

Yes, we want to attend the:  
BBB Charity Symposium  
"Giving: Focus on the Economy"  
Thursday, August 27  
7:30 to 9:30 a.m.  
Frontenac Hilton

Please make reservations for \_\_\_\_\_

\_\_\_\_ Enclosed is our check for \$ \_\_\_\_\_

\_\_\_\_ I will call in a credit card number \_\_\_\_\_

Cost is \$25 a person/\$20 each for two or more attendees from the same organization. Please make checks payable to: Better Business Bureau.

Organization \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

Attendee names \_\_\_\_\_

Mail to: BBB  
15 Sunnen Drive, Suite 107  
St. Louis, MO 63143

For more information, call 314-645-0606  
or e-mail  
executive.assistant@stlouisbbb.org.

Better Business Bureau Serving Eastern Missouri and Southern Illinois  
15 Sunnen Drive, Suite 107  
St. Louis, MO 63143



**BBB Charity Symposium**  
**"Giving: Focus On The Economy"**

**Keynote Speaker:**  
**Art Taylor**  
**President and CEO**  
**BBB Wise Giving Alliance**  
**Arlington, VA**



**Speakers will address:**

- **The economy's impact on giving**
- **Changes in foundation and corporate donations**
- **Branding and fundraising**
- **Web 2.0 for charities**

**Date: Thurs., August 27**  
**When: 7:30 to 9:30 a.m.**  
**Where: Frontenac Hilton**

# BBB Charity Symposium

## "Giving: Focus on the Economy"



Thursday, August 27  
7:30 to 9:30 a.m.  
Frontenac Hilton

Charities can expect to learn strategies for coping with a weak economy at this year's BBB Charity Symposium on Thursday, August 27, at the Frontenac Hilton.

**H. Art Taylor**, president and CEO of the BBB Wise Giving Alliance will give the keynote address: "Giving: Hard Times, Hard Choices."



**Art Taylor**  
BBB Wise Giving Alliance

Under Taylor's leadership, the Alliance developed an online charity evaluation tool that has expanded the BBB's capacity to report on charities at the national and local levels.

Taylor was instrumental in developing the BBB's charity seal program. The seal gives donors a clear, concise and accessible assurance that a charity adheres to the alliance's comprehensive standards for accountability. The BBB estimates that more than 1 billion impressions of the charity seal are used nationwide.

Taylor also will discuss research about the impact of economic conditions on charitable giving. Dr. Patrick Rooney, research director at Indiana University's Center for Philanthro-



**Joseph White**  
American Red Cross

py, directed the research.

Other panelists include:

**Joseph White**, senior vice president - chapter operations, for the American Red Cross, will talk about how nonprofits can succeed in a down economy.

White provides support for 700 Red Cross chapters across the country and oversees national initiatives such as preparedness, health and safety services, best practices, products and technology resources. Before his national appointment, White served as chief executive for the St. Louis chapter of the Red Cross.

**Lisa Weser**, vice president of Fleishman Hil-



**Lisa Weser**  
Fleishman Hillard



**Kathy Reeves**  
Enterprise Rent-A-Car

lard, will cover trends in branding and fundraising, including legal considerations of Web 2.0. Weser specializes in new and emerging media, providing strategic counsel on how to best leverage Web 2.0 technologies and social networks like Twitter, Facebook and YouTube.

**Kathy Reeves**, community relations manager for Enterprise Rent-A-Car, will discuss the economy's effect on

foundation and corporate giving. She leads community outreach initiatives for Enterprise's corporate operations in St. Louis. She previously served as executive director of the St. Louis Community Development Administration.

The event runs from 7:30 to 9:30 a.m. Thursday, August 27, at the Frontenac Hilton. The cost is \$25 per person, which includes a continental breakfast. If two or more people from the same organization attend, the cost drops to \$20 per person.

To register, mail check with registration form to BBB, 15 Sunnen Drive, Suite 107, St. Louis, MO 63143. For more information, call 314-645-0606.

### BBB Charity Information Service Advisory Committee

- American Red Cross, St. Louis Area Chapter
- Arts & Education Council
- Association of Fundraising Professionals
- Children's Home Society of Missouri
- Commerce Bank
- Community Service Public Relations Council
- Enterprise Rent-A-Car
- EMD Consulting Group, LLC
- Greater Saint Louis Community Foundation
- Howe & Hutton Ltd.
- National Multiple Sclerosis Society, Gateway Area Chapter
- Nestlé Purina Petcare Co.
- Nonprofit Services Center
- Operation Foodsearch
- RubinBrown LLP
- St. Louis Planned Giving Council
- Schnuck Markets Inc.
- Southern Illinois Charitable Giving Council
- Laclede Group