

The Ahlers Center for International Business

and

The World Trade Center San Diego

are proud to present the second annual summit on

**PEACE AND PROSPERITY
THROUGH TRADE AND COMMERCE**



**Increasing Market
Share
through
Social Branding**



SCHOOL OF BUSINESS
ADMINISTRATION

Ahlers Center for International Business



EVENTSCHEDULE

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|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:30-9:00am | Check-in and Seating at USD's Institute for Peace and Justice Theatre | |
| 9:00-9:15am | Welcome and Introduction: Denise Dimon , Director of the Ahlers Center for International Business at the University of San Diego | |
| 9:15-9:45am | <p><i>The Value of Social Labels</i></p> <p>Moderator: Bella Heule, President and CEO of the World Trade Center San Diego</p> | Liz Goodgold , Founder and CEO of RedFire Branding |
| 9:45-10:20am | <p><i>The Impact of Social Branding: Entrepreneurial Endeavors</i></p> <p>Moderator: Katie Singleton, Associate Director of the Ahlers Center for International Business</p> | Jake Kloberdanz , Founder and CEO of OneHope (formerly Hope Wine) |
| 10:20-10:55am | <p><i>Innovative Incentives of Social Branding</i></p> <p>Moderator: Tara Ceranic, Assistant Professor, School of Business Administration, USD</p> | Colin Brady , COO of Product (RED) |
| 10:55-11:10am | <i>Coffee Break</i> | IPJ Rotunda |
| 11:10-12:10pm | <p><i>New Directives of Big Business: Sustainable and Ethical Supply Chain</i></p> <p>Moderator: Dave Pyke, Dean of the School of Business Administration, USD</p> | <p>Dennis Macray, Director of Ethical Sourcing and Global Responsibility, Starbucks</p> <p>Priya Haji, CEO and Co-founder of World of Good</p> |
| 12:10-12:35pm | <i>Toward a New Business Ethos</i> | Patricia Marquez , Director of the Responsible Enterprise Initiative at USD |
| 12:24pm | <i>Networking Lunch</i> | IPJ A & B |

INCREASING MARKET SHARE THROUGH SOCIAL BRANDING

The Ahlers Center for International Business at the University of San Diego and The World Trade Center San Diego are proud to present the second annual Summit on Peace and Prosperity through Trade and Commerce at the Joan B. Kroc Institute for Peace and Justice at the University of San Diego.

Today, companies and consumers alike are no longer satisfied with brands that only represent financial success, product quality, or process efficiency. Instead, firms need to demonstrate their commitment to environmental sustainability, developing initiatives for poverty alleviation, and addressing other social issues. Consumers increasingly seek products and services from triple bottom line (profits, people, planet) companies.

The 2009 summit “Increasing Market Share through Social Branding” is an opportunity to engage with speakers who will share their stories on how and why their companies have aligned with diverse social and environmental causes and labels. They will discuss the implications of social strategy in their company success and reputation.

Attendees will have the opportunity to explore questions surrounding social branding, including: How does social branding add to company value? Can social branding contribute to a company’s achievement of the triple bottom line (profits, people, planet) or it is just a passing fad? In a time of increasing competitiveness, can social branding be successful in differentiating a company? Do the efforts of companies contribute to the development of peace and prosperity around the planet?

Welcome and Introduction to Summit

Denise Dimon is Director Ahlers Center for International Business and Professor of Economics at the University of San Diego. She has been a Fulbright Scholar in Uruguay and Argentina and is an international distinguished visiting faculty member at Tec de Monterrey in Mexico. Previously she served as Director of MBA programs at USD, during which time the MBA program was ranked #36 globally for social responsibility and sustainability by Beyond Grey Pinstripes. In addition she spearheaded the School of Business Administration to become a founding signatory of the PRME (Principles of Responsible Management Education) and has presented at the Global Forum of the United Nations. She was selected Woman of the Year by the Women in International Trade (WIT, San Diego), recognized as one of the top 25 outstanding Women Business Leaders in San Diego (San Diego Business Journal) and is currently on the Board of Directors of the World Trade Center San Diego. Her current research focuses on issues in international economics and business.



Our co-host of today's event, **The Ahlers Center for International Business** in the School of Business Administration at the University of San Diego provides opportunities for faculty, students and the business community to develop and broaden their international business expertise and cross-cultural understanding. A strong focus of the Center is responsible and sustainable international business practices. Under this theme the Center supports faculty research, workshops, conferences, speaker events, and student consulting projects.



