



# AMERICAN BUSINESS LEADERSHIP INSTITUTE

## PROSPECTUS

### Business in Society Journal

*Business Leadership &  
Corporate Responsibility*

### Business in Society Symposia

*A Forum for Today's  
Thought Leaders*

### Communicating Corporate Good

*Business at Its Best*

### Fellowships

*The Next Generation of  
Responsible Business Leaders*

[www.americanbusinessleadership.org](http://www.americanbusinessleadership.org)

[www.businessinsociety.org](http://www.businessinsociety.org)



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## Foreword

*Our focus is  
on the role of  
Business in Society  
and how it can help  
build a better humanity*



The role of business in our society is changing. Consumers and policymakers have high expectations for the way corporations should conduct their policies, practices and operations throughout the world. As we settle into a new millennium, many of the world's most successful and profitable companies are struggling to survive and compete in a bearish global economy. While hustling to stay competitive, they also face daunting social, economic, and public policy challenges. Whereas yesterday's corporate leaders focused primarily on core business issues—supply and demand, market share, and the bottom line—today's CEOs must master those issues plus a host of compelling social policy concerns.

The call for corporate responsibility is clear and compelling: it goes to the heart of a company's business policies, practices and programs and is as central to its mission as the need to return profits to shareholders. If a company wants to be an industry leader, earn a good reputation among customers, and remain in the good graces of the media, it must take the necessary steps to be seen as a responsible corporate citizen.

Corporations, especially large public companies, play an indispensable role in meeting these challenges. At a basic level, they deliver needed goods, services and products to people throughout the world, and provide jobs and security to millions of Americans here at home. Beyond that, corporations contribute to society in ways once reserved for government—providing medicines for needy patients; schools for children in remote regions; volunteers for community shelters; funding for hospitals; sporting equipment for aspiring athletes; underwriting for municipal music and arts programs, millions for research on chronic diseases; financing literacy programs for children; providing safe alternatives for at-risk youth, and they support thousands of charities, community programs and cultural institutions who in turn deliver critical services to the most underserved in our society. Without the financial support and other resources provided by the corporate sector, many critical needs in our society would go unmet.

We believe the continued involvement of the corporate sector in doing good is essential to the progress of society and humanity. Our programs seek to promulgate corporate good works by highlighting their leadership, commitment, and contributions to make mankind better. We hope to engage the public debate on corporate responsibility and establish the Institute as an important voice on the role of business in society, including the impact of corporate policies and practices on people of color at home and abroad. As we critically review the role of business in society and chart its contributions to humanity, we want to help foster and develop the next generation of socially responsible business leaders through our research, fellowship and communications programs.



*Who We Are*

Established in 2006, the American Business Leadership Institute, Inc. (ABLI) is an independent nonprofit, nonpartisan education and research organization headquartered in Washington, DC. The Institute is recognized as a tax-exempt organization under Section 501 (c)(3) of the Internal Revenue Code. It does not engage in lobbying or partisan political activities.

*What We Believe*

We believe business is a powerful force for good in our society. Business leadership begins with an organization's commitment to competitive excellence and extends to its corporate policies and practices at home and abroad. As organizations embrace higher levels of corporate citizenship, we believe their leadership should be heralded; their contribution of human and social capital to the global good should be celebrated, and their lessons of leadership, corporate responsibility and success should be imparted to entrepreneurs, minorities and new business entrants as they, in turn, become forces for good in our society.

*What We Do*

Our mission is to:

- (1) Research the role of business in society;
- (2) Chart the contribution of business to humanity;
- (3) Foster a new generation of responsible business leaders



*Our Core  
Competencies*

**Research**—Authoritative studies, surveys and reports

**Education**—Seminars, conferences and issue forums

**Communication**—Broadcast, publications, online

**Resource Center**—Clearinghouse for data and information

*Staff and Leadership*

The Institute is led and guided by a board of directors and a national advisory board. Research is conducted through a network of leading scholars and practitioners at universities and research institutions throughout the United States.

*Key Programs*

Business in Society Journal

Business in Society Symposia

Communicating Corporate Good

Business in Society Fellowships

*Funding*

Funding for the Institute derives from the following sources:

- Revenue from programs, publications and products
- Corporate and individual contributions
- Foundation grants and support
- Investment income

# Business in Society

*A Quarterly Journal of  
Business Leadership and  
Corporate Responsibility*



***Business in Society*** is a quarterly publication of the American Business Leadership Institute (ABLI). The journal seeks to provide a forum for enlightened thought leadership and the exchange of ideas, information and insights on issues that relate to the role of business in society.

***For those concerned about business*** . . . the journal covers a wide range of corporate, public policy and social issues that relate to the role of business in society. As business leaders, policymakers and scholars continue the public debate on corporate responsibility, governance and sustainability, ***Business in Society*** serves up insightful articles, interviews and features to its readers on those subjects and more.

