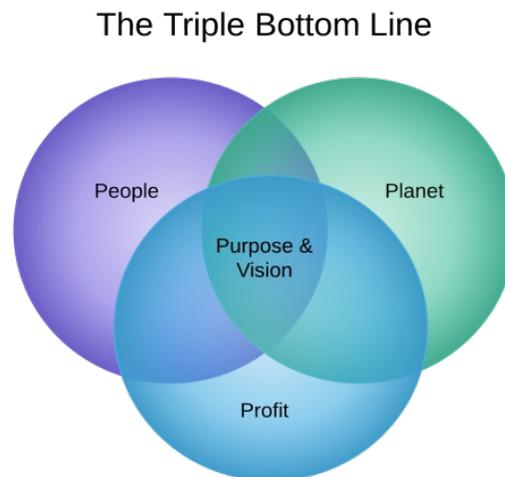


November, 2017

Greetings from The Falk Group,

Since our agency's founding in 2008, The Falk Group has represented a wide variety of mission-driven companies and non-profit organizations. We are rewarded in our work helping these organizations achieve their Triple Bottom Line goals - social, environmental and financial.

So we are very pleased to learn that the Wisconsin State Legislature passed a law Monday that allows mission-driven companies to incorporate as **Benefit Corporations**. Wisconsin joins 33 other states offering this new corporate status. States enacting Benefit Corporation legislation have cited several reasons for doing so, including helping change the image of the corporate world, sustainable practices, and greater corporate transparency.



What's the Benefit for Companies?

Benefit Corporations or B Corporations are for-profit legal entities, like an S or C corporation, and are regulated and taxed accordingly. By incorporating as a B Corporation, the company is required to give equal weight to all stakeholders, not just shareholders. Stakeholders include employees, shareholders, the community and the environment.

For Wisconsin's mission-driven companies that choose to incorporate as B Corporations, **here are the advantages:**

- **B Corporation directors are legally protected** when they make decisions that balance financial and non-financial interests. They can consider the Triple Bottom Line when charting a business course, not just the financial bottom line.
- **B Corporations are more attractive to impact investors**, who are assured they are able to hold a company accountable to its mission in the future. In addition, they speed up investor due diligence because of the mandated benefit report, which describes B Corporations' qualitative activities aimed at producing general public benefit.
- **B Corporations have a recruiting advantage** when it comes to millennials, considering 92% of these workers believe that businesses should be measured by more than their profits and that 84% feel that making a difference is more important than professional recognitions, according to HR.com.

How to Become a B Corporation

Typically, there are two steps to becoming a B Corporation. The first is to amend your company's articles of incorporation requiring certain specific public benefits to be considered by the board of directors and officers while acting on behalf of the corporation - in addition to maximizing profit. The broader purposes adopted by B Corporations include environmental causes, serving the community, employee well-being, in addition to maximizing profits.

The second step is to measure your company's social and environmental practices against a third-party standard, such as the one offered by [B Lab](#), based in Pennsylvania.

Make an Impact, Tell Your Story

There are no benefits to being a B Corporation if no one knows what your organization is focused on except for the product or service you sell. We at the Falk Group have specialized in raising awareness of companies and their community impact for 9 years. If your company wants to become certified as a B Corporation and needs help getting started, we offer counsel on strategic non-profit partnerships and community impact projects. If you already have an impact program in place, we can help you tell your company's story to a broad audience through impact reports, social media, newsletters, blogs, web sites, events, investor relations and media relations.

Please [email us today](#) for a free consultation.

An Industry-Driven Solution to Workforce Development



Pulaski and Carmen students learn about HVAC careers at Trane.

We have reported on the [Building2Learn Consortium](#) previously. B2L is an industry-driven solution to preparing Milwaukee's youth for careers in the trades.

Recently, six B2L industry partners shared their thoughts about workforce training with a broad audience through an oped in the Milwaukee Journal Sentinel, Oct. 16.

They state among other things:

"Current trades training encompasses public, private and charter high schools, the technical college system, and the skilled trades career apprentice training centers. We believe this infrastructure is not being engaged effectively. We need to test new ideas.

"That is why we are involved in a new model of trades training for youth. Working with schools and school districts, we have created a new pipeline for students to access skilled trades careers. Ours is an industry-driven solution that is identifying and training area youth. The Building2Learn Consortium (B2L) is graduating its first pre-apprentices from area high schools, and they are being hired by industry, by us. They are well qualified, talented and motivated workers."

- Mark Schmidt, Director of Field Operations, CG Schmidt, Inc.
- Randy Kisley, Project Superintendent, JP Cullen
- Rod Cook, North American Service Operations Leader, Trane
- Jon Finch, Vice President of Training, Milwaukee Electric Tool
- Scott Cross, Director of Human Resources, Pieper Power
- Joe Schmidt, Senior Project Developer, Trane.

The B2L model includes hands-on training and demonstrations by its industry partners, like the "Trane Moves" event that recently took place at Pulaski High School. Students from Pulaski and Carmen High School of Science and Technology, Southeast Campus, learned what it takes to work in skilled trades careers. Trane Moves, an initiative of Trane and the [Building2Learn Consortium](#), hosted the event. Trane workers demonstrated the technical tasks involved in the installation and servicing of HVAC equipment. And the kids learned all about career paths in the HVAC industry.

The kids loved the collectors cards featuring Trane employees. And several expressed an interest in pursuing jobs at Trane. Through B2L Trane will stay connected to these kids. Upon graduation, they may qualify for great-paying jobs, and benefits, including a 401K program.



The tried and true press release dates back to Oct. 28, 1906 when following a train crash in Atlantic City, N.J. that killed 50 people, Ivy Lee coaxed the railroad to issue a statement about what happened. Supposedly, *The New York Times* was so impressed by the statement that Lee crafted that the paper printed it verbatim. It's rare today for media outlets to use press releases verbatim, but today's editors and journalists often use well-written press release as "story starters" – ideas from which to build their own stories.



With the decline of the number of print media outlets has come an increase in digital media platforms. Today, the utilitarian press release remains a crucial component in any public relations campaign.

The well-crafted press release - also known as a "news release," "media release," or "e-release" – can:

- Increases a company's online presence
- Increase customer and prospect interaction
- Increases a company's credibility within an industry
- Increase website traffic and, as a result, sales
- Demonstrate a company's commitment to social causes.

What to include in a press release

The basic press release is succinct: just 1 page or 2 pages – if there is a lot of information to share.

Items to include:

- A compelling headline
- Photographs and art, when appropriate
- Company logo
- Company boilerplate - A brief description of the company consisting of just a few sentences and a link to your web site.
- Contact information.

What NOT to include

It may be tempting to write a release that embellishes your company's accomplishments, but steer clear of that. And, please do NOT include superlatives, unless they are in the form of a quote. Never, ever use an exclamation point, unless it's part of a trademark! We know some editors who will throw out press releases if they see superlatives and/or exclamation points.

A compelling email subject line and a pitch email that serves as a "Cover Letter" will help pique editors and reporters attention. The best way to generate news coverage is to followup the distribution with a phone call.

Next in Our Series: *Generating Maximum Digital, Print and Broadcast Coverage.*

Please connect with us on our favorite social sites

