

PRSA Cleveland's Annual "Business & The Media" Luncheon
Wednesday, September 21, 2011
Hilton Garden Inn
1100 Carnegie Ave.
Cleveland, OH

Social Responsibility and Sustainability: Talking the Talk and Walking the Walk

Advice for Building Successful Socially Responsible and Sustainable Brands

As the sustainability movement continues to gain momentum, more and more companies are engaging their audiences with brand promises that relate to social and environmental issues. Where making such promises is the norm, consistently delivering on them and operating in accordance is not. So, how does an organization deliver on its social responsibility and sustainable brand promises?

Join PRSA Cleveland for a panel discussion featuring Pat Conway, co-owner and founder of Great Lakes Brewing, and Tom Morley, president of Lube Stop, to learn how they have successfully established their companies' brands, social responsibility and sustainable business practices. Steve Gleydura, editor of *Inside Business*, and Stefanie Penn Spear, founder and executive director of *EcoWatch*, will also sit on the panel to provide perspective from the media side. Moderating the panel is Margie Flynn, principal & co-owner of BrownFlynn, a Cleveland-based corporate responsibility and sustainability consulting firm. If you want your organization to "talk the talk" and "walk the walk" of today's social responsibility and sustainability arenas be sure to join us for insight and tips at PRSA Cleveland's 2011 "Business & The Media" program.