The Value of Social Labels



Speaker and author **Liz Goodgold** is a fiery redhead with over 25 years of experience in marketing and branding. She is the author of **RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life and DUH! Marketing.** Liz has worked for such major clients as Quaker Oats, Times Mirror, and Arco Oil as well as with small business owners and start-ups. Her specialized, one-on-one branding and coaching programs spark new ideas that deliver sure-fire results.



An often quoted expert, Liz has appeared in over 500 media outlets including ABC, NBC, CBS, PBS, CNBC, CNN, The Wall Street Journal, and The New York Times.

The Impact of Social Branding: Entrepreneurial Endeavors



Jake Kloberdanz is the Chief Executive Officer of ONEHOPE, a lifestyle brand whose mission is to donate 50% of profits for each product in their portfolio. The Cornerstone product of the ONEHOPE brand is wine. Currently ONEHOPE wine consists of five award winning varietals that go towards five worthy causes. The goal of the ONEHOPE brand is about raising awareness just as much as its about raising money.



ONEHOPE has been expanding nationwide at a rapid pace. Jake is joined by 7 other founders between the ages of 25 and 30 who share an equal passion for the vision of serving others. Jake came up with the concept for ONEHOPE in October of 2005, only 3 months after graduating from college. Some of Jake's recent accomplishments include being named to Business Week's top 25 under 25, Orange County's top 40 under 40, and Ernst and Young's Entrepreneur of the Year (Youngest Nominee).

Innovative Incentives of Social Banding



Colin Brady, COO and Director of Business Development of Product (RED)



works to grow the (RED) movement by developing partnerships with iconic brands and media platforms. Colin has been involved with (RED) from its inception, having worked on the initial business plan at McKinsey & Co. beginning in 2004 and becoming the first (RED) employee when he joined as COO just prior to (RED)'s launch in 2006. In addition to strategic and new business duties, Colin represents (RED) on the Private Sector Delegation of the Global Fund.

Prior to joining (RED), Colin worked in the media practice of McKinsey & Co., advising broadcast, cable, film, and internet clients on strategic issues. Colin began his career writing, producing, and directing television programs for The Discovery Channel, MTV and VH1. Colin has a BA in Fine Arts from Brown University and an MBA from Harvard Business School. He lives in New York City with his wife, Patricia Hughes.

New Directives of Big Business: Sustainable and Ethical Supply Chains



Dennis Macray currently oversees Starbucks company-wide ethical sourcing initiatives for green coffee and non-coffee products including development of Starbucks Supplier Code of Conduct, Starbucks C.A.F.E. Practices (Coffee and Farmer Equity) Program for Sustainable Green Coffee purchasing, and Starbucks Cocoa Practices for ethically sourced cacao.



Macray has managed sustainability programs for Starbucks domestic and international operations, including cocoa, tea, Fair Trade Certified™ coffee, Shade-Grown coffee, and manufactured goods. He leads the Global Responsibility team in overseeing the Starbucks Annual CSR Report data collection and documentation activities for reporting progress across global operations.

Prior to joining Starbucks, Macray worked with Viatru, Inc. (formerly World2Market.com) linking fair trade producers to major retailers and alternative trade organizations. Dennis' previous experience includes working in Latin America with the Katalysis Partnership, Conservation International, and serving as a Peace Corps Volunteer in Guatemala. He is a graduate of Harvard and has an MBA from the University of California at Berkeley.



Priya Haji is the CEO and co-founder of World of Good, a company dedicated to building ethical shopping experiences with mainstream retail partners, including Whole Foods and eBay. Since the company began in 2004, it has created online and offline distribution channels for thousands of artisan producers in the developing world through more than 1,200 retail locations across the country and a brand new online marketplace, impacting the lives of more than 25,000 individuals in over 70 countries around the world. In 2007, Priya received a Social Innovation Award from the Social Venture Network for her vision to change the way the world does business.



In her 20's Priya Haji was co-founder and Executive Director of Free at Last in East Palo Alto, a national model program to address substance abuse related issues. With \$10 million in special investments and a team of 60 the organization grew to span services reaching 3,000 people per year. For her work with Free at Last, Priya was recognized by the DoSomething Foundation, MTV and Mademoiselle Magazine as one of America's Ten Most Outstanding Young Leaders. She has an undergraduate degree from Stanford and an MBA from UC Berkeley's Haas School of Business.



PRME Principles for Responsible Management Education

<http://www.sandiego.edu/ahlers/peace>

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