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Sustainable Business Network
of Greater Philadelphia



2011 Post-Event Report

2011 Social Venture Institute

November 18 and 19, 2011

Post-event Report

About the 2011 Conference:

Social Venture Institute (SVI) is a two-day training conference that teaches entrepreneurs how to run successful businesses that have a positive social and environmental impact.

Participants receive concrete, practical feedback in the areas of finance, marketing and management in addition to learning from seasoned entrepreneurs and unique business case studies. Participants also have the chance to learn about local resources, meet mentors and make important business and personal connections with other attendees. The content, while relevant and useful to any entrepreneur, has a focus on integrating personal values and a commitment to the community, their employees and the environment into business practices.

The conference was held at the Hub Cira Centre, a LEED-certified meeting space located in Center City, Philadelphia. The Hub provides a professional, polished setting to match our high-quality content. Catering was provided by Steven Starr Catering and featured great, local when possible food, including vegetarian and vegan options.

Thank you to our Sponsors:



Audience Reviews:

This year's conference was our best one yet, and we are looking forward to continuing our success in 2012. Here are just some of the positive reviews from participants:

"Participating in the Social Venture Institute was worth the time and money."

"Talk about open sourcing! This event was jam-packed with excellent resources for anyone engaged in a social business venture"

"SVI helps us all work smarter."

"SVI brings together a socially and intellectually diverse group of passionate entrepreneurs and challenges them to reflect deeply, honestly and with great humor."

"SVI helped me understand how to make a better social impact in my community"

"I loved the conference. I thought most people who were attending were going to be start-ups and was surprised to see many established businesses and organizations"

"This conference has been an outstanding resource for early stage company leaders. You can't get this stuff anywhere else!"



About the 2011 Attendees:

One hundred and seventy (170) businesses participated in the 2011 conference. The audience was diverse in gender, race, and business stages, bringing a variety of perspectives to the table.

Here is a breakdown of our audience demographics:

Gender:

49% of audience members were women

65% of experts were women

52% of total participants were women

Minority Participants:

46% of audience members were minorities

35% of experts were minorities

45% of total participants were minorities



Business Stages:

26% of audience members had been in business less than one year

25% of audience members were in business more than one year but less than two years

49% of audience members were in business more than two years

Additional Statistics:

49% of audience members received a scholarship

36% of audience members are members of the Sustainable Business Network

40% of audience members said they were considering joining the Sustainable Business Network after the event



Program Overview:

Friday, November 18, 2011

Opening Remarks

The Sustainable Business Network of Greater Philadelphia's Executive Director, Leanne Krueger Braneky and Events Manager, Jennifer Devor, opened the weekend by welcoming all participants to the 9th annual conference.

Their remarks emphasized that the conference is about connecting people, and it is one of the only conferences that brings such a diverse group of entrepreneurs together. By show of hands, we realized that the majority of attendees are new to the conference this year. Leanne and Jennifer thanked the venue, sponsors, board members and the planning committees for their support.

Following Leanne and Jennifer's opening remarks the conference began with the first networking exercise of the conference, led by Sharon Wilson of Wilson and Wilson, LLP.



Networking Exercise #1: "What Do You Do?"

Facilitator: Sharon Wilson, Wilson and Wilson, LLP

Sharon Wilson started the first session by teaching the audience how to create an 'elevator pitch'. Elevator pitches are meant to help professionals concisely introduce themselves to business contacts in an efficient way. Even though a good pitch should be 30 seconds or less, it may take hours to perfect.



"Moments of opportunity are fleeting, and the elevator pitch helps you take advantage of these moments when you need to quickly brand or promote yourself. It's not a sales pitch! The first step is to categorize yourself, by profession if possible, so that people can easily engage with you, or even refer customers to you. The elevator speech is a chance to show what makes you and your business unique; you can do this by distinguishing yourself from your audience or your competitors. Using your business plan will help you focus your speech."

The crowd was energized by Sharon's motivational speaking and ready to get to work at the rest of the day's sessions.



True Confession Speaker #1 Glynn Lloyd, City Fresh Foods

Introduction by: Lola Harper, Sustainable Communities Initiative- West, SBN Board Co-chair

Glynn is the founder and CEO of City Fresh Foods, a meal production and delivery service which delivers over 80,000 meals daily in the Boston area. Although his original idea was to run a take-out food delivery service, he is proud that City Fresh Foods now serves meals to children, the elderly and underprivileged communities of all ages.

Glynn explained some of his early challenges. When the business had only been open for about one month their roof collapsed. They had nowhere to prepare food and almost went out of business. They luckily got a new client due to some previous media coverage. The new client, an elder care facility,

was able to advance some of their payment, which relieved City Fresh Foods' cash flow issues.

