



## SVN Networker

Transforming the way the world does business®

June 2009

Dear Friends,

Today is the last day to submit applications for the 2009 SVN Innovation Awards—thanks to everyone for helping us get the word out! As in past years, we will be honoring this year's winners at our Fall Conference in La Jolla, CA this October 22-25. Check out <http://svn.org/index.cfm?fuseaction=Page.viewPage&pageId=706&parentID=511> in mid to late August to learn who our 2009 Finalists are and read more about our winners from the last two years.

SVN Member Directories should be in mailboxes next week! Thanks to all our members who updated their online profiles over the last few months. Our new directory has a leaner format, cutting down on our use of paper and reducing our environmental footprint, while also making it more convenient for you to travel to SVN conferences with your directory. As always, SVN members can read full member profiles (and learn about members who have joined the network since the directory was printed) on SVNNet by logging in at <http://svn.org/index.cfm?fuseaction=home.userLogin>.

Online registration for the SVN Fall Conference will go live at the end of this month. Please check the conference website regularly for updates on our programming at: <http://svn.org/index.cfm?pageId=961>. We look forward to seeing you back at the Estancia La Jolla later this year.

Finally, SVN's Executive Director, Deb Nelson, welcomed baby boy Will Gleason into the world on May 17th! Deb will be on maternity leave through early August, but please feel free to get in touch with me in her absence.

Warm regards,

Tina Sciabica  
Deputy Director  
Social Venture Network

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### Network Updates



#### SVN's Stakeholder Report: The New Pioneers of Socially Responsible Business

SVN's most recent Stakeholder Report is now available for download! This year's report includes great profiles of members of our network who are pioneering and expanding ground-breaking movements in fair trade, accessible organics, socially responsible investing, local living economies, and green building. Profiled members include **Chinwe Onyeagoro** of O-H Community Partners, Ltd., **Yair Marcoschamer** of Ecoist, **Joy Anderson** of Criterion Ventures, **Jay Coen Gilbert** of B Lab,

**Baye Adofo-Wilson** of Lincoln Park Coast Cultural District, **Adam Werbach** of Saatchi & Saatchi S, **Adam Lowry** of Method Products, Inc., and **Reem and Ahmed Rahim** of Numi Tea. The Report also includes great information on the SVN Book Series as well as SVN events and programs over the last year, and information and updates on our 2008 SVN Innovation Award Winners. Visit <http://svn.org/index.cfm?fuseaction=page.viewpage&pageid=724> to download a PDF of the Report, along with archives of reports from previous years.

#### **Video from Conscious Living TV: To Sell or Not to Sell**

Every CEO wants to grow their business and reach more customers. But what about leaders of socially responsible business? Do CEOs risk deviating from their companies' missions by selling to larger companies—or is this actually the best way to expand their impact and reach more customers? New video from the SVN Spring 2009 Member Gathering, courtesy of Conscious Living TV, includes highlights from this intriguing conversation with three CEOs: **Seth Goldman** of Honest Tea, **Gary Hirshberg** of Stonyfield Farm, and **Sheryl O'Loughlin** of Nest Naturals. Click [here](#) to check out the video.



### *Members in Action*



#### **Food, Inc. Released Nationwide**

*Food, Inc.* exposes America's industrialized food system and its effect on our environment, health, economy and workers' rights. The powerful documentary, featuring SVN member **Gary Hirshberg** and others, is a shocking indictment of the current food system, controlled by a very few, that mass-produces our food for the sake of cheaper food, but at the cost of mistreated animals, exploited workers, farmers who are criminalized for working their own land, and consumers who don't know what's really in the food sitting on their dinner plate. Manohla Dargis of the *New York Times* recently reviewed *Food, Inc.*, warning that viewers will "shudder, shake and just possibly lose [their] genetically modified lunch". Click [here](#) to read the review, or read Gary's piece about the film on [The](#)

[Huffington Post](#). Learn more about *Food Inc.* and where it's showing at a theater near you at <http://www.foodincmovie.com/>.

#### **News from IceStone**

*Fast Company* recently examined how green **IceStone's** business practices really are. After careful deliberation they deemed the corporation 'brilliantly green' and hoped that their sustainable principles would not stunt their potential to grow as a corporation.

While the collaborative environment and resource-independent facility is a model of mission-alignment, the article questions how these alternative business ethics will influence the future of the company. To read the article click [here](#). In other IceStone news, the company was awarded a Green Log Home Award on the basis of its innovation, impact on the environment, and integration and enhancement to the home. For more information on the awards visit <http://www.greenlogawards.com/winners-2009/>. Learn more at <http://www.icestone.biz/>.



