

MILWAUKEE COMMUNITY

LOTS of great things happening here!

Creative MEETING

JANUARY 26, 2009

SOCIAL RESPONSIBILITY

What if the SUM is greater than its parts?

What would a socially responsible community look like?

We should also FOCUS on these things

- Recruitment Retention of employees
- social justice

LABOR PRACTICES

- Living wage jobs

We should also focus on our water initiatives

How do we talk about Labor in today's environment — this initiative can help us do this!

HISTORY: 100 years ago the river was open sewage — Tell the story of where we've come from and where we're going

Let's not be isolated from the larger picture

WHAT WE'RE DOING HERE IN MILWAUKEE IMPACTS THE WORLD "Think Globally Work Locally"

We want to be the COMMUNITY MODEL!

GIVE PEOPLE SMALL STEPS TO: DO TODAY - THINK ABOUT BIGGER

URGENCY is a great MOTIVATOR

BRING the MULTIPLE PIECES TOGETHER

A LITTLE BIT OF CHAOS THEORY

We need to be able to FOCUS on different things AND work together on others

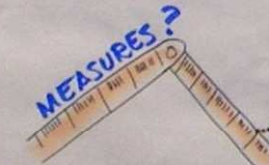
SR as a platform for the players Bringing the PLAYERS together

COMMUNICATE

- How do we BUILD EXCITEMENT?
- How do we BRAND IT?

SPARK INTEREST

- How do we BECOME #1? WORKFORCE FLEXIBILITY



IF WE CREATE THE RIGHT CONTAINER PEOPLE WILL COME!



for our businesses that attain some level of impact-measures standards



WHAT are MILWAUKEE'S... CORE NEEDS...

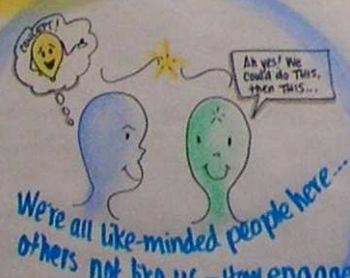
- KNOW THEM
- CONNECT PEOPLE and ORGANIZATIONS
- CAN HAVE A LARGE VIEW & ALSO WORK ON LOCAL?

HOW WILL WE KNOW WE'RE MAKING A D-I-F-F-E-R-E-N-C-E?

MILWAUKEE METRO GREEN — has a scorecard SUSTAINABLE BUSINESS NETWORK

Talking about the health of the COMMUNITY

- How do we SPEAK WITH ONE VOICE?
- CAN WE FOCUS ON 4-6 THINGS WE WORK COLLECTIVELY ON?



WE HAVE to MOVE the CONVERSATION from CONCEPT to CONCRETE