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FOR IMMEDIATE RELEASE

Roundtable: The ROI of ESG

As a Trustee Partner of the Frisco Chamber of Commerce, Bank of America Merrill Lynch will host its second roundtable discussion with top leaders in front of an invitation-only audience on Tuesday, July 17, 2018 at the Dallas Cowboys World Headquarters. At this event, titled “The ROI of ESG: Becoming a Workplace of Choice and Promoting a Culture of Diversity and Inclusion to Future-proof Frisco,” dignitaries and business leaders will share insights on applying ESG (Environmental, Social, and Governance) practices and the link to talent attraction, corporate value, and sustainability.

The discussion, moderated by Tony Felker, President/CEO of the Frisco Chamber of Commerce, will include:

Mayor Jeff Cheney, City of Frisco
Don Braun, President, HALL Group
Sam Darwish, CEO/Entrepreneur, Skinny IT
Humera Kassem, Chief Human Resources Officer, Jamba Juice
Deslyn Norris, Vice President of HR, Top Golf
Dr. Allison Sadler, Sales Performance Executive, Bank of America Merrill Lynch
Dr. Mike Waldrip, Superintendent of Schools, Frisco ISD
Lindsay Wilson, Executive Managing Principal, Corgan & Associates

In May 2017, the Frisco Chamber of Commerce created a Trustee Partner membership. Bank of America Merrill Lynch is one of six businesses at this level. “Unlike other membership levels at the Frisco Chamber of Commerce, a Trustee-level membership has a major focus on giving back to the business community through involvement in the Chamber’s committees and community efforts,” said Tony Felker. Each Trustee Partner at the Frisco Chamber chooses an initiative. Bank of America Merrill Lynch has chosen “smart cities” as their area of focus.

“With events such as this one, we are working together, across industries, with both the public and private sectors, to share best practices which not only benefit Frisco and the business community but can potentially have a global effect as well,” Felker said.

At the first roundtable discussion in March 2018, the Frisco Chamber of Commerce announced plans for a new event, the Frisco Smart City Leadership Exchange, presented by Bank of America. The three-day trip is designed to give Frisco’s community leaders, elected officials, and business owners and leaders, the opportunity to visit and study select high-growth cities.

The inaugural trip, which will take place October 17 - 19, 2018, will take a delegation of approximately 50 Frisco leaders to Scottsdale, Arizona. Leaders from both cities will interact to exchange ideas in areas such as responsible growth, education, innovation, transportation, workforce development, and the arts.

About the Frisco Chamber of Commerce

The Frisco Chamber of Commerce is a 4-Star Accredited Chamber of Commerce that consists of approximately 1,300 member businesses who provide goods and services to the growing, bustling economy in Frisco and the surrounding area. The mission of the Frisco Chamber of Commerce is to protect and promote commerce, through advocacy, resources, and connections. For more information, visit FriscoChamber.com.