



PARKER HOUSE  
BOSTON, MASSACHUSETTS  
October 8, 1991

How does a company become a social activist? Or better yet, why should it?

Welcome to New England Circle. This evening's discussion is led by **ANITA RODDICK**, founder and managing director of the British-based Body Shop. A caring and passionate environmentalist who believes that business should be responsive to social needs and protective of the earth, Roddick has achieved phenomenal business success.

"I think you can rewrite the book on business. I think you can trade ethically; be committed to social responsibility, global responsibility; empower your employees without being afraid of them. That is the vision, and the vision is absolutely clear."

From meagre beginnings in a Brighton, England shop, in 1976, fiscal year 1990 showed over 600 shops in 39 countries, and \$23 million in pretax profits on sales of \$141 million.

"....It comes from education and breaking rules. And let me tell you the spirit soars - God, does it soar - when you are making products that are life-serving, that make people feel better and that are done in an honorable way.

"The instigators of change have got to be business people. They've got the power to be listened to. If a company took just one person to set up a social welfare department to see what they could do, what a start that would be!"

"When altruism and business lie down together, neither one gets a good night's sleep," wrote tonight's moderator, **BO BURLINGHAM**, editor-at-large, INC. in his much acclaimed article about Roddick. Burlingham said that people tend to be suspicious of companies that profess devotion to social causes and, in fact, most of the activities and campaigns of The Body Shop are intended to generate publicity and the company milks them for all they're worth. "What's interesting," he wrote "is the way that happens and this may be the single most striking aspect of the The Body Shop's entire approach to business."

New England Circle invites men and women of different cultures, political persuasions and professions to exchange ideas and opinions. The Circle evolved out of a 19th-century tradition called the Saturday Club, a group of concerned individuals