#### **Victory Dance for Dancing Deer**

The Dorchester Bay Economic Development Corporation (DEBDC) honored **Trish Karter**, CEO of Dancing Deer Baking Company, at their 30th anniversary celebration last month. Trish was honored for her work with the DBEDC in finding housing solutions and resolving other core poverty issues, including taking a 1,500 mile solo bike ride from Atlanta to Boston. Along the way she visited with families in homeless shelters in 15 cities. Find out

more about Dancing Deer at <http://www.dancingdeer.com/>.

### **Call for Microfinance**

Two SVN-ers were asked to speak at the first-ever California Microfinance conference at Stanford University. As the luncheon keynoter, MicroCredit Enterprises CEO **Jonathan Lewis** shared his insight on how principles of international microfinance can be applied in California to alleviate poverty. **Claudia Viek**, CEO of California Association for Micro Enterprise Opportunity, also spoke at the conference. For more information about the conference visit <http://www.microfinancecalifornia.org/conference-info/>.



### **Hall's In Charge**

**Amy Hall** is a current SVN Board member and current Director of Social Consciousness at EILEEN FISHER (<http://www.eileenfisher.com/>). As Director of Social Consciousness and a member of the Leadership Forum for women's clothing designer Eileen Fisher, Amy helps the company carry out its commitment to practicing business responsibly. In her role, Amy guides the company's human rights program (both within the company and in its manufacturing facilities), develops community partnerships, oversees their commitment to environmental sustainability and helps to foster a climate where living the mission ranks equally

to job performance. She started her career, however, as a teacher after attending the Teachers college at Columbia University. Click [here](#) to watch video from their Alumni Series that shares her story.

### **"Flu Tracker Goes Viral"**

**Josh Knauer**, CEO of Rhiza Labs, offered his services to help in researching the recent outbreaks of swine flu. His Flu-Tracker was recently featured in the *Pittsburgh Business Times*, recognizing the project as a big break for the 13-month-old organization. Rhiza's technology is especially useful in tracking disease because it displays outbreak clusters, making it easier to spot the epidemic's movement. To read the article click [here](#). To learn more about the Flu-Tracker visit [flutracker.rhizalabs.com](http://flutracker.rhizalabs.com).



2008 SVN Innovation Award Winner and Founder of Root Capital **Willy Foote**.

### **Award for Root Capital**

*The Financial Times* and IFC, a member of the World Bank Group, announced Root Capital as the recipient of its Achievement in Banking at the Bottom of the Pyramid Award. The award recognizes ground-breaking financial transactions and initiatives that address the Bottom or Base of the Pyramid (BoP), the more than 4 billion people who live on less than US\$2 a day. Root Capital received the award for their work in funding agriculture cooperatives and other cooperative endeavors in rural communities around the world that are too large for microcredit and too small for commercial lending. Learn more at <http://www.rootcapital.org/>.

### **The Unlikely Revolutionary**

**Joel Solomon** was recently featured in Vancouver magazine, in a profile that highlights his work with the socially responsible venture fund Renewal to mentor social activists on how to be more businesslike, and encourage people of high net worth to invest in green and "for benefit" companies. Click [here](#) to read the story.



Renewal2 (a new fund launched by Renewal Partners) has also announced its first close over \$16 million, with a goal of creating a portfolio of 15 to 20 deals split between the US and Canada. Read more about the close [here](#).



### **Greenfest is a Hit in Chicago**

**Denise Hamler** of Green America and Green Festivals reports that at the recent Greenfest in Chicago, attendance still ran at a record high, even given the economic downturn, with over 35,000 attendees at the event last May. This makes Chicago the third largest sustainability event in the nation (after Green Festivals in San Francisco and Washington, DC). Speakers at Greenfest Chicago included SVN members **Kevin Danaher**, **John Perkins**, **Alisa Gravitz**, and **Michelle Kaufmann**. Learn more at <http://www.greenfestivals.com/>.

### **Helping Hand Rewards**

**Michael Arkes** and Hinda Incentives have launched a new corporate giving and incentive program, which features products from social purpose companies, ranging from [Greyston brownies](#) to jewelry to spa gift sets. Michael started Helping Hand Rewards to provide marketing, business development and distribution expertise to socially-focused organizations interested in expanding their business into the incentive reward and recognition market. Today, Helping Hand Rewards supports great companies like The Enterprising Kitchen, Greyston Bakery, Divine Chocolate, Mercado Global, The Women's Bean Project, Women Helping Other Women, [World of Good](#) and Bright Endeavors. Now, Helping Hand Rewards has gift cards that can be used for holidays and thank yous. Learn more at <http://www.helpinghandrewards.com/>.



