

# That's why you should join Corporate Responsibility Officers Association

Corporate Responsibility Officers Association (CROA) members transform ideas into action, advancing corporate responsibility, the profession, and the careers of those who participate. CROA supports the membership's significant power to lead, promote, and influence positive change globally.

CROA members get the full picture of CR's potential. As the largest independent CR community, CROA was founded on the concept that to excel in corporate responsibility, organizations need to embrace all CR disciplines: sustainability, governance, social responsibility, and philanthropy.

CROA welcomes corporate practitioners, providers of products and services, academics, governments, non-profits, etc as equal participants. Together, CROA members actively engage in:

- Sharing best practices, data, and industry trends
- Developing industry standards, rankings and credentials
- Extending their personal and corporate brands through case studies, white papers, and articles for publication on the CROA website and newsletters

## CROA members enjoy:

**Connections** In our Membership Directory, CROA members are indexed by organization and area of expertise to quickly connect with peers, or service and product providers.

**Staying Informed** Staying informed. CROA members can access our original and aggregated research and data on the field to stay on top of the issues that impact them.

**Lead** Through the CROA's committees, roundtables, and other initiatives members lead the field, by chairing committees or sharing their insights on new practices.

**Engage** Since 2006 the CRO Summits and other CROA events have focused on GRC, CSR, Sustainability and Philanthropy issues bringing together executives from leading corporations engaged in transforming their company's responsible standards and practices.

**Access** To content, editorial opportunity, special networking and marketing opportunities through *CR Magazine*, *TheCRO.com*, *CROAssociation.org* and the CROA e-newsletters

The world  
needs

bold vision  
and bold  
action...

a hero.

the  
world  
needs  
you.

**CROA**

Corporate Responsibility Officer Association



## Join our current members to lead the future of corporate responsibility and change in the world.

*"...CRO Association is way ahead of the curve in terms of where the field is moving."*

**Paula Luff,**

Director of Corporate Social Responsibility, Hess Energy

*"The greatest benefit of CROA is the sharing of ideas among corporate responsibility officers, sustainability officers, and making sure that best practices are shared in an open forum."*

**Justin Smith,**

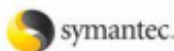
Siemens (formerly with Domtar Paper)

*"CROA brings us together ...to tackle questions, issues, industry wide, worldwide. They put us in touch with external experts... to put us in alignment with exciting directions."*

**Susan Arnot Heaney,**

Director, Corporate Social Responsibility, Avon

Partial list of members below.



# You can't comply your way to greatness.

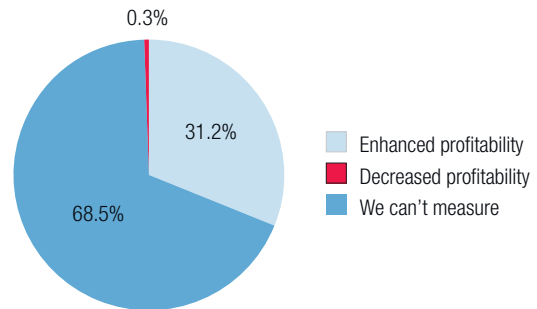


For more information or to join the CROA please contact  
Vince Albergato, vince.albergato@sharedxpertise.com  
484.231.1816 <http://www.croassociation.org/content/join-us>

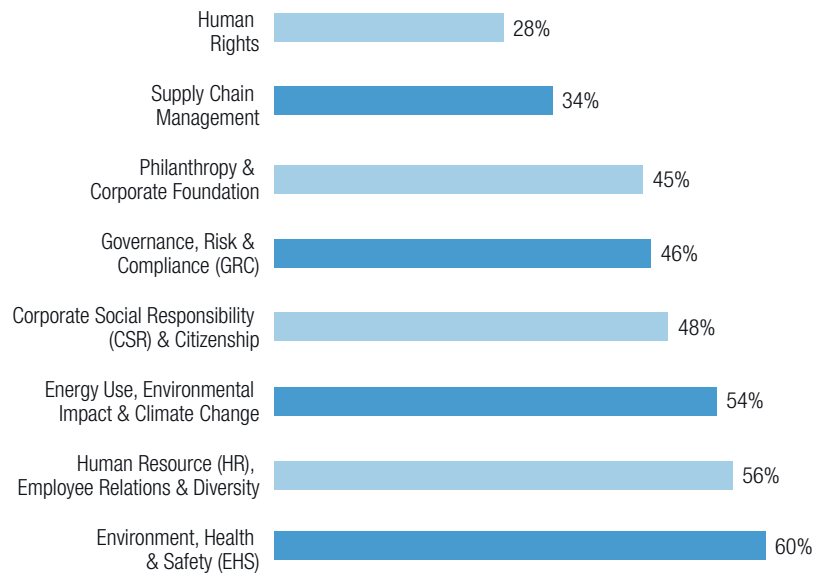
**Lead  
change.  
Join CROA**

**CROA members get access to groundbreaking data, the information they need to make important decisions and compare their programs and progress with other CR leaders and their companies.**

