



You are invited to attend **“To B or Not To B: Are Benefit Corporations the Corporate Governance Architecture of the 21st century?”** on Tuesday, Feb. 4, 2014, at the University of New Hampshire, Durham. We hope you can join us.

The event, which includes workshops, a keynote address and a panel discussion, will focus on how benefit corporations, commonly known as B corporations, may provide a new model for corporate governance. The event is sponsored by the University of New Hampshire (UNH)'s [Responsible Governance and Sustainable Citizenship Project](#), [Sustainability Institute](#), and [Peter T. Paul College of Business & Economics](#).

Pre-registration is free and required. For complete event information, visit cola.unh.edu/llc/rgscp.

- [Register for the keynote and panel](#)
- [Register for the Workshop "B Corporation: Building a Better Business"](#)
- [Register for the Workshop "Benefit Corporation: A New Corporate Form for the New Economy"](#)

[B corporations](#) are for-profit businesses that focus on society and the environment as well as profits. By meeting higher standards of transparency, accountability, and performance, B corporations are tasked to make decisions that are ethical, sustainable, and drive profitable growth in ways that respect the constraints of earth's limited resources and the needs of individuals. Companies can seek voluntary certification from the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. Today, there are more than 900 certified B corporations from 29 countries and 60 industries.

In addition to certification, 20 states have passed legislation to create a new legal corporate status, the benefit corporation, which empowers and requires businesses to simultaneously create shareholder value and social value. New Hampshire is one of 18 states currently considering legislation to create this new corporate status.

Please join us at the following events.

To B or Not To B: Are Benefit Corporations the Corporate Governance Architecture of the 21st Century?

Tuesday, Feb. 4, 2014, at the University of New Hampshire, Durham

Two Pre-Event Concurrent Workshops

3-5 PM

UNH Paul College Executive Development Suite

B Corporation: Building a Better Business

Audience: Sustainable Businesses, Social Enterprises, Entrepreneurs & Students

[REGISTER HERE](#)

This practical workshop will walk you through: 1) the three easy steps your company can take to become a Certified B Corporation and 2) the benefits of Certification. With the guidance of B Lab, the non-profit that administers the Certification, and a leading local B Corporation, learn how 900 business leaders are building a better business by measuring their impact and living into a mission that serves both society and shareholders. This workshop will be lead by [Yola Carlough](#), Senior Associate, Community Development at B Lab, and [Rebecca Hamilton](#) Director of Product Development at W.S. Badger Company, Inc. (A Certified B Corporation)

Benefit Corporation: A New Corporate Form for the New Economy

Audience: General Counsel, Attorneys, Law Faculty & Students

[REGISTER HERE](#)

How do you ensure that your client's social mission will survive through changes in ownership or management? How does your client acquire capital that is respectful of their journey to benefit all stakeholders, not just shareholders? Join [B Lab's](#) co-founder as he explains the legal challenges in scaling a sustainable business, and how a new legal entity - the benefit corporation - provides entrepreneurs an easy but powerful solution to maintain mission. This workshop will be lead by [Bart Houlahan](#), Co-Founder of [B Lab](#), and is co-sponsored by [UNH Law](#) and [The Warren B. Rudman Center for Justice, Leadership and Public Policy](#).

Main Event Keynote and Panelists

5-6 PM: Welcome Reception , 6-7:30 PM: Keynotes and Panel Discussion

Huddleston Ballroom, UNH Durham

[REGISTER HERE](#). Students are encouraged to attend.

Keynote speakers and panelists include:

- [Bart Houlahan](#), Co-Founder of [B Lab](#)
- [Dr. Jim Post](#), John F. Smith Professor of Management, [Boston University School of Management](#)
- Peter Graham, Chairman of the Board, [Seventh Generation](#) (a Certified B Corp)
- [Anders Ferguson](#), Founding Principal of [Veris Wealth Partners](#) (a Certified B Corp)
- [Rebecca Hamilton](#), Director of Product Development at [W.S. Badger Company, Inc.](#) (the first Certified B Corp in New Hampshire)
- [N.H. Senator Molly Kelly](#) (D-Keene), cosponsor of legislation to create the new legal corporate status, benefit corporation, in New Hampshire

Thank You to Our Promotional Partners

[UNH Law](#)

[The Warren B. Rudman Center for Justice, Leadership and Public Policy](#)

[The Carsey Institute](#)

[NH Businesses for Social Responsibility](#)

[Net Impact UNH](#)