



## JEN BOWDEN CONSCIOUS CAPITALISM

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2019-2020

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### ON THE WEB

[www.uarotary.org](http://www.uarotary.org)

[www.district6690.org](http://www.district6690.org)

[www.rotary.org](http://www.rotary.org)

For make up locations, check the club web site or call the make-up hotline at (614) 470-1002.



**Matt Hare** introduced the speaker, **Jen Bowden**, who spoke about Conscious Capitalism.

Jen currently is the Vice President for Brand and Social Impact for the IGS Family of Companies, where she works to carry forward the company's purpose of building a meaningful energy future together. In this role, she's responsible for investments into the communities where IGS does business including philanthropic investments, employee community engagement, community economic development and volunteerism. Additionally, she has responsibilities on IGS's corporate innovation team.

Before joining IGS, she was the vice president of community relations for the Columbus Blue Jackets, Columbus' professional hockey team. Jen has also held roles as the director of corporate and government relations and capital campaign manager for Mid-Ohio Foodbank. Prior to her time with the Foodbank, she spent several years in charitable fundraising in Washington, D.C. She received a degree in International Studies from The Ohio State University.

Jen actively serves the community through volunteerism and civic participation. In addition to her role on the Conscious Capitalism Columbus board, she serves as a board member of Deep Griha USA, chairs the HRC Columbus Gala, and annually serves as a roster judge on Election Day.

Conscious Capitalism, Inc. builds and supports a global network of entrepreneurs, business leaders, and "intrapreneurs" dedicated to growth through conscious leadership with convenings, learning & development offerings, and PR opportunities. Members are committed to the Conscious Capitalism Credo, as follows: "We believe that business is good because it creates value, it is ethical because it is based on voluntary exchange, it is noble because it can elevate our existence and it is heroic because it lifts people out of poverty and creates prosperity. Free enterprise capitalism is the most powerful system for social cooperation and human progress ever conceived. It is one of the most compelling ideas we humans have ever had. But we can aspire to even more."

More specifically, Conscious Capitalism is a philosophy based on a simple idea that when practiced consciously, business elevates humanity. This philosophy is rooted in the these four tenets, each of which are defined by Conscious Capitalism as follows:



## GREETERS

### November 12

Matt Hare  
Bill Hoskett

### November 19

n/a

### November 26

Joe Berwanger  
Rudy Whipps

## REGISTRATION DESK

### November 12

Jim Winfree  
Kevin Brown

### November 19

Larry McVey  
Milt Lustnauer

### November 26

John Adams  
Anne Croskey

## CALENDAR

### November 12 | Scioto CC

Dr. Herb Asher,  
Professor Emeritus,  
The Ohio State University  
*The 2020 Presidential Race:  
Observations, Predictions,  
and Challenges*  
Host: Gillen

### November 19 | Scioto CC

World Service Committee  
Update: What is happening in  
Guatemala  
Host: McCurdy

### November 26 | Scioto CC

Reverend Wade Giffin  
*A Message of Thanksgiving*  
Host: Gillen

## VOLUNTEER OPPORTUNITIES

Submit your volunteer opportunity to [herb@herbgillen.com](mailto:herb@herbgillen.com) for inclusion in the Rotaryview Newsletter.

## SOCIAL EVENTS

Please submit your social event reminder to [herb@herbgillen.com](mailto:herb@herbgillen.com) for inclusion in the Rotaryview Newsletter.

## OUR NEXT MEETING

November 12th  
Scioto CC

Upper Arlington  
Rotary  
Club



# JEN BOWDEN

## CONSCIOUS CAPITALISM

**1. Higher Purpose:** “Businesses should exist for reasons beyond just making a profit. ‘We need red blood cells to live (the same way a business needs profits to live), but the purpose of life is more than to make red blood cells (the same way the purpose of business is more than simply to generate profits).’ – R. Edward Freeman, University of Virginia Darden School of Business professor. Knowing WHY your business exists, provides you with a compass to find and stay focused on achieving your True North (Higher Purpose). Profit is a means to the end of purpose for conscious businesses.”

**2. Stakeholder Orientation:** “When you tug at a single thing in nature, you find it attached to the rest of the world.” – John Muir, Pioneering naturalist. Such is the case with business, which operates from an ecosystem of your employees, customers, suppliers, investors, society, and environment... sometimes this even includes your competition. Conscious businesses value and care for EVERYONE in their ecosystem, motivating their stakeholders by creating “win-win-win” outcomes for all who are impacted by their business.”

