



**Press Contact:**  
Lynda Nicely  
414-298-8789 Ext. 7587  
800-248-1946  
[lnicely@asq.org](mailto:lnicely@asq.org)

**FOR IMMEDIATE RELEASE**

## **ASQ Social Responsibility Conference Announces Keynote Speakers**

***Conference will feature creator of “triple bottom line”***

**Milwaukee, Wisconsin, March 7, 2011**— The creator of the [triple-bottom-line](#) concept is one of two featured keynote speakers at the first ASQ [Pathways to Social Responsibility Conference](#), June 16–17, 2011, in San Francisco, Calif. Also speaking is a noted expert in the integration of corporate social responsibility into business strategies.

### **John Elkington—8:00 a.m., Thursday, June 16**

John Elkington is a world authority on corporate responsibility and sustainable development. As founding partner and executive chairman at [Volans](#), he aims to find, explore, advise on and build innovative scalable solutions to the great global divides that overshadow the future. Elkington’s work has been supported by awards including the UN Global 500 Roll of Honour and the *Fast Company* Social Capitalist Award.

He has written or co-authored 17 books, including [Cannibals With Forks: The Triple Bottom Line of 21st Century Business](#), the book that brought his triple-bottom-line concept and agenda to a wider audience.

### **Aron Cramer—8:00 a.m. Friday, June 17**

Aron Cramer is president and CEO of [BSR](#). Cramer’s expertise includes integrating CSR into business strategy, human rights policies and practices and stakeholder engagement. He advises senior executives at BSR’s 250 member companies and other global businesses. He is co-author of the book *Sustainable Excellence: The Future of Business in a Fast-Changing World*, which details corporate responsibility strategies that drive business success.

### **Conference Program Highlights**

The [ASQ](#) social responsibility conference will provide a platform for professionals to share and exchange ideas on social responsibility (SR) issues and the integration of quality methodologies, and will provide insight into the application of the new SR standard, [ISO 26000: Guidance on Social Responsibility](#). The [conference program](#) will focus on:

- An overview of SR including the ROI of SR, case studies and how to start and grow an SR community in your organization.
- An extended look at the SR standard: ISO 26000.
- Newly released SR research studies from IBM and Manpower.

-MORE-

## **Page 2, ASQ Social Responsibility Conference**

- A systems view of implementing an SR initiative.
- SR's link to the quality profession and methodologies.
- An executive forum—An invitation-only discussion of top industry executives who will share their SR best practices and challenges.

Also, this conference will hold a participant forum—a facilitated platform that will lead participants through interactive and strategic discussions designed to capture the learning, questions and experiences of all attendees.

### **ASQ Sections to Clean Local Park**

A community service project that will help keep Crissy Field and the Presidio Shoreline clean and free of invasive weeds is planned by several San Francisco sections. The local ASQ San Francisco, East Bay and Silicon Valley sections will help maintain these popular public areas by weeding, vegetation pruning, sand removal or trail maintenance during the conference.

Registration to the conference is now open at <https://secure.asq.org/conferences/social-responsibility/conference-registration.html>.

### **About ASQ**

ASQ is a global community of people dedicated to quality who share the ideas and tools that make our world work better. With millions of individual and organizational members of the community in 150 countries, ASQ has the reputation and reach to bring together the diverse quality champions who are transforming the world's corporations, organizations and communities to meet tomorrow's critical challenges. ASQ is headquartered in Milwaukee, Wis., with national service centers in China, India and Mexico. Learn more about ASQ's members, mission, technologies and training at [www.asq.org](http://www.asq.org).

###