



Message from Donna

Dear CESR Friends and Family,



Donna Sockell,
CESR Executive Director

to participate prominently in the education of our outstanding Leeds students, tomorrow's leaders.

Please know that nothing CESR has accomplished would have been possible without the collaboration, commitment, and passion among so many folks. Even for those of you who have kept in touch with us just by reading this newsletter or by dropping us an occasional email or tweet from the sidelines, your support and encouragement has meant a great deal to our Center. For each and every challenge we faced as we launched our Center, members of the CESR front lines all knew that our whole CESR community, both inside and outside of Leeds, has been cheering us on. And if we measure success by CESR/Leeds student impact, which always has been our goal, then we have accomplished more than we could have thought possible!

With your support and encouragement, CESR will continue to thrive in the future. I will now join you on the sidelines, rooting for this truly amazing program to continue to grow and flourish. Thank you for all you have done for us in the past, and, in advance, for what you will do in the future!

With Great Affection,



Farewell, Fearless Leader!

It is truly bittersweet for me to be sharing this last newsletter message with you as CESR's Executive Director. And though it is now time for me to pursue some post Leeds School dreams, I have had a wonderful ride over the past eight years at Leeds, fulfilling my dream to have a hand in building an extraordinary Center of passionate and talented faculty and staff, committed, vision-driven alumni and donors, and cutting-edge curricula and co-curricular events that challenge our students to embrace broad ways of thinking. CESR, of course, is blessed most of all by having the opportunity

CESR in the News



CESR continues to receive coverage in the local and national news. Here's a roundup of the latest CESR mentions...

CESR Instructor Kevin McMahon took a star turn when he appeared on **9 News** to discuss Leeds' commitment to teaching ethics and social responsibility as well as the CESR Stampede. Watch the [video here!](#)

The **Chronicle of Higher Education** featured an article written by Donna Sockell, who suggests that "when scandals erupt in the business world, academe should feel a little sheepish. Especially in business schools, our job is to prepare leaders to make workplaces vibrant, financially successful, and driven by values." Check out the article: ["Corporate Responsibility Should Start in Business School."](#)

After an impactful eight years leading the launch and meteoric growth of CESR, Executive Director Donna Sockell has decided to move on from Leeds this summer, but she leaves behind a remarkable legacy. Donna has been a passionate advocate for the integration of ethics and social responsibility into the curriculum at Leeds, and along the way has influenced and touched the personal and professional lives of students, faculty and staff. Although we know this will embarrass Donna, we couldn't let her go without letting her know the impact she's had on the CESR family she built...

"Donna has taught us all to be better teachers through her consistent focus on students as the center of our activities. She has done the herculean work of building this center and a strong network of support throughout the community. I will miss her humor, counsel and enormous energy as we go forward to build on the solid foundation she built." Kevin McMahon, CESR Instructor



"I will forever remember Donna as the individual who's impacted me most during my time at Leeds. She pushed me to be vulnerable, lead ethically and always question what is right. Thank you Donna for everything you've done for me." Sam Battan, Former Student

"Not only did Donna ignite the flames when she hired me of my then-unshaped desire to be a businessperson and yet make the world a better place at the same time, but she also fostered my personal and professional development in order to further both of those desires. She has been the catalyst for CESR's growth and for its major achievements. Donna hires outstanding people to implement and expand on her fantastic ideas. CESR would be a mere speck in the Leeds firmament, if present at all, if not for the vision and leadership of Donna Sockell." Lorna Christoff, CESR Instructor and Former CESR Program Coordinator



"There is no other way to say it, Donna was and is an inspiration. Unlike any other teacher I have ever worked with, she encouraged and inspired each of us to think differently about the world. Ultimately we all walked

Emily Booth, a graduating Leeds student, received CESR's Undergraduate Student of the Year Award. She also completed CESR's Socially Responsible Enterprise (SRE) Certificate and was a Leadership Challenges Teaching Assistant. In addition, she appeared on CU Boulder's website in the article: [CU student lands prestigious postgraduate position with accounting board](#). Congratulations, Emily!

Donna Sockell was quoted in **Meeting Professionals International** article, ["What Would You Do?"](#) about ethics in the meeting planning industry.

About CESR

The [Center for Education on Social Responsibility \(CESR\)](#) was established to help students become outstanding business leaders of tomorrow by preparing them to meet the ethical challenges posed by a highly competitive, globally-connected business world.

It is the purpose of CESR to oversee the inculcation of values discussions in classes throughout the curricula at the Leeds School of Business.

