

CAMERON MBA ASSOCIATION *presents*
a discussion for Cameron students and faculty

Corporate Social Responsibility



Panelists:

GE Energy
Mark Sweeney, CFO

PPD
Fred Davenport,
President

Progress Energy
John Elliott,
Manager Community
Relations



Cameron Hall Suite 131
910.962.3903

6:00 - 7:30 p.m.
Thursday, March 10

Warwick Center Ballroom

Paul Bloom, professor of marketing at the UNC Kenan-Flagler Business School, will lead a discussion on why **Corporate Social Responsibility (CSR)** is being embraced by organizations globally and the value added to organizations by embracing the principles of CSR and will be followed by a panel of local business leaders who will discuss their organizations activities relative to CSR.