As their client base grew, City Fresh Foods needed more space. They had no extra capital, but were able to secure an investment from a social venture capital group. This experience taught Glynn about the costs of using venture capital. He didn't like giving up any control over his business decisions.

Over the years Glynn has used City Fresh Foods as a platform for several of his other projects. He opened a bath & beauty store in Park Slopes that quickly failed. He had the idea to open an "urban Chuck-e-Cheese, with healthier food options". He did not act on that idea yet because it would have required too much personal capital investment. He started an urban farm program called City Growers.

Less than 1% of all African American businesses make over \$1 million; Glynn is one of them.

Glynn has organized other angel investors and foundations to take part in his "urban shark tank", which has supported start up ideas in Boston.

Breakout Sessions

1. Creative Start-up Financing

Educational Value: Learn how much money you really need to start your business and how to access a range of funding providers.

Panelists: Heather Hanowitz, FINANTA
Carol Carr, Women's Opportunities Resource Center
Peter A. Bucci, Valley Green Bank
Gabriel Mandujano, Wash Cycle Laundry
Moderator: Tatiana Granados, Common Market Philadelphia

Top points:

- When budgeting, imagine EVERY possible expense. Don't let things sneak up on you.
- Money is scarce; make sure every dollar is being put to work.
- Identify your business' needs vs. wants.
- Show yourself and financiers an ability to pay back debts.
- Look into program related investment; it combines debt and equity, equivalent to a low-interest loan with better forgiveness.
- Be wary of your debt/equity ratio.

2. Telling Your Story

Educational Value: Learn how to create and share the personal story of your business to attract customers, funders and partners.

Facilitators: Orly Zeewy, Brand Identity Consultant
Iola Harper, Sustainable Communities Initiative- West, SBN Board Co-chair

Top points:

- Figure out what makes you unique.
- Determine your core values.
- What does your brand stand for? It is imperative for brands to stand for something.
- Keep it Simple: We live in an overly complicated world and if it takes you a long time to deliver, people will be bored.
- Your product/service doesn't need to change the world/reinvent the wheel, just need to identify a niche and promote accordingly.
- Use multiple marketing mediums.
- Connect with your audience.

3. Creating Company Culture

Educational Value: Learn how to retain your employees and have fun doing it!

Panelists: Neil Young, Re:Vision Architecture
Marc Vettori, Dansko
Colleen Bracken, Bracken Leadership Concepts
Moderator: Bernadine Hawes, Delaware Valley Industrial Resource Center

Top points:

- In general, people want to belong to something larger than them. Give them ways to engage in responsibility to the earth, people and a sense of ownership.
- Work hard, play hard.
- Keep a family-friendly work atmosphere.
- Build a good team.
- Employee retention is important.
- Develop great loyalty in your people by thanking them.
- Reward performance.
- Be a positive and inspiring role model
- Have fun!





Taking Sustainability to the Next Level

Educational Value: Learn how to maximize your Triple Bottom Line of People, Planet and Profit.

Panelists: Barrie Litzky, Penn State Great Valley
 Elizabeth Gunman, Strategy Arts
 Hardik Salvia, B Lab
 Moderator: Sandra Jacob, Sustainable Business Network

“We define sustainability as the triple bottom line: people, planet, and profit. Although sustainability has a working definition, it is the simultaneous pursuit of environmental, social and economical profit, with the understanding that without economical profit, these other pursuits are impossible. There isn’t one answer to how to be a sustainable business, and many businesses are pursuing this goal in different ways.”

Top points:

- Become a part of a network that supports these goals and has a culture that embraces them.
- Give employees a voice and encourage them to make suggestions regarding the business or day to day operations.
- Take the B-lab survey. It may be difficult sometimes to calculate your overall environmental or social impact, but it is helpful to develop a meaningful metric: something that you can measure that relates to the goals of your organization.

Small Business Report Release

Taking Care of Business: A Study of Philadelphia’s Small Business Climate

SBN spent a year talking to over 100 local small businesses about how to make it easier to do business in the City of Philadelphia. SVI participants were the first to hear the recommendations at the release of the report, which was accompanied by a presentation from the report’s author Karen Black. To read the report, please visit sbnphiladelphia.org



Program Overview:

Saturday, November 19, 2011

Networking Exercise #2: "Learning From Each Other"

Facilitator: Ellen Ely, of Ely Enterprises, Inc.

Ellen started the day off by using humor as a tool to deliver effective networking tips. Ellen's advice helped audience members go from awkward encounters to strategic conversation with potential business associates.



"In these economic times, networking may be one of the most important skills a professional can possess. Networking is not about being a "smooth talker," it is about knowing how to genuinely connect with people. It is about being more concerned about what you can give than what you can get."

Ellen delivered her useful advice with great humor which made it easy for the audience to start their final day at SVI.