The support we receive from alumni, the business community, our board and friends is critical to the student experience. If you'd like to give to CESR, please click [here](#). Thank you!

away ready to make the world a better place. It's not every day you hear that from a bunch of business school students, but Donna had that impact." Teen Rollins, Former Student and CESR Stampede Coordinator

"Participating in the year-long pilot Leadership Challenges class was an amazing experience; however what really made the class unforgettable was having Donna as our professor. With her guidance, I was able to take my critical thinking skills to the next level and gain a

wider perspective on what it means to be a responsible leader in the community. I am also extremely appreciative of her support and motivation throughout the years—she has been a wonderful and inspiring mentor!" Tyffanie Ammeter, CESR Junior Board Member and Former Student



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CESR Stampede - A Success!

On April 15-19, CESR hosted its first annual [CESR Stampede at Leeds: A Week of Driving Values in Business](#). Over 1200 people turned out for the 16 events targeted at current students, alumni, and the business community in the greater Boulder/Denver area. According to Stampede organizer, Francy Milner, also a CESR Instructor, the week was a great success as a showcase for the accomplishments of the Center and CESR students, and a shared vision of how business can contribute to a better world.



Even the heavy snow couldn't bring down the energy as students, professionals and community members came together on Monday to discuss social enterprise and social impact. The day featured a lunch with Jensine Larsen, founder of World Pulse, an award-winning organization that uses media and empowerment training to

give a voice to women change leaders from 190 countries. In addition, Social Impact day featured a Social Enterprise panel focused on defining the 'new normal' for business in the 21st century, hosted by Restorative Leadership Institute founder, Seana Steffen. Following the panel, participants in an exciting Marketplace of Ideas gathered in an open space forum with local high-impact social enterprises, brainstorming new

strategies to evolve their impact.

Stampede Week brought together many experts from their respective fields. CESR faculty member Dave Payne facilitated the 'New Business Climate' panel featuring Jim White, Director of INSTAAR, Kate Hamilton, Managing Director of Ecosystem Marketplace, and Jason Denner, Founder and Principal of POINT 380. The three panelists provided the factual basis and context for a vibrant moderated panel discussion, addressing the threats and opportunities at the convergence of the science, policy, and business of global climate change.



Time Magazine 2002 Person of the Year, and WorldCom Whistleblower, Cynthia Cooper, gave a powerful presentation Thursday evening to an audience of students, local business leaders and community members. Cooper

retold her heroic story of whistleblowing with as much passion and conviction as if it were her first time telling the story. Her remarks thoroughly inspired the students and other attendees, who engaged in a lively question and answer session with Ms. Cooper.

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Conscious Capitalism Conference Inspires Attendees

THE 4TH ANNUAL CONSCIOUS CAPITALISM CONFERENCE

CESR's [4th Annual Conscious Capitalism Conference. Business Reinvented: Transforming Lives](#)

plowed ahead despite a hazardous spring snow storm on April 17th. CESR Executive Director and founder of the conference remarked, "Even the challenges of rain, sleet, and snow did

not stop several hundred talented students, faculty, and business professionals from venturing out to the conference. Attendees were treated to the inspiration and wisdom of speakers who have shaped the lives of many people in local, national, and global communities in very different ways."

The conference was designed to challenge the thinking and



Mo Siegel and Bud Sorenson

stimulate the creativity of the next generation of great business leaders by exposure to outstanding business entrepreneurs who have made values-driven choices in their careers. This year those role models included Whole Foods Board Members Bud Sorenson and Mo Siegel, former Speaker of the House at the Colorado House

of Representatives, Andrew Romanoff, now the senior advisor of International Development Enterprises (iDE), Rob Cohen, CEO of IMA Financial Group, and The Unreasonable Institute's CFO/COO and Co-founder, Tyler Hartung.

"It's going to take smart minds and a lot of them to put a dent in the problems our world faces. Many of those people are at the Conscious Capitalism Conference. This is why I was motivated to speak there," said Tyler, after receiving rave reviews for his presentation by attendees.



Tyler Hartung

Leeds senior Linda Pham was in attendance and remarked, "It's great to reconnect ourselves to our own values and listen to professionals talk about theirs. As a student who is about to approach the real world, I feel like I can be a strong leader."



Susan Forsell

A new feature this year was an experiential session requiring students to analyze a case study in sustainability presented by Susan Forsell, VP of Sustainability for McDonald's. A panel of corporate social responsibility professionals including Jim Peterson, VP of Marketing at Ball Corporation, Nan Stout, Founder of the Ethics Office at Staples, and Deanna Bratter,

Sr. Manager of Responsible Livelihood at WhiteWave engaged in a discussion about students' recommendations for making McDonald's a more sustainably-driven company.

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