***For those in business*** . . . the journal speaks to business leaders at all levels, including CEOs, managers, corporate directors, and C-suite executives, including chief legal officers, chief information officers and chief marketing officers. It also speaks to important members of the extended corporate family, including attorneys, management consultants and investment advisors who need to keep abreast of the ideas and information pertaining to corporate responsibility.

***Readers — Business in Society*** has a global readership that can only be described as the business and power elite—among the most affluent and influential in the world. Its readers are those who are directly or indirectly in control of the world’s leading corporations, media, financial institutions, investment firms, law firms, consultancies, associations, and universities. Its readers also include policymakers, thought leaders and other influentials outside the corporate sector whose opinions and perspectives catalyze action, capital and policy.

***Circulation — Business in Society*** has a qualified or controlled circulation of several thousand readers. The journal is distributed to a carefully-selected group of qualified recipients who were chosen because they meet the required criteria for inclusion. This method of circulation guarantees two things: (1) rich content for readers and (2) a high return on investment for advertisers and corporate sponsors.

# Symposia

sym•po•si•ums / sym•po•si•a

*A meeting or conference for discussion of a topic, especially one in which the participants form an audience and make presentations.*

*A collection of writings on a particular topic, as in a magazine.*

*A convivial meeting for drinking, music and intellectual discussion among the ancient Greeks.*



One of the main objectives of the American Business Leadership Institute is to engage the public debate on corporate responsibility. We believe there is no better way to pursue this goal than to convene occasional meetings of a diverse group of thought leaders from academe, government, the professions, non-profits, media, journalism, advocacy communities and the business sector to discuss important social, economic and corporate policy issues relating to the role of business in society.

ABLI symposia focus on themes affecting major industries and are typically held in concert with a leading university. The symposia provide a neutral forum for frank and open discussion of critical and topical issues. Careful planning is given to balancing the selection of experts, speakers, presenters and panelists to reflect a broad, inclusive and diverse perspective on the symposium subject matter. Our symposia relate to the following:

## **Industries and Business Sectors**

*apparel | automotive | banking & financial services | beer | broadcasting & cable | chemical products | communications | construction & real estate | distilled spirits | energy | entertainment | food & beverages | forest & paper | gaming & casino | healthcare | home mortgage | hotels & resorts | household and personal property | information technology | insurance | internet services | investment | legal services | marketing & advertising | media | mining & metals | oil and gas | pharmaceuticals | restaurants and food | retail | telecommunications | tobacco | transportation | waste management*

## **A View of Upcoming Symposia**

### **“Fuel for Thought”**

*Balancing Energy Supply with Environmental Stewardship*

### **“Internet Advertising”**

*Privacy, Profit and Public Policy*

### **“A Prescription for Change”**

*Pharmaceuticals Changing Ordinary Lives*

### **“Delivering the Message”**

*Telecoms, Broadband and Mobile Information Services*

### **“Teach a Man to Fish”**

*Food Production, Provision and Policy*

### **“What is Sustainability?”**

*And Who is Leading the Way?*

### **“Green With Envy”**

*U.S. Firms Take the Lead on the Environment*

### **“Money Matters”**

*The Push for Financial Literacy*



## Communicating Corporate Good

*Business at Its Best*

## Fellowships

*for the Next Generation of Responsible Business Leaders*



### *Telling the Story of Businesses at Its Best*

The American Business Leadership Institute (ABLI) believes in communication.

We believe the American public should be made aware of the good work being done by corporations in communities throughout the world. That is why we produce special reports, advertorials, issue briefs and broadcasts that tell the story of corporate good works, and we help to distribute those productions directly to business, political, cultural, academic, faith, diplomatic and community leaders and other influential leaders at home and abroad.

Our productions are well-received by all audiences because they are informative, insightful, balanced and unbiased. They provide a straightforward and objective view of the programs, projects, initiatives and activities that corporations are engaged in to help build a better humanity.

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### *Tomorrow's Global Challenges Will Require Business Leaders with a Keen Sense of Social Responsibility*

Among the most important investments that any company can make is that which contributes to the next generation. It is an investment that pays rich dividends well into the future. We encourage corporations to invest in programs that will equip upcoming business leaders to understand and successfully meet the challenges of corporate responsibility. Our programs involve, and are supported by, a wide range of companies who provide financial and in-kind support for Institute educational projects.

#### **Fellowship Program**

The Business in Society Fellowship program is a unique fellowship opportunity for senior-level undergraduates and graduate students who are interested in the area of business in society and corporate responsibility. We partner with leading colleges and universities to identify promising students who have an interest in improving society through business and provide those students with opportunities to learn practical strategies and lessons from proven business leaders. Minority students are recruited and encouraged to apply. BIS Fellows spend an intensive, eight-week period during the summer with a corporation, association or policymaker working on corporate responsibility research.



