

Employers Alliance Advisory Group Agenda

Tuesday, June 9

10am-11:30am PST / 1pm-2:30pm EST

(605) 475-4700, Participant Access Code: 328739#

Confirmed Members of Advisory Group

First Name	Last Name	Org
Lorna	Auerbach	Auerbach Realty Holdings, LLC
Adam	Barley	Slalom Consulting
Mar	Brettmann	BEST
Martha	Brooks	Multiple Boards
Jack	Bruce	SHRM Atlanta Member
Ziba	Cranmer	Demand Abolition
Rossille	Delande	UPS
Phyllis	Finley	Randstad
Margot	Franssen	The Body Shop Canada, Retired
Zakin	Hartwig	gBCAT
Marian	Hatcher	Survivor Leader & Cook County Sheriff's Office
Alan	Landis	Polaris Project
Catherine	Manney	BEST
Dave	McCleary	Rotary
Valiant	Richey	KCPAO
Michele	Sarkisian	Consultant
Brenda	Schultz	Carlson/gBCAT
Dhakhir	Warren	Demand Abolition
Sarah	Williamson	Wellington Management

I. Introductions and Welcome

II. Purpose of Group and Background

Issue Being Addressed: Sexual exploitation, including sex trafficking and sex buying

III. Assessing Audacious Goal:

Within 10 years, 50% of all employees would be working for employers that are taking steps to reduce sex trafficking and sex buying.

Decision: Is everyone ok with this goal?

IV. **Assessing Strategy:**

Create an alliance of employers from public and private sectors (business, government, and civic associations like Rotary or SHRM) to drive adoption by employers.

Decision: Is everyone ok with this goal?

V. **Leadership**

- a. **BEST:** volunteered to drive the implementation of the initiative, currently piloting BEST Employers Alliance in Seattle, WA
- b. **Demand Abolition:** volunteered to become a founding partner to help lead the initiative; spread initiative through CEASE network cities; help with data collection.
- c. **gBCAT:** considering participation as a founding partner; members provide content expertise
- d. **Polaris Project:** considering participation as a founding partner
- e. **Rotary:** considering participation, working in partnership with EHTN, a work group of Rotary International

VI. **Naming the Alliance**

Project in Seattle currently called the BEST Employers Alliance.

Decision: Would the group like to consider additional names for the initiative?

If yes, new ideas submitted to mar@bestalliance.org by 5pm Monday, June 15. Vote via email. Naming criteria:

- a. communicate what the project is doing
- b. short, easy to remember name and/or acronym that is easy to pronounce
- c. original—not currently in use
- d. positive connotations—something employers will want to be part of

VII. **Advisory Group Structure**

Advisory Group (meet 2x/year, members may join this group only).

Purpose: Provide input on documents and strategies that the committees create; help with networking and building the alliance as able.

Committees—meet 1x/month:

- (a) **Business Case Committee:** a short-term committee focused on creating a 2-page document answering the question of why businesses would want to be involved in prevention efforts. Facilitator: Catherine Manney
Conference Line: (641) 715-3580; Access Code: 430-172; Host Code: 4948

- (b) **Management Roadmap & Resources Committee:** creating a roadmap for businesses to prevent exploitation within operations and through public leadership + providing input on additional resources such as training curricula, sample policies, etc. Facilitator: Mar Brettmann
Conference Line: (605) 475-4700, Participant Access Code: 328739#
- (c) **Outreach and Communications:** strategizing who to involve, expanding our networks to involve them, and creating a strong communications strategy and collateral to continue the work over the long term. Facilitator: Dhakir Warren
Conference Line: (641) 715-3580; Access Code: 543-469; Host Code: 2881
- (d) **Strategic Planning and Financing Committee:** creating an overall plan to reach our audacious goal + developing a plan for sustainable funding sources. Facilitator: Mar Brettmann

VIII. Deliverables and Timeline

Deliverables	Timeline	Responsibility
Seattle Business Case	Completed	BEST
Advisory Group Feedback on Business Case & Roadmap	Aug 10-19	Advisory Group Members
National Business Case	Aug 31	Business Case Committee
Management Roadmap	Aug 31	Roadmap & Resources Committee
Recognition Program	Sept 25	Roadmap & Resources Committee
Comms Materials for Launch	Early October	Communications Committee
Launch of Employers Alliance in Seattle, with 1 year for founding members to join	Early October	BEST, et al
Comms Strategy for National Reach	Dec 15	Outreach and & Communications Comm
Financing Strategy	Feb 28	Strategic Planning and Financing Committee
C-Suite Summit	2016	

IX. Document Sharing

<http://www.bestalliance.org/alliance-advisory-group.html>

Password: Carter2015

X. Input on Outreach and Communications Strategy