**3. Conscious Leadership:** “Conscious businesses cannot exist without Conscious Leaders. Conscious Leaders focus on ‘we,’ rather than ‘me.’ They inspire positive transformation and bring out the best in those around them. They keep the business focused on its Higher Purpose, and support the people within the organization to create value for all of the organization’s stakeholders. They recognize the integral role of culture and purposefully cultivate a Conscious Culture of trust and care.”

**4. Conscious Culture:** “Culture is the embodied values, principles and practices underlying the social fabric of a business, signaling ‘how’ business is done. The culture of your business is its heartbeat. Without a healthy one, the business will ultimately fail. A Conscious Culture fosters love and care and builds trust between a company’s team members and its other stakeholders. Conscious Culture also includes accountability, transparency, integrity, loyalty, egalitarianism, fairness, and personal growth, acting as an energizing and unifying force that truly brings a conscious business to life.”

## November is Rotary International Foundation Month

Join the 125 Club and  
collect points towards  
your Paul Harris Fellowship.

UA Rotary Club will match  
your points towards a Paul  
Harris Fellow (up to \$500 match)  
in November only!

The  
Rotary  
Foundation



## HERE'S HOW IT WORKS:

- MAKE YOUR CHECK PAYABLE TO THE UA ROTARY FOUNDATION BEFORE NOVEMBER 30TH.  
(MEMO: RI FOUNDATION 2019-20 CONTRIBUTION)
- THE UA ROTARY FOUNDATION WILL MAKE A DONATION IN YOUR NAME TO THE ROTARY INTERNATIONAL FOUNDATION
- YOU WILL RECEIVE PAUL HARRIS FELLOW POINTS CREDIT FOR THE AMOUNT YOU DONATED THAT WILL BE MATCHED (UP TO \$500) BY OUR CLUB.
- DONATE AT LEAST \$125 AND BECOME A MEMBER OF THE 125 CLUB.

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Scioto CC

Upper Arlington  
Rotary  
Club



# The Meeting



**Herb Gillen** opened the meeting.

**Bob Prior** gave the invocation and led the Pledge of Allegiance.

**Bob Whetzel** introduced his guest **Tom Sugar**.

**Chris Taylor** introduced her guest **Beth Hatch**, the new Executive Director at the UA Public Library.

**Don Trotier** introduced 2 guests: his wife **Audrey** and **Dave Shelby**.

**Mike Kull** introduced his guest **Greg Barilects**.

There were no visiting Rotarians.

# Notes and Announcements



**Tom Davis** is looking to fill three remaining slots for holiday bell ringers for the Salvation Army at the Kroger on Chambers Road. The times are on the evenings of Dec. 6 and 7. Please contact him if you'd like to volunteer.

**Chip Knoop** is looking for more volunteers for the Bed Brigade project, taking place on Nov. 16 from 9-11 am, at the Upper Arlington Lutheran Church Mill Run Campus.

**Don Trotier** provided an update on **Wendell Ellenwood's** health status. Wendell is now back at Friendship Village.

Don also complimented UA Schools Supt. **Dr. Paul Imhoff** on his presentation to Rotary Roundtable earlier in the day, relating to the status of the school building projects.

**Herb Gillen** lauded the efforts of those who participated in Senior Service Saturday last weekend: there was a total of 45 Club members and Interact students participating.

**Herb** also provided a notice of the Club's annual meeting during the regular meeting on Dec. 3. There will be a vote on these officer nominees: **Debbie Johnson** (President), **Joe Valentino** (President-Elect), **Milt Lustnauer** (Secretary), and **John Adams** (Treasurer). There will also be a vote on these board nominees: **Connie Aschinger**, **Doug Godard**, **John Krauss**, **Jim Nicklaus** and **Jamie Sisto**.

**Herb** also reminded the Club that November is Rotary International Foundation Month. If you make a check payable to the UA Rotary Foundation before Nov. 30 (memo: RI Foundation 2019-20 contribution), the UA Rotary Foundation will make a donation in your name to the Rotary International Foundation. You will receive Paul Harris Fellow points credit for the amount that you donated, which will be matched up to \$500 by our Club. If you donate at least \$125, you will become a member of the 125 Club.

The Club History Committee, consisting of **Bob Whetzel**, **Jim Ayers**, **Don Trotier**, and **Jim Monahan**, provided a summary of the various places where the Club has met. The original meeting place is our current location, Scioto Country Club. Other locations included the Jai Lai, Da Vinci's, Arlington Arms and the restaurant now known at the Boathouse, at Confluence Park. Things happened at an early meeting that would not happen at today's more "woke" (relatively speaking) Club meetings.