True Confession Speaker #2 Paul Saginaw, Zingerman's Community of Businesses

Introduction by: Lindsay Gilmour, Organic Planet Handcrafted Foods, SBN Board Co-chair

Paul Saginaw and Ari Weinzweig joined forces, to found Zingerman's Delicatessen, and opened the doors on March 15, 1982. All they wanted at that time was a great corned beef sandwich and an organization with soul. It was easier to open in those days but they worked 18-20 hours a day starting out.

Zingerman's initial goals included top-notch customer service, artisan foods, great sandwiches, and a low-cost provider. Because you can't do all three (cheap, good and quick service) they ended up sacrificing being a low-cost provider because it wasn't a market reality.

The Zingerman's Community of Businesses now has 17 partners, employs over 600 people and generates over \$40 million in annual sales from eight separate businesses: Zingerman's Delicatessen (including Zingerman's Catering), Zingerman's Mail Order, Zingerman's Bakehouse, Zingerman's Training Inc., Zingerman's Coffee Company, Zingerman's Roadhouse, Zingerman's Creamery and Zingerman's Candy Manufactory.

Paul believes that he has been successful in spite of the fact that he has limited natural talent and abilities because he has always believed that the only real limits are those of vision. Paul also believes that if in fact he has any talent at all it would be the ability to pick great partners.

What he has learned is that there are natural laws to business:

- Customers have to perceive value in your product or service.
- Employees need clear expectations.
- The employer needs to treat their employees well.



Don't start a business because you're running away from an employer. Ask if what you're doing is what you want to do. Love what you do. Life is short.

Breakout Sessions

1. Employee vs. Independent Contractor

Educational Value: The differences you need to know about hiring, tax implications and legality.

Panelists: Monica Hennessy, Montgomery, McCracken, Walker & Rhoads, LLP
Richard Furlong, Internal Revenue Service, Small Business and Self-Employed Division
Chris Wink, Technically Philly
Moderator: Arun Prabhakaran, Urban Affairs Coalition

“Worker classification is extremely important to recognize because it affects how you pay federal income taxes, social security and Medicare taxes and how you file your return. Classification affects the Small Business owner’s tax responsibilities. The facts that determine employee eligibility fall under 3 categories: Behavioral Control, Financial Control and Relationship of the Parties.”

Top points:

- IC and full time employee costs EVEN OUT in the end!
- Clearly define projects, rates, etc.
- If a worker is essential to business operations - hire them
- Penalties of misclassification of IC are very risky. If any inconsistency stands out, IRS will audit the organization or business.



2. Navigating the New Social Network

Educational Value: Learn about promoting (and sometimes defending!) your brand online using Yelp, LevelUp, FourSquare and more.

Panelists: Jenna Flateman, LevelUp
Dr. Kayo Higashimura, Hana & Posy
Nicole Newman, Newman Networks
Mandy Fleisher Nace, Pennsylvania State Education Association
Moderator: Rubi Wiswall, Web-wis-dom

Top points:

- Social media can be great low-cost marketing. If used correctly, it holds a huge potential for many businesses. You can use it to both find people, and see what people are saying about you.
- Identify what you hope to gain, who you are trying to reach, how much you are willing to dedicate to media, what tools fit your vision.
- Make sure social media is integrated with your overall media strategy.
- Social media is something you can learn by doing it yourself, but depending on your strategy and goals you should not necessarily try to do it yourself.
- For some negative media attention, dilution is the solution. Ask others to give you positive reviews and do NOT interact with your critics online.

3. The Art of Giving Great Customer Service: How Zingerman's Treats Customers Like Royalty

Educational Value: Zingerman's has set the standard for great customer service in the specialty foods industry. This success has come from combining an innovative service philosophy with practical working systems, all of which ZingTrain will share in this workshop.

Facilitator: Paul Saginaw, Zingerman's Community of Businesses

Top points:

- Enrich the lives of your employees (example: 5% of profit goes to a pool – a relief fund for employees)
- Write your vision in future perfect as if it is already happening!
- How do we implement great service? Incorporate it into the company's culture. If you are unfriendly to a customer, you are out! However, you, as a leader have to be the role model and treat your employees as if they were customers. Teach and define great customer service.
- Clearly define what good customer service means to your organization!
- A customer buys the right to be rude!
- Go the extra mile! It does not have to cost anything! Little things!
- Customers don't have to be right but we will have to make them think they are right.
- Let them talk! LISTEN first! APOLOGIZE (for not meeting their expectations)!
- Staff should have the freedom to make decisions to make it right.
- Thank your customers! "Thank you for giving us the opportunity to correct this."



Case Study: Urban Ecoforms

Educational Value: Urban Ecoforms will receive advice and valuable feedback from expert panelists and an audience of fellow entrepreneurs relating to their challenges with Business Growth and Mergers and Acquisition.

