

# EMPLOYERS ALLIANCE - COMMUNICATIONS COMMITTEE

Minutes – 9 June 2015

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## Attendees:

- Michelle – p3 advisers spent years at Merritt and ran enterprise solutions; hospitality; continue to operate on the Cornell research board; on board of EPCAT; consult in the employee engagement arena as well
- Whoever spoke about the victim of Theresa because I'm on the board with the Hyatt CEO; would love to take the story to him because it could be a great opening avenue
- Want to talk to Bill from Sherm in Atlanta
- Michelle: did Mar assign us to committed or do we just pick one? I just picked
- Dhakir: covered the agenda and brainstorm / discuss next steps over all
  - Construction
  - Technology
  - Finance
  - Heavy concentration of employee buyers; get organizations to adopt these policies advocated by this initiative and be clear about the risk ignoring this issue can have on business reputation, brand and organizational culture
- Michelle: interviewed an executive about this: UPS executives and started talking about trafficking and a women who is responsible for CSR is very interested in best practices to end trafficking from the truckers/truck stop standpoint (relevant entry point for their industry)
  - Conversed with former CMO for Federal Trust and mentioned this initiative
  - Think we can go to some people in tangential industries: big

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- transportation companies and find CSR person who will take it on and have them help guide us from a business engagement standpoint
  - Associations in trucking speak to one another (across state lines, etc.) so many people we can tap to engage the industry
- Dhakir: target professional associations for leverage and to ensure the initiatives trickles down to their members; approach would be the most efficient and effective means to get in front of people and on the forefront of their thinking
- [Michele.sarkisian@p3advisors.biz](mailto:Michele.sarkisian@p3advisors.biz)
- Michele: may overlap with the business case; regarding the initial communication; what do we say to the business community to make them care?
  - Dhakir: agreed - initial communication will stem from that business case. Are there any other areas that you think overlap?
  - Michele: no I think it's that first shot – here's why it matters now; everyone knows that prostitution and trafficking has been around so let's tell them why they should focus on it now; reputation alignment, attracting employees, financial, reputational and security risks; if they are not paying attention then the world will know about it, especially in a social media dominant world – need to get that out in the marketplace
- Michele: anything we draft should have facts/data points and examples; need to do a good job explaining and clarifying that prostitution is slavery
- Dhakir: where do you think that piece of the conversation fits into our approach to leveraging communications to raise awareness?
  - Michele: harassment and exploitation needs to be clarified within businesses
- Michele: we normalize prostitution and trafficking into our everyday language; music, etc.

- Need to define what exploitation looks like
- The name I thought would be effective is enterprises to end exploitation (E3)
- Dhakir: love it - provides an initial education opportunity because you can explain what defines exploitation; also can see a good logo/branding opportunity
- Michele: writing a paper on humanitarian efforts to help CSR efforts; can find avenues through schools, associations, management consulting agencies to support wide spread distribution: the business council is a good association to engage as well; CEO's on the business council comprise an amazing group of employers; ED of business council Marlene Carlucci could be wrapped into this. Also focus on associations in the HR and hospitality sectors
  - Large hotbeds of employers we can get to without a lot of trouble
- Dhakir: engagement play from associations, etc. is critical for maximized relationships
- Michele: where does media stop and entertainment begin, etc? we need to talk about how to leverage media as a business outreach vehicle as well as a consumer outreach vehicle
  - Friends with Martin Savage and his wife: CNN correspondent
  - Think we should get a direct line in to others in media to get their guidance; can we get on a business channel? He's (Martin Savage) is connected to the industry (media /entertainment)
  - Should have a group of ready speakers who we can engage?
    - § Work with Street Grace and we have those who are authorized speakers – they know the statistics, the story. don't want people to just speak emotionally: need a call to action
    - § Dhakir: we should identify people inside of the initiative that can be trained and put through a professional development (public speaking/media

training) course to prepare them to represent us in their sector and among their networks

§ Michele: I would be happy to do this. You (Dhakit), Mar and others should be tapped as well. would ask for my travel costs to be covered if I'm volunteering my time to speak; ensuring the right message is being conveyed is worth assigning some budget to it; people who could be educated in telling the story properly and can match them with specific opportunities (hospitality, etc.) should be identified

§ Dhakit: we need to float this to finance so they can map this out; need a budget specifically for collateral development, etc. where there could be a fiscal cost

§ Next steps:

- Dhakit will send out an email to map out and provide a spreadsheet to populate ideas for timeline to guide development of overall comms strategy
  - Dhakit to coordinate next call with members of the call and create an overall work plan
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