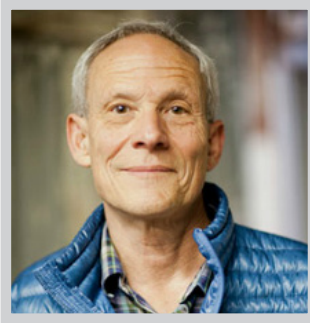




Monday, November 4, 2019



SPEAKER:
Vincent Stanley
 Director, Patagonia
 Author

Topic: “The Responsible Company”

Vincent Stanley has been with Patagonia on and off since its beginning in 1973, for many of those years in key executive roles as head of sales or marketing. More informally, he is Patagonia’s long-time chief storyteller. Vincent helped develop the *Footprint Chronicles*, the company’s interactive website that outlines the social and environmental impact of its products; the Common Threads Partnership; and Patagonia Books.

Vincent Stanley is co-author with Yvon Chouinard (founder and owner of Patagonia) of *The Responsible Company*, which draws on their 40 years’ experience at Patagonia – and knowledge of current efforts by other companies – to articulate the elements of responsible business for our time. They show companies how to thread their way through economic sea change and slow the drift toward ecological bankruptcy. Its advice is simple but powerful: reduce your environmental footprint (and its skyrocketing cost), make legitimate products that last, reclaim deep knowledge of your business and its supply chain to make the most of opportunities in the years to come, and earn the trust (and business) you’ll need by treating your workers, customers and communities with respect.

Vincent currently serves as the company Director, *Patagonia Philosophy*, and is a visiting fellow at the Yale School of Management. He is also a poet whose work has appeared in *Best American Poetry*.

Next meeting: Monday, November 18, 2019:

Amity Millhiser, Vice Chairman, PwC. Topic: CEO Action for Diversity and Inclusion
 BBB Torch Awards presentation

MEETING DETAILS:

International Ballroom
 JW Marriott
 Open Seating

TIME:

Luncheon begins: 12 noon
 Adjournment: 1:30pm

PRICING:

\$35 members
 \$45 guests

BUSINESS CASUAL ATTIRE
 WELCOMED

TO REGISTER:

Click on Club website:

<http://www.econclub.net/>

Website also provides information about the Club and future meetings.

RESERVATIONS REQUESTED BY THURSDAY, OCT. 31ST

No cancellations accepted after noon, Thursday preceding the luncheon - substitutions allowed.

PARKING:

Self Park - in the JW Marriott Parking Ramp. Bring your parking ticket for \$8 validation and easy exit.

ADDRESS:

JW Marriott
 235 Louis Campau, NW
 Grand Rapids, 49503

SEASON PARTNERS:

