



NEWS

Northern New Jersey Business Volunteer Council

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Employee Volunteering 2.0: The business management tool and charitable powerhouse of the decade

Presented by the Northern New Jersey Business Volunteer Council

North Jersey-- Looking for a great new management tool? Join the Northern New Jersey Business Volunteer Council (BVC) for a rare opportunity to hear Boston College Center for Corporate Citizenship's Bea Bocalandro share her views on *Employee Volunteering 2.0*. Companies today are moving beyond just monetary contributions and instead are using multiple resources to address – and solve – community problems, from poverty to crime to environmental degradation. This approach also increases morale, improves innovation, increases skills and amplifies engagement in corporate workforces.

Employee Volunteering 2.0 with Bea Bocalandro will be presented 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. Sponsors of the seminar are BD and United Water. Pre-registration is required; the fee is \$50. BVC members can attend at no cost. Register on-line at www.nnjbvc.org.

Bea Bocalandro is a Boston College Center for Corporate Citizenship instructor and is president of VeraWorks, a global consulting firm that advises companies on community involvement. She has helped Aetna, Bank of America, Levi Strauss & Company, The Walt Disney Company, and others develop and enhance their community involvement through research, strategy design, program development and evaluation. She teaches cross-sector partnerships at Georgetown University's Center for Public and Nonprofit Leadership, and consults and teaches for Points of Light & Hands On Network and for the Council on Foundations.

“There is no question that businesses ignore 21st century employee volunteering at their own peril. It’s become a basic expectation that businesses have to be good corporate citizens,” says Tess Tomasi, BVC Coordinator. “Employee volunteerism is an impactful way to demonstrate corporate responsibility. Seminar participants will learn how their business and our society can benefit from this revolution in corporate-community involvement.”

Founded in 2000 and sponsored by the Volunteer Center of Bergen County, the 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 , call (201) 489-9454, Ext 114 or visit www.njrbvc.org.

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