Panelists: Orly Zeewy, Brand Identity Consultant
Ginny Vanderslice, Praxis Consulting Group, Inc
Mary Beth H. Gray, SES Advisors
Moderator: Deborah Schoenbaum, Social Venture Network



Urban Ecoforms recently acquired BioNeighbors, a green roofing company, and is struggling to navigate the merger. The two projects had different goals and different methods; combining them is not straightforward. The business partners who co-own the company are reluctant to make some decisions because they are aware that their decisions will have big impacts on the future of the combined project, but they would like to be faithful to BioNeighbors' legacy.

Top points:

- Develop a vision and then business plan together for the new venture.
- Try to anticipate and plan to avoid having the business develop unexpectedly.
- Define clear roles in your decision making process.
- Imagine, what if someone were to buy you out? How would you want it to go?
- Allow for growth, embrace growth and potential partners.
- Educate your customer base and have a name that can assist with explaining what your company provides.



True Confession Speaker #3 MaryAnne Howland, Ibis Communications

Introduction by: Deborah Schoenbaum, Social Venture Network

MaryAnne is the founder and CEO of Ibis Communications, a multimillion dollar communications company serving major international clients.

MaryAnne started her journey as International Copy Editor for TimeLife, Inc. She watched many of her peers of color disappear in the time before affirmative action, and decided to leave TimeLife. Her business suffered during the 1980's recession, and she moved to Nashville to start her family and improve her business opportunities. She signed her largest client, TimeLife Music, while she was pregnant. Her business continued to improve despite the intense personal challenges she was living with. MaryAnne was offered lots of money to sell her business. She ultimately chose not to sell, but feels that she should have made a more informed decision with more outside advice, although she does not regret the decision itself.

Looking back, MaryAnne thinks she would have benefitted from having a few mentors to help her. This could have helped her relationship with her board, among other things. MaryAnne feels that her business suffered over the years because she did not help advance her staff or build leaders like herself. She is now thinking about how to put a team in place so she will not have to be CEO of Ibis forever.

She only began to think about social responsibility in business as a result of attending an Omega Conference. She now feels that she should combine doing business with doing 'good.'

Lessons Learned: Conference Reflection

Educational Value: How to take what you've learned today and apply it to your business.

Facilitator: Jennifer Devor, Sustainable Business Network

In the last session, Jennifer encouraged participants to take a step back to reflect and plan how they would take care of their business and themselves moving forward. She introduced holistic health professionals who ran the Relaxation Room over the weekend. Each practitioner all shared a tip in self-care, so that everyone can work to the best of their ability.

Caroline Ashurst of Restorative Harmony recommended to "love yourself, be patient and allow yourself to be a beginner."



Kimberly Fleisher of the Reiki School and Clinic started her recommendation with a spin on the traditional saying "don't just sit there, do something" by encouraging "don't just do something, sit there." Peace and quiet allows your body to recover and heal itself from all the externalities in life.

Sophia Hoffer-Perkins', from Intuitive Transformations, recommendation was simple: take a long bath! Use some bath salts and take this time to reflect on a regular basis.

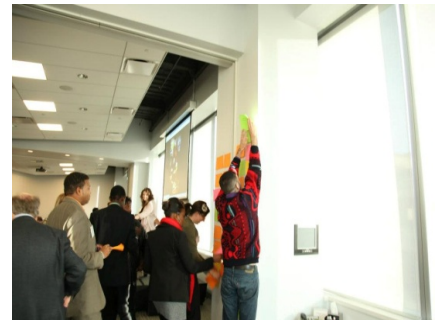
Ali Brody of Healthy Glow made participants think about the food and beverages that fuel their body. "These elements have a significant impact on our bodies and we need to become aware of how these fuels affect our moods, being and minds."

The session then became interactive as Jennifer encouraged participants to take the following actions to become more prosperous entrepreneurs:

- Email and follow-up with people you have met.
- Pursue any and all leads made at the conference.
- Review your notes and apply all new thoughts, findings and milestones to your business plan.
- Create a positive company culture and avoid distressing environments
- Do more yoga.
- Reevaluate your customer service strategy.
- Improve customer incentives.
- Find a mentor.
- Work on that elevator pitch!

The audience was asked to write down a business goal they plan on accomplishing in the next 6 months and display them on the wall of the conference facility. The colorful collage of aspirations was truly inspiring!

Leanne Krueger-Braneky then finished the conference by thanking all participants, expert panelists and sponsors for making the weekend a huge success.



Thank you. This concludes the 2011 Social Venture Institute post-event report.

Please save the date for the 2012 conference:

Friday and Saturday, October 19 and 20.

More details to be announced at svi.sbnphiladelphia.org