



# NEWS

## Northern New Jersey Business Volunteer Council

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### Management Tool of the Future—Enhanced Employee Volunteerism

North Jersey--What do Aetna, Bank of America, Levi Strauss & Co., and the Walt Disney Company have in common? These Fortune 500 companies are household names, nationally and globally recognized for their innovation, service and products. They share something else—each company has had Bea Bocalandro, president of VeraWorks, a global consulting firm, help them develop and enhance their employee volunteer programs and community involvement, ultimately improving their substantial bottom lines.

Ms. Bocalandro will share her insights on the future trends in employee volunteering at the Northern New Jersey Business Volunteer Council's program: *Employee Volunteering 2.0—a New Management Tool*, to be held on Friday, April 27, 2012, from 8:00 am to 10:00 am at the headquarters of BMW of North America, 300 Chestnut Ridge Road in Woodcliff Lake. Pre-registration is required to this eye-opening, limited-seating presentation; the fee is \$50. Register on-line at [www.nnjbvc.org](http://www.nnjbvc.org) or email [ttomasi@bergenvolunteers.org](mailto:ttomasi@bergenvolunteers.org)

“Businesses and Non-profit organizations ignore 21<sup>st</sup> century employee volunteering at their own peril,” says Tess Tomasi, BVC Coordinator. “It’s become a basic expectation on the part of consumers that businesses have to be good corporate citizens to earn their patronage. Companies today are moving beyond the norm of cash-only contributions to innovative solutions to engage their employees to give back and serve in their communities. Employee volunteerism is an impactful way to demonstrate corporate responsibility.”

Ms. Bocalandro is a Boston College Center for Corporate Citizenship instructor, and through this seminar, participants will learn how she has helped companies both large

and small use multiple resources to address and solve community problems, from poverty to crime to environmental degradation. This approach also increases employee morale, improves innovation, increases skills and amplifies engagement in corporate workforces.

Founded in 2000 and sponsored by the Volunteer Center of Bergen County, the Northern New Jersey Business Volunteer Council (BVC) gives more than 35,000 employee volunteers the opportunity to impact the lives of low-income children and families by addressing the issues of literacy, hunger and education and the needs of foster children. In twelve years, the BVC has generated and distributed over \$1.2 million in resources to families in need.

Membership in the BVC provides companies with opportunities for networking, professional development, community impact, recognition as a good corporate citizen, as well as free or discounted fees for BVC seminars, events and service activities.

For more information about the BVC, or to register for the April 27 seminar, contact Tess Tomasi, [ttomasi@bergenvolunteers.org](mailto:ttomasi@bergenvolunteers.org) , call (201) 489-9454, Ext 114 or visit [www.nnjbvc.org](http://www.nnjbvc.org).

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