

Certified



Corporation™

# the change we seek™

***B Corporations use the power of business to create public benefit***

***Hello Friends***, We'd like to share our new website including our new B Corp Video featuring many of our favorite Champions. Thanks to FN8, T2AP, and Weblinc for all their hard work, and all of you for your critical feedback. Let us know what you think!

[The Website »](#) | [B Corp Video »](#)

And now, just the facts:

## B Community

As of June 30, there are 123 Certified B Corporations, representing a \$900M+ marketplace. Many thanks to our Champions who are helping build this community.

[Check out the B Community »](#)

***Some Newbie highlights that you'll see on our website soon:***

**Busboys and Poets**, *Washington, DC* - Community restaurant, bookshop, and arts and performance hub

**The SOAP Group**, *formerly Dwell Creative Portland, ME* - Using B Ratings System as a tool to screen clients

**EKO Asset Management**, *New York, NY* - Asset managers focused on monetizing environmental assets

**gDiapers**, *Portland, OR* - Cradle to Cradle Certified flushable diapers

**Greyston Bakery**, *Yonkers, NY* - Leading social enterprise artisan baker for Ben & Jerry's

**ShoreBank**, *Chicago, IL* - First and leading community development bank in the U.S.

**South Mountain Company**, *West Tisbury, MA* - Residential design/construction; renewable energy installation

**Sustainable Harvest**, *Portland, OR* - 100% Fair Trade Certified coffee importer and wholesaler

**TS Designs**, *Burlington, NC* - Leading sustainable manufacturer, 'printing tee shirts for good'

If you know of a company that might like to learn more about B Corporations, [click here](#) and help us

[Recruit a B »](#)

## B Partners

### ***GOOD Business = Good Magazine + B Corporations***

GOOD & the community of B Corporations have partnered to create and distribute compelling media content that highlights the best of sustainable business. The October launch of GOOD Business magazine will also integrate web-videos and a presence at the SF Green Festival. Becoming our second B Corp Service Partner, GOOD has extended to B Corps a **50% discount** on advertising. [Good + B Corps »](#)

### ***Salesforce.com Helps B Corps Improve Financial Performance***

9 B Corps are **saving over 75%** on their Salesforce.com CRM user licenses through our first B Corp Service Partnership. Total annual B Corp savings to date: \$140k. [Sign up »](#)

### ***Meet our Newest Service Partners***

To help you with your Salesforce implementation and integration, CRM Advantage (new Class of 08 B Corp) joins Idealist Consulting (Class of 08) in offering B Corps a free assessment and **25% discount** off of their standard fees. [Go »](#)

Need talent? Ellen Weinreb's recruiting firm (also a new Class of 08 B Corp) is offering B Corps a **33% discount** on professional recruiting searches. [Go »](#)

## New B Lab Supporters

**Calvert Foundation** is funding B Lab's efforts to build 'market infrastructure to verify social benefits among for-profit social purpose businesses'.

**RSF Social Finance** is funding B Lab's efforts to 'develop the measurement tools that will enable responsible investors to become impact investors'.

**B Lab board members Debra Dunn and Tom Bird join Grandma Ruth as B Lab's first individual donors.** We're sure they share Grandma Ruth's vision of 'wanting a better world for her grandchildren.' Much love to Grandma Ruth's family who are mourning her recent passing. Thanks to Tom for enabling others to support B Lab through [Global Giving's Human Development Fund](#).

## B Corp Policy

### ***AB 2944 Legislation Moving Toward Schwarzenegger's Desk***

AB 2944 (California Business Leadership and Innovation Statute) has passed the CA Assembly and the Senate Judiciary Committee. Assuming passage on the Senate floor, expect an email soon from our policy partner New Voice of Business to learn how you can help Gov. Schwarzenegger 'make CA the DE of sustainable business.' [Go »](#)

Thanks to all who wrote letters of support, to Adam Lowry (Method/Founder) and Jeff Mendelsohn (New Leaf Paper/Founder) for their the rock-star testimonies, and to the leadership of NVB, Hanson Bridgett (Founder), Todd Johnson, and superstar free-agent Vikki Randall for getting us this far.

## B Corp Standards

### ***Impact Rating System for Developing World SGBs***

Agora Partnerships, Dahlberg Global Advisors, the Rockefeller Impact Investing Collaborative (RIIC), and B Lab have partnered to develop a beta version of an impact rating system for Developing World SGBs (Small and Growing Businesses). Portfolio companies from Acumen, Root Capital, E&Co, Ignia and others will beta the system and solicit feedback from the Aspen Network of Development Entrepreneurs (ANDE) in late July.

### ***Work Continues on Industry Addendums and V2.0 of the B Rating System***

Contact [thelab@bcorporation.net](mailto:thelab@bcorporation.net) if you'd like to help the Standards Advisory Council work on V2.0 of the B Ratings System or develop the Industry Addendums for Financial Services, Building, Retail/Restaurant, or Developing World SGBs.

## B In the News

- **Plenty Magazine** - *Stamp of Success* [more »](#)
- **Campus Technology** - *A New Form of Business...* [more »](#)
- **ESOP Report** - *Ancient but Progressive: King Arthur Flour becomes a Founding B.* [more »](#)
- **Chicago Crain's** - *A new breed of entrepreneur* [more »](#)
- **Entrepreneur Magazine** - *Street Cred - Making a difference while you make a buck?* [more »](#)
- **Philadelphia Business Journal** - *Third-party certification combats 'greenwashing'* [more »](#)
- **Financial Times** - *Green seal of approval for small outfits* [more »](#)
- **San Francisco Chronicle** - *B Corporation plan helps philanthropic firms* [more »](#)
- **Entrepreneur.com** - *Businesses Going for the Green* [more »](#)

## B Lab Team

**New Talent:** Welcome to Beth Richardson (Audit), Paula Wertheim (Audit), and Hardik Savalia (Services & Standards).

### ***Still Hiring:***

[Director of Business Development »](#)

[Associate Business Development »](#)

***Thanks for all your support.*** If you know anyone interested or interesting, who could help us with recruitment, partnerships, standards, or policy please contact us at [thelab@bcorporation.net](mailto:thelab@bcorporation.net).

***Have a great rest of the summer!***

### ***The Team at B Lab***

To add your colleagues & employees to this list, email [Hardik](#).

B Corporations help us tell the difference between 'good companies' and just good marketing by meeting higher standards of social and environmental performance and legal accountability. B Lab is a nonprofit organization which certifies and supports B Corporations.