



WEST VIRGINIA
Business Volunteer Council

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MEDIA ADVISORY

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STATEWIDE BUSINESSES GAIN INSIGHT ON VOLUNTEERISM AS A BUSINESS STRATEGY

Charleston, W.Va. – Statewide businesses will gain insight on Wednesday morning on using volunteerism as a key business strategy at the third annual Business Volunteer Institute as part of the annual Faces of Leadership Conference.

WHO?: Volunteer West Virginia;
West Virginia Business Volunteer Council

WHAT?: Third Annual Business Volunteer Institute
Part of the annual Faces of Leadership Conference

Schedule:

- **Welcome: First Lady Gayle Manchin at 8:30 a.m.**

- **Making a Difference through Volunteerism, 8:35 - 9:00 am**
Judy Jennings will share Clear Channel's employee volunteer story and Ted Kluemper, from Habitat for Humanity will show how company volunteerism has directly benefited them.

- **Breakout Sessions, 9:00 to 10:00 am – participants choose one option**
 1. ***Getting Off the Ground: Business/Employee Volunteer Program Start-Up:*** This beginner's option offers the basics for starting an employee volunteerism effort.
 2. ***Sustaining Volunteer Programs in Today's Economy:*** How and why do companies maintain their volunteer efforts in tough

economic times? Gather insight from statewide businesses that are making it work.

3. **Building Community Champions:** Hear from Suzanne Morse, president of the Pew Partnership for Civic Change, a group that provides solutions to community issues across America. Find out how to use your skills and attitudes to "champion" innovative ideas and initiatives in your community.

- **Business Volunteering World Café, 10:15 am to 12:00 pm**
Through orchestrated discussions, participants will move between groups to harvest the wisdom of the entire group.
- **7 L's of Living and Learning, 12:00 to 1:15 pm**
Join Jenny Nolen over lunch for an entertaining keynote address! Known as Alabama's Funniest Lady, Jenny believes that to be an effective leader you must master a certain skill set – most importantly, the ability to laugh at yourself, even in adversity!

WHEN?: Wednesday, July 15
8:30 a.m. to 1:15 p.m.

WHERE?: Charleston Civic Center

WHY?: Marketing research has shown the public image benefits of volunteerism are priceless for business. The achievement of this vision begins with West Virginia companies establishing an employee volunteer program. Participants will learn from experienced panelists how they can establish similar programs and use volunteerism as a key part of their business strategy.

The West Virginia Business Volunteer Council (BVC) is a statewide initiative open to all private sector businesses, labor organizations, nonprofit organizations, and business and professional associations. The BVC is a primary resource for encouraging, educating, and connecting businesses that support employee volunteer programs as a business strategy.

The BVC is a program of Volunteer West Virginia, the state's Commission for National and Community Service, which provides critical administrative resources, guidance, and support, in addition to access to hundreds of nonprofit agencies in the Mountain State through [.volunteerwv.org](http://volunteerwv.org).

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