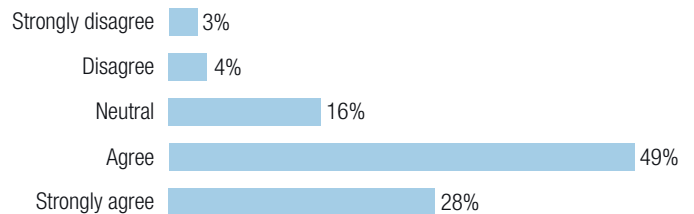
“My company has demonstrated that CR has...”



“My company has publicly declared specific and measurable goals”



“I expect my company’s CR program to expand over the next three years.”



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## CROA Membership & SharedXpertise Subscriptions

The CROA has a reciprocal relationship with SharedXpertise, the publishers of CR Magazine and organizers of the CRO Summits. Through this relationship we offer members different levels of value tailored to their needs. For more details on our programs and to hear from our members first hand, visit the CROA homepage at: <http://www.croassociation.org/>

### Individual Membership & Subscription US \$1,495 / € 1,000

**Eligibility** Sole proprietors, unaffiliated individuals, non-profits, NGOs, academics, & practitioner companies<sup>[1]</sup> with revenues less than US \$10M.

#### CROA Benefits

- One registered member of the CROA.
- Participation in committees, interest groups, webinars, and educational events.
- Access to CROAssociation.org member-only content, third party research, & newsfeeds.
- CROA members-only newsletter.

#### SharedXpertise Benefits

- One pass to CRO Summit.

### Mid-Sized Corporate Membership & Subscription US \$3,485 / € 3,000

**Eligibility** Practitioner companies with US \$10M to US \$150M in annual revenue.

#### CROA Benefits

- All the above benefits, plus...
- Two registered members of the CROA.
- Membership in CROA LinkedIn community.
- Ten-minute CR achievement video slot in the Corporate Responsibility Week online web-broadcast 13-15 December, 2010.

#### SharedXpertise Benefits

- Two passes to any CRO Summit.
- Two subscriptions to CR Magazine.
- Access to summary analysis of the Best Corporate Citizens Benchmark' Report.
- Access to summary analysis of the Corporate Responsibility Best Practices Survey done in conjunction with NYSE Euronext.

### Large-Sized Corporate & Service Provider Membership & Subscription US \$6,995 / € 6,000

**Eligibility** Practitioner companies over US \$150M in annual revenue & all service providers.

#### CROA Benefits

- All the benefits above, plus...
- Up to four registered members of the CROA.
- Advance access to your company's 100 Best Corporate Citizens Data File (to submit corrections prior to list publication).

#### SharedXpertise Benefits

- All the benefits above, plus...
- Up to four passes to any CRO Summit.
- Up to four subscriptions to CR Magazine.
- Discounts on additional analysis & benchmarking for above research reports.

### Premium Corporate Membership & Subscription US \$20,000 / €16,000

**Eligibility** All companies.

#### CROA Benefits

- All of the benefits above, plus...
- Unlimited access to CROA Roundtables (see <http://www.croassociation.org> for more details).

#### SharedXpertise Benefits

- All benefits listed above, plus...
- Ten Company 100 Best Benchmarking report<sup>[2]</sup>.
- Detailed Corporate Responsibility Best Practices Benchmarking Report.
- Six passes to all CROA sponsored events.
- Company profile in CR Magazine.
- Detailed data analysis by industry of the 'Best Practices in Corporate Responsibility' survey<sup>[3]</sup>.

<sup>[1]</sup> "Practitioner companies" are those with a designated corporate responsibility officer, not companies that provide CR and related services.

<sup>[2]</sup> The benchmarking report in the premium membership includes 10 companies, giving an option in between 5 and 20 companies available on a one off basis.

<sup>[3]</sup> The 'Best Practices Survey' went out to all NYSE Euronext listed companies and we already have over 700 responses

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