



Executive Briefing . . .

Wednesday, November 28, 2001
6:00 PM – 9:00 PM

VALUING CORPORATE CITIZENSHIP

with

Amy Muska O'Brien

Director, Corporate Responsibility

The United Church of Christ

To be presented in Hartman Lounge, The Mansion
Fairleigh Dickinson University, 285 Madison Ave., Madison NJ
Light supper included

This session explores the role of institutional investors in influencing corporate citizenship, beginning with a brief introduction to Socially Responsible Investing (SRI). The focus will be on guiding principles, approaches, and SRI tools, such as screening, shareholder activism, corporate disclosure/reporting/communications, and the implications of recent survey results. The session will also discuss institutional investors use of non-financial corporate information in valuing corporate citizenship, SRI past 9/11/01, as well as a look forward at sustainability.

Who should attend? Corporate Communicators, Communication and Investor Relations Counselors, Managers of Trusts and Endowments, Corporate and Foundation Philanthropists, Scholars, and Graduate Students.

Coming Events....

Wednesday, Jan. 9, 8:30AM-10:00AM – CCI Executive Briefing: *Current Trends in Corporate Communication* with Michael B. Goodman, Ph.D., Director of CCI and Graduate Programs in Corporate Communication at FDU. Held in conjunction with CCI's Corporate Communication Leaders Forum.

Tuesday, Jan. 8 - Sat., Jan. 12 – CCI's **Corporate Communication Leaders Forum**. Offers an intensive professional and academic experience in the current theory and practice of corporate communication. Combines presentations, case studies, panel discussions, site visits and interaction with leading professionals and scholars. Contact CCI for more information.

Feb. - April 2002 – Schering-Plough Executive Lectures in Corporate Communication: *While You Were Looking the Other Way: Forces in Marketing and Advertising* with Schering-Plough Distinguished Professors, Frederick D. "Sandy" Sulcer, former Vice Chairman of DDB Worldwide and Cleve Langton, Director, DDB Business Development Worldwide. Contact CCI for more information.

March (TBA) – Executive Briefing: *Communicating After September 11th*. Being developed as a panel discussion. Details will follow.

April 2002 – Symposium on Sustainability – Part 3. Details to be announced.

May (TBA) – Corporate Communication Executives Round Table: *Working with Key Journalists*. Luncheon meeting geared to corporate communication executives. All CCI members are welcomed to hear and respond to the interaction between executives and prominent journalists.

Wed., June 26, 6:00PM – 9:00PM – Executive Briefing: *Corporate Communication Practices and Trends* – A preliminary presentation of findings of CCI's 2002 study with Michael B. Goodman, Ph.D., Director of CCI.

June 30 - July 3 – The Conference on Corporate Communication 2001: *Communication Renewal* to be held at Wroxton College, FDU, Wroxton, England. Contact CCI for more information.

Visit CCI's web site at www.corporatecomm.org for up-to-date information on CCI activities.

Register by Fax: 973-443-8713
Phone: 973-443-8709 or by Mail:
Corporate Communication Institute
at Fairleigh Dickinson University
285 Madison Avenue, M-MS3-01
Madison, NJ 07940

Name _____

Title _____

Organization _____

Address _____

City _____

Phone _____ Fax _____

e-Mail _____

Nov. 28 - VALUING CORPORATE CITIZENSHIP

Jan. 9 - CURRENT TRENDS IN CORPORATE COMMUNICATION

CCI Members: Fee included in annual membership.

Non-Member fee per Briefing: \$35 /CCI Partners \$25.00/ Nonprofit \$20

FDU Faculty & Undergraduates: No charge

Total Payment \$ _____

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For more information or for CCI membership call
973-443-8709, email drmbgoodma@aol.com or
visit our web site at www.corporatecomm.org.

Directions to the Florham-Madison Campus

From Northeast

Take I-287 across the Tappan Zee Bridge to Exit 37 (NJ 24 East) Follow to Exit 2A (NJ510 West/ Morristown). *Move to the left lane after exiting. At first light, Park Ave., make a left. At 4th light turn right into FDU campus (past Hamilton Park Conference Center). At top of hill, at guard house, turn left then take 1st right and then left. Park in front of the Mansion. Enter front door. Take left down hall to Hartman Lounge.

From West on I-80

Exit onto I-287 South to Exit 37. Follow directions from Exit 37 above (From Northeast).

From South

Garden State Parkway North to Rt. 78 East. Take first exit on Rt. 78 (Hillside/Irvington) to U-turn onto Rt. 78 West. Follow to Rt. 24 West to Exit 2A (NJ510/ Morristown). Follow from * above. Or take NJ Turnpike to Exit 10, I-287 North to Exit 35. At end of exit, turn left at light. Make quick right: go one block and make another right onto Madison Avenue (Route 124 East). The entrance to campus is approximately 2.5 miles on the left, shortly after passing the Madison Hotel. Follow road into campus. At intersection take left and quick right directly to Mansion. Park in front of the Mansion.