporate citizenship, The Center for Corporate Citizenship's annual conference takes on even greater importance. At the conference, professionals and leaders from around the world exchange knowledge and information about everything from best practices to remedies for the challenges that trouble those who navigate the ever-evolving landscape of corporate citizenship.

This year's conference will offer 15 breakout sessions, ranging from measuring success to creating win-win partnerships with non-profits and NGOs to exploring how companies are integrating their citizenship strategies into their core business operations.

Collectively, the four keynote speakers will provide a wonderful sweep of the corporate citizenship terrain; individually they will provoke you to consider the various aspects of this multi-faceted approach to doing business.

BIG PICTURE: Learn from General Electric's Chairman and CEO Jeffrey R. Immelt how one of America's most successful corporations is implementing corporate citizenship from the boardroom, throughout the business and into the field. He will share information and candid insights about GE's renowned Work-Out process.

RAGE AND A GOOD REALITY CHECK: Let Peter Sandman, author of *Responding to Community Outrage: Strategies for Effective Risk Communication*, help you understand how to use his fascinating Risk = Hazard + Outrage formula to build a successful program while managing skeptical stakeholders.

REVEALING ALL: Get the prescription for a healthy future from Don Tapscott, international business consultant and author of *The Naked Corporation: How the Age of Transparency Will Revolutionize Business*. Since he believes there is little a company can keep confidential in today's climate, he advises providing stakeholders with what they want - information.

MANAGING DIVERSITY AND RACE: Gain knowledge and necessary insight from visionary Angela Glover Blackwell, president of PolicyLink and co-author of *Searching for the Uncommon Common Ground: New Dimensions on Race in America*. She will convey why diversity is integral to successful corporate citizenship.

This is the largest conference of its kind. Registration is open only to corporate professionals responsible for implementing their community and business strategies. The sessions are designed to provide what you need

most - good information on best practices, a platform to candidly share experiences and a place to network with like-minded colleagues. Capacity is limited so we encourage you to register early at <http://www.bc.edu/ccc/conference>.

The Center for Corporate Citizenship at Boston College, part of the Carroll School of Management, provides research, executive education, consultation and convenings on issues of corporate citizenship. The Center has more than 300 corporate members across the globe.

For nearly 20 years The Center has offered an executive education program leading to a Certificate awarded by the Boston College Carroll School of Management. Courses cover planning, strategy, program development, implementation, communications, evaluation, leadership development and competency building, The Center also offers courses at company sites on request, and can customize its offerings to address companies' specific challenges and needs.

For more information, call The Center at 617.552.4545, or go to The Center's web site at <http://www.bc.edu/corporatecitizenship>

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