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Press Room

Resources

{ media leads }

Read the newly published **2004 Win-Win Report** featuring 19 new company success stories

Listen to 2/24/04 Audio Conference featuring TJX, CVS and other executives on training in Workforce Development

National spotlight on **regional approaches** to economic development in USA Today

Net Impact and the **Aspen Institute** featured in Financial Times article on social awareness in MBA programs

Center for Corporate Citizenship at Boston College on business-nonprofit partnerships in the Financial Times

TransFair USA and **SAI** featured in USA Today

Social Investment Forum

Laufer Green Isaac, a strategic marketing/communications company, assists the Corporate Involvement Initiative's Win-Win Partners with media relations, marketing, and product development. **Contact us** or call Jessica Laufer at (310) 575-9200. You may also access one of the following resources specifically designed for the media:

New Report for 2004!



Win-Win Report 2004

Updated for 2004, Win-Win: Competitive Advantage Through Community Investment tells how executives from nearly 40 nationally recognized companies have developed untapped markets, addressed their purchasing and procurement, human resources problems, and branding issues, and increased the efficiency of their real estate and corporate assets decisions through win-win strategies. Features 19 more company success stories than the 2002 version.

View PDF (5.9 MB)

New!



2003-2004 Expert Media Resource Guide

View the new, updated expert media resource guide, featuring contact information for more than 60 knowledgeable spokespeople on a variety of win-win topics and strategies

View PDF (3.6 MB)

Success Stories: Innovative Strategies from America's Leading Businesses

report featured in the Chronicle of Philanthropy

Download the All New 2004 Expert Media Resource Guide

MetroEdge consumer segmentation research on low-income consumers

Information about **MetroEdge**

NCIF information on new Retail Financial Services Initiative

Shorebank research identifies promising new financial products for low-income consumers

Kenan Institute study highlights viability of low-income mortgage market

AccountAbility and CCCBC launch new informational Web site

{ upcoming events }

The **Community Development Venture Capital Alliance** will host its 10th Anniversary Conference on March 3-5, 2004 in New York City.

The **Center for Corporate Citizenship at Boston College** will host its annual Corporate Citizenship Conference, "Margins to Mainstream: Integrating Corporate Citizenship into the Business Core" on March 28-30, 2004 in San Francisco, CA.



A collection of 23 additional in-depth profiles on win-win business and community partnerships

View PDF (2.2 MB)



High Impact Strategies for Marketing Financial Services to Low-Income Consumers

November 2003 journalist audio conference features executives from VISA, Bank of America, SSA Baltimore Credit Union, and New South Savings Bank on the viability of low-income consumers for retail and mortgage products. Ford Foundation, Shorebank, MetroEdge, and Center for Community Capitalism at UNC Chapel Hill Moderated by Eric Belsky, Harvard Joint Center for Housing Studies.

Listen to the Audio (58MB/ 50 minutes)

Business With a New Beat: Corporate Strategies for Business and Community Benefit

A journalist roundtable featuring a stimulating dialogue between executives from State Farm, Visteon, Merrill Lynch, their national nonprofit partners, and journalists from *Inc*, the BBC, *London Times*, *New York Times*, and several other members of the national print and broadcast media

Listen to the audio (92 MB)/180 minutes)



Press Releases

(1/22/04) "Alcan Prize for Sustainability to inject US \$1 million a year into not-for-profit sector to promote sustainable development"

View release

(11/11/03) "AccountAbility launch 'Conversations with Disbelievers' website and 'Community-enabled Innovation' report"

View Release

(10/29/03) "Diverse Business, Labor, NGO and Government Leaders Find Common Ground To Promote Global Corporate Social Responsibility: Kenan Institute Study Group Issues 18 Recommendations to the U.S. Government"

View release

(10/28/03) "Self-Help, Ford Foundation, Bank of America, Chevy Chase Bank and Fannie Mae Announce Successful Completion of \$2 Billion Homeownership Initiative

View release (34 KB)

{ downloads }

PDF documents require the Adobe Acrobat Reader.
Don't have it?



Audio and Video files require the Windows Media Player or the Apple Quicktime Player.



Don't have the Media Player? or Quicktime?

(10/16/03) "Forum Brings Together National Leaders to Focus on America's Inner Cities"
[View](#) release (112 KB)

(10/16/03) "Groundbreaking study maps inner cities in America's 100 largest metropolitan areas"
[View](#) release (11 KB)

(10/10/03) "Manpower Receives New Freedom Initiative Award from U.S. Department of Labor for Creating Employment Opportunities for People with Disabilities"
[View](#) release (14 KB)

(10/7/03) "Chiquita, Southwest and Carrefour to be Honored at SAI Corporate Conscience Awards Tonight"
[View](#) release (9 KB)

(10/6/03) "New Report Cites Six Cutting-Edge Business Schools In U.S. and Canada"
[View](#) release

(8/25/03) "SunGard & Partners Support U.S. Savings Program for Low-Income Households - "Online IDA" Beta Test Live at Three National Sites"
[View](#) release (10 KB)

(6/18/03) "Evans Welcomes Creation of Corporate Stewardship Award"
[View](#) release (43 KB)

