

CONSCIOUS BUSINESS SUMMIT

MAY 2ND, 2017 | 7:30AM – 1:30PM | CONVENTION CENTER

What is Conscious Capitalism?

Social Entrepreneurship. Triple Bottom Line. B-Corps. Impact Investing. Sustainability.
No matter what you want to call it, let's evolve the future of business.

Conscious Capitalism is based on 4 tenets:

A **Purpose** beyond making profits; **Conscious Leadership** that are servant leaders and embody the purpose of the organization; **Conscious Culture** that values and engages employees; and a **Stakeholder Orientation** that balances the needs of employees, customers, suppliers, communities, the environment and stockholders (rather than prioritizing stockholders)

Research from *Firms of Endearment* shows that following these principles is good business! "Conscious" companies beat the S&P 500 by 8x over 10 years!

JOIN US MAY 2ND TO EVOLVE CONSCIOUS BUSINESS IN ROCHESTER!

**Panels and Workshops on How Conscious Businesses
"Measure What Matters"**

B-corps | Triple Bottom Line | Top Workplaces | ETHIE Awards | Best Places to Work

Learn from Conscious Leaders in Rochester!

Hear about local Social Entrepreneurs & Initiatives

Kiva | RYCE | Junior Achievement | Venture Jobs Foundation
Coffee Connection | Market Driven Community Cooperatives
Causewave | RocGrowth Candida | Fuego HueHue

More information and get your ticket at ConsciousCapitalismROC.org!

Early Bird!

\$20 Off Until 4/14



**CONSCIOUS
CAPITALISM**
ROCHESTER CHAPTER

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The XLR8 Team
Evolving Leaders and
Cultures to XLR8 Success



G-FORCE
COLLABORATIONS



CleanCraft
Helping build your team, every day.



KLEIN
STEEL SERVICE
STRONGER. FOR YOUR SUCCESS.



The Entrepreneurs Network

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7:30am-8:00am – Breakfast

8:00am-8:40am – Breakfast Keynote – HIGHER PURPOSE

“Higher Purpose and Conscious Capitalism at Trader Joe’s” – Doug Rauch, Former Trader Joe’s President

8:40am-9:35am – CONSCIOUS CULTURE – “Measuring what matters”

Triple Bottom Line – Mary Beth Popp, Director of Corporate Relations – Genesee Brewery

B-Corp / Top Workplace – Melissa Palmer, Chief Operating Officer and Chief Financial Officer – Butler/Till

Great Place To Work – Maureen Wolfe, Director of Human Resources and Community Relations – ESL

9:45am-10:25am – Breakout Sessions – Assessments for Conscious Culture

ETHIE Award – Bob Whipple, Business Ethics Foundation

2015 Recipient: Nichols Construction – John Nichols, CEO

Great Places To Work – Maureen Wolfe, ESL

Kevin Stickles, Wegmans Food Markets

D&C Top Workplaces – Top Workplaces Representative

3x Recipient: Innovative Solutions – Justin Copie, CEO

B-Corp – Melissa Palmer, Butler/Till

10:35am-11:10am – STAKEHOLDER ORIENTATION

Get Inspired! Lightning Round of Social Enterprises and Initiatives in Rochester

Kiva Rochester

Rochester Youth Culinary Experience

Junior Achievement

Venture Jobs Foundation

Causewave Community Partners

Fuego HueHue

RocGrowth Candids

Market Driven Community Cooperatives

Coffee Connection

11:10am-12:00pm – CONSCIOUS LEADERSHIP – Leading Culture at the Top

Sue Butler, Former Co-CEO and Current Chair of the Board – Butler/Till – B-Corp and ESOP

Rick Plympton, CEO – Optimax – Top Workplace, including award for Top Leader of a Midsize Company

Doug Rauch, Former President – Trader Joe’s – Firm of Endearment

12:00pm-12:45pm – Lunch with Rochester Rotary

12:45pm-1:30pm – Lunch Keynote – Conscious Capitalism and Daily Table

“Daily Table - A hunger relief health-care agency masquerading as a retail store” – Doug Rauch, Founder