How You Can  
Support  
The American Business  
Leadership Institute



The American Business Leadership Institute is recognized by the Internal Revenue Service as a nonprofit, tax-exempt public foundation under 26 U.S.C. § 501 (c) (3). As such, ABLI functions as an autonomous nonprofit organization, independent of the control or influence of government, political parties or corporations. It is not involved in government lobbying, political fundraising or political contributions.

All of the Institute’s efforts are focused on our mission to:

- (1) Research the role of business in society;
- (2) Chart the contribution of business to humanity and
- (3) Foster a new generation of socially responsible business leaders.

Individuals, corporations, foundations and associations who share the Institute’s vision of business in society are eligible to support ABLI. All financial contributions and gifts of stock, real estate, bonds, and endowment bequests to ABLI are tax-deductible to the extent allowable under federal law. Our budget is comprised solely of voluntary contributions from our supporters.

Those wishing to support the work of the American Business Leadership Institute can do so in several ways:

Annual Contributions:

These contributions allow the Institute to conduct unrestricted research, education and public communications activities in pursuit of its mission:

<i>Founder</i>	<i>\$100,000 and above</i>
<i>Governor</i>	<i>\$50,000 – 100,000</i>
<i>Patron</i>	<i>\$25,000 – 50,000</i>
<i>Benefactor</i>	<i>\$15,000 – 25,000</i>
<i>Associate</i>	<i>\$10,000 – 15,000</i>

Program Sponsorships:

These contributions allow the Institute to develop and implement specific programs. Dedicated sponsorships are available for every program.

Sponsorship of Individual Events:

The American Business Leadership Institute welcomes support for individual events, activities and publications and makes sponsorship opportunities available to interested organizations and individuals as these events are presented.

## Our Founder & Chairman



*"All too often the good deeds done by business to benefit society go unpublished.*

*As more companies rise to meet new standards and expectations for corporate responsibility throughout the world we believe their policies and best practices should be studied, carefully charted and, where appropriate, widely publicized to advance the entire human family."*

Adonis Hoffman, Esq.  
Founder & Chairman

Adonis Hoffman established the American Business Leadership Institute in 2006 and serves as its chairman. He is a lawyer, business advisor and leadership strategist with high-level experience in public policy, corporate affairs, and international relations and has been a trusted legal and communications advisor to corporate leaders, elected officials, trade associations and foreign governments. He is seen as a bridge-builder and problem-solver who brings innovative solutions and a broad worldview to the new challenges of today's global market, including how to develop strategic partnerships, engage stakeholders, improve shareholder value and implement responsible business practices.

Hoffman's professional career has included leading positions in government, law and business. In government, he served as a top advisor to the chairman of the Federal Communications Commission; Counsel to the U.S. House of Representatives Committee on Foreign Affairs; Counsel to the chairman of the Congressional Black Caucus, and advisor to the Lieutenant Governor of California. In the private sector, he has served as Senior Vice President and Counsel at the American Association of Advertising Agencies; Managing Director of Capitol Exchange Corporation; attorney at Hopkins & Sutter; Senior Associate and Director of International Law at the Carnegie Endowment for International Peace; Senior Fellow at the World Policy Institute, and Distinguished Visitor in Global Public Policy at The New School University.

Mr. Hoffman is a member of the graduate faculty at Georgetown University, where he teaches courses on "Marketing, Advertising and Public Policy" and "Contemporary Corporate Communications." He serves on the Board of the *Corporate Counsel Institute* at Georgetown University Law Center, the First Amendment Advisory Council of *The Media Institute*, and the Smithsonian Institution's National Postal Museum Advisory Board. Hoffman's articles have been published in *Foreign Policy*, *The Los Angeles Times*, *The Washington Post*, *The Christian Science Monitor*, *The Chicago Tribune*, *Legal Times*, *Broadcasting & Cable*, and he has appeared on *NBC*, *CNN*, *MSNBC*, *FOX*, *Voice of America* and *Canadian Broadcasting* to comment on national and international issues. He is the editor and publisher of *Business in Society* and the author of *DIVERSITY: HOW TO DO IT RIGHT—A HANDBOOK FOR TODAY'S BUSINESS LEADERS*.

Hoffman received an A.B. from Princeton University and a J.D. from Georgetown University Law Center. He is admitted to practice law before the District of Columbia. Court of Appeals, the United States Court of International Trade and the United States Supreme Court.

*“The real source of wealth and capital  
in this new era is not material things...*

*It is the human mind, the human spirit,  
the human imagination,  
and our faith in the future.”*

Steve Forbes, publisher, Forbes Magazine



Researching the Role of Business in Society

Charting the Contribution of Business to Humanity

Fostering a New Generation of Responsible Business Leaders