(6/17/03) "Multinationals in the Neighbourhood: Driving Economic Development or Simply Crunching Numbers?"
[View](#) release (241 KB)

[More](#) Press Releases

**Press Kit and Fact Sheets**

Win-Win press kit, including fact sheets for industries such as energy, financial services, retail and others

About the Ford Foundation
[View](#) PDF (4 K)

About the Corporate Involvement Initiative

[View](#) PDF (38 K)

Business Challenges and Innovative Solutions (all industries)

[View](#) PDF (28 K)

Business Challenges and Innovative Solutions
(financial services industry only)

[View](#) PDF (21 K)

“Win-Win Strategies: Applications in the Retail Industry”

[View](#) PDF (16 K)



Ad Campaign

In 2002, a new advertising campaign featuring the win-win strategies of America's largest companies will break in the national media, beginning with placement on the op-ed page of the national edition of the New York Times. This exciting new campaign was developed by renowned advertising executive and Laufer Green Isaac team member, Larry Kopald.

[View](#) PDF (364 K)



Audio Conference

(February 28, 2003)

Listen to the Aspen Institute's Audio Conference on Industry-Specific Workforce Development, featuring David T. Ellwood (Harvard University), Maureen Conway (The Aspen Institute), and industry leaders in health care, manufacturing, and many more.

[Listen](#) to the audio conference (58 MB/63 minutes)

(September 27, 2002)

Hear the recorded audio conference feature CEOs such as Roger Joslin (State Farm Insurance), Henry McKinnell (Pfizer), J.W. Marriott Jr. (Marriott International) and executives from companies like Travelers Insurance, American Express, Union Bank and more.

[view transcript PDF](#) (504 K)

[Listen](#) to the audio conference (37 MB/40 minutes)



Clippings

View recent clippings from the nation's leading business and news publications

[View](#) PDF - National spotlight on regional approaches to economic development in USA Today

[View](#) PDF - Net Impact and the Aspen Institute featured in Financial Times article on social awareness in MBA programs

[View](#) PDF - Center for Corporate Citizenship at Boston College on business-nonprofit partnerships in the Financial Times

[View](#) PDF - TransFair USA and SAI featured in USA Today

[View](#) PDF - Social Investment Forum report featured in the Chronicle of Philanthropy

[View](#) PDF - Working Today named among Top Social Capitalists by Fast Company

[View](#) PDF - Center for Corporate Citizenship at Boston College featured in BusinessWeek

[View](#) PDF - TransFair USA showcased in USA Today article on Fair Trade coffee movement

[View](#) PDF - Spotlight on One Economy in BusinessWeek article on bridging the digital divide

[View](#) PDF - Kenan Institute study group gains national attention

[View](#) PDF - Aspen's newest report: "Beyond Grey Pinstripes" featured in the Wall Street Journal

[View](#) PDF - BusinessWeek highlights Inner-City Renaissance and Interview with ICIC's Michael Porter

[View](#) PDF - Shorebank featured in BusinessWeek article on Chicago's inner-city development

[View](#) PDF - CDVCA highlighted in New York Times article on Community Development Venture Capital Funds

[View](#) PDF - Pfizer and IBM featured in Fortune's "Diversity Factor"

[View](#) PDF - Aspen's newest report: "Beyond Grey Pinstripes" highlighted in BusinessWeek Online

[View](#) PDF - CEO of BSR featured in the Financial Times

[View](#) PDF - NAM featured in the Wall Street Journal

[View](#) PDF - DiversityInc article highlights women-owned business enterprises

[View](#) PDF - NMSDC President featured in DiversityInc article on supplier diversity

[View](#) PDF - Linking Diversity to Executive Compensation: More Companies Find it Pays Off

[View](#) PDF - Social Accountability International highlighted in Ethical Corporation Magazine

[View](#) PDF - SAI featured in IndustryWeek's Value Chain series

[View](#) PDF - NMSDC president highlighted in DiversityInc

[View](#) PDF - Spotlight on IBM in new DiversityInc article

[View](#) PDF - One Economy featured in Portland Business Journal article on sustainability

[View](#) PDF - Aspen Institute featured in HR Briefing's WinWin Best Practice Series

[View](#) PDF - Workforce Innovation Networks highlighted in newest Ford Foundation report

[View](#) PDF - Aspen Institute's efforts in industry-specific workforce development in HR Executive

[View](#) PDF - SBC featured in Fortune special section on Corporate Social

Responsibility

[View](#) PDF - New York Times features new study by the Aspen Institute

[View](#) PDF - New Report from the National Insurance Task Force highlighted in Insurance Journal

[View](#) PDF of other clippings



Video Clips of Coverage

Watch video coverage and interviews with partners and experts in win-win strategies.

[Watch CNBC coverage](#) of the SAI Corporate Conscience Awards, featuring Chiquita and other companies (0:43)

[See the video](#) of Henry McKinnel, CEO of Pfizer as featured on Power Lunch, CNBC (5:50)

[See highlights](#) of the 2002 Inc 500 conference. Executives from Rhino Records, The Home Depot, State Farm, and The Conference Board talk about win-win strategies. (8:34)



[Quicktime Player](#) is required to view video.

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