Products available through the [Helping Hand Rewards](#) program.



### **Making Room for the Next (Seventh) Generation**

Seventh Generation Founder **Jeffrey Hollender** has announced that he will be stepping down as the company's CEO (though will continue in his role as "Chief Inspired Protagonist"). Seventh Generation, which was founded 20 years ago originally as a mail-order catalog business, now produces all-natural cleaning supplies and non-toxic personal-care product with approximately \$150 million in annual revenue and 130 employees. The change in leadership will allow the company to manage continued growth, as well as give Jeffrey more time to continue writing—his next book, *In Our Every Deliberation*, will be available in July. Click [here](#) to read more about the announcement as well as an interview with Jeffrey. Learn more about Seventh Generation at <http://www.seventhgeneration.com/>.



## **Welcome New Members**

The following enterprises have members who have joined Social Venture Network since May 2009:

- [Green For All](#)

### Membership in SVN

Social Venture Network transforms the way the world does business by leveraging its members' collective strengths of leadership, knowledge and enterprise for a more just and sustainable economy. If you are interested in becoming a member of SVN, we invite you to learn more from the resources below:

- [Member Benefits](#)
- [Guidelines](#)
- [Featured member profiles](#)
- [Testimonials](#)

If you are doing work that is aligned with SVN's mission, but do not currently meet guidelines for membership, we invite you to become an [SVN Affiliate](#). For more information, visit <http://www.svn.org/index.cfm?fuseaction=Page.viewPage&pagelid=620> or contact Aileen Sweeney at [aileens@svn.org](mailto:aileens@svn.org).

### Upcoming Events

#### Social Capital Markets 2009

September 1 - 3  
San Francisco, CA

The Social Capital Market, the market at the intersection of money and meaning, is gaining strength and momentum as more people reject the old greed-first capital market and search for an alternative. It will convene once again at The Fort Mason Center in San Francisco. A big piece of the conference will be highlighting partnerships, networks and communities that are coalescing in these new times. Socially responsible leaders of all stripes will come to SOCAP09 to gather, learn from each other and get things done. For more information, visit [socialcapitalmarkets.net](http://socialcapitalmarkets.net). Register [here](#).



#### 14th Annual SVI Hollyhock

September 9 - 13  
Hollyhock Centre  
Cortes Island, BC

Since 1996, SVI has offered leaders of social purpose businesses a forum in which to air their business problems and receive advice and mentoring. Founded by Gary Hirshberg, President and CEO of Stonyfield Farm, SVI was designed to provide an interactive and affordable way for entrepreneurs to explore creative ways to succeed. Each attendee brings a commitment of social change to their enterprise, whether a for-profit business or a non-profit organization. Over the years, SVI has provided over 2,000 entrepreneurs the opportunity to strengthen their business skills, network with other social change leaders, and rejuvenate their passion and vision. SVI Hollyhock is presented by Renewal and Social Venture Network (SVN). Learn more at <http://www.renewalpartners.com/svi-hollyhock>.



#### Opportunity Collaboration

October 17 - 20  
Ixtapa, Mexico

The current economic slump will seriously impact the world's poor, not to mention nonprofit and social finance funding. Financial scarcity demands an unprecedented



level of collaboration, resource leveraging, and new alliances. On World Poverty Day (October 17, 2009), a group of anti-poverty leaders are convening in Ixtapa, Mexico, to generate exactly that unprecedented collaboration at the Opportunity Collaboration. Co-conveners of the event are Ashoka, Aspen Network of Development Entrepreneurs, Calvert Social Investment Foundation, Global Philanthropy Forum, Social Venture Network, Stanford Social Innovation Review, Women Donors Network, Worldways Social Marketing, and 2008 SVN Innovation Award winner Jonathan C. Lewis of MicroCredit Enterprises. There will be no panels and no plenary speeches; instead, the aim is strategic networking at an event solely focused on poverty reduction. To register, visit <http://www.opportunitycollaboration.net/>.

#### Investors' Circle Call for Applicants

*Applications to present at Fall 2009 Venture Fair due by July 31st.*

Investors' Circle seeks early or expansion-stage companies whose businesses address significant social or environmental issues. Since 1992, they have facilitated the flow of over \$130 million into more than 200 companies and small funds addressing social and environmental issues. They are currently seeking applicants to present at the 2009 Fall Conference & Venture Fair, to be held November 15th - 17th in Washington, DC. Click [here](#) to learn more about submitting an application.



#### *Job Opportunities*

**VisionSpring, Inc.**  
**Chief Operating Officer (COO)**  
 New York, NY

VisionSpring (<http://www.visionspring.org/>) is a global social enterprise that creates jobs and sustains livelihoods through the sale of affordable eyeglasses to the more than 400 million people who need them to work and live productive lives. This senior leadership role reports to the VisionSpring CEO and Chairman and is responsible for operating the VisionSpring organization, including: Business Development, Sales and Operations, Finance, Legal, Compliance, Human Resources, and Facilities, as well as the Regional activity and interfaces. The COO will provide organizational leadership across a range of staff, country locations, and functional areas. The position will manage a small entrepreneurial team in New York and the India based-Regional Director for Asia. Please submit applications including cover letter and resume to [visionspringcoo@visionspring.org](mailto:visionspringcoo@visionspring.org) or contact: Search Committee, VisionSpring, Inc., 12 Desbrosses St., New York, NY 10013.



**The World Affairs Council /**  
**The Global Philanthropy Forum**  
**Conference Program Officer**  
 San Francisco, CA

The World Affairs Council of Northern California, the leading international affairs organization on the West Coast, offers a forum where diverse audiences engage in dialogue that informs their actions. In more than 200 programs a year, policy makers, business executives, philanthropists, academics, civic leaders and an attentive public join in the Council's programs to listen, learn, discuss and debate. The Global Philanthropy Forum (GPF) is a project of the Council, and the GPF Program Officer reports to the Vice President of Global Philanthropy Projects. She or he will be the primary liaison for the annual conference and will work closely with the Vice President on all aspects of producing this event. This includes, but is not limited to, coordinating venue logistics, organizing speaker logistics, managing vendor relationships, and assisting with speaker research. Please send your resume and a cover letter as an attachment to



[jobs@wacsf.org](mailto:jobs@wacsf.org). Please include your name and "GPF Program Officer" in the subject line. Learn more about the position [here](#).

**The Forest Stewardship Council**  
**Managing Director**  
 Bonn, Germany

The Forest Stewardship Council (FSC) is an independent, non-governmental, not-for-profit organization established to help solve the challenges that forests face around the world. It provides standard-setting, trademark assurance, and accreditation services for companies and organizations interested in responsible forestry. FSC Global Development GmbH is the for profit company in the FSC Group responsible for managing the FSC brand in the global marketplace and promoting the use protecting the integrity of FSC trademarks worldwide. The Managing Director of FSC GD will facilitate, develop and maintain relationships worth billions of Euros in the global trade in forest products. Candidates should have international management experience at a similar level and significant experience of developing/managing a brand or trademark program, business and market development experience, particularly in managing client relationships and key accounts. For further information or to apply please contact Michael Wills at [mwills@oxfordhr.co.uk](mailto:mwills@oxfordhr.co.uk).

**Atlas Corps**  
**US Program Director**  
 Washington, DC

Atlas Corps is seeking an energetic, organized individual with intercultural experience and sensitivity to help manage all aspects of the Atlas Corps fellowship training program for nonprofit leaders from the global south. Atlas Corps is an international fellowship program that trains leaders, strengthens organizations and promotes innovation in the nonprofit sector through an international network of mid-career professionals addressing critical global issues. The US Program Director has primary responsibility for the logistical operations of the fellowship program. The Program Director's activities are carried out in consultation with and approval of the CEO. To apply, email resume and cover letter to [jobs@atlascorps.org](mailto:jobs@atlascorps.org). Applications will be accepted on a rolling basis. <http://www.atlascorps.org/>.



**IceStone**  
**Sales and Marketing Intern**  
 Brooklyn, NY



IceStone® durable surfaces are made from 100% recycled glass and concrete to make a highly durable concrete surface. IceStone surfaces are produced by an environmentally friendly manufacturing process in their day-lit factory in the Brooklyn Navy Yard. IceStone is seeking a Sales and Marketing Intern for the summer of 2009. The Internship is a full-time position for the duration of the summer. This is an exciting opportunity for a self-motivated college student to gain hands on experience in a sustainable company, exposure to sales, marketing and the architectural and design industry. Learn more about the company at <http://www.icestone.biz/>. Send resume and cover letter via email, fax (718-624-4002) or email to [jobs@icestone.biz](mailto:jobs@icestone.biz), subject Sales & Marketing Internship. In your cover letter please tell us why you would make a great Sales & Marketing Internship. No phone calls please.

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The *Networker* is a service of Social Venture Network (SVN) and is produced by Erica Dreisbach. The *Networker* is distributed mid-month. If you have a networking opportunity, query, or announcement to share with the SVN membership, please email it to [ericad@svn.org](mailto:ericad@svn.org). Submissions should be between 150 and 200 words and may include logos, photos, other images, web links or email address. We cannot include any items that make solicitations for political or fundraising campaigns or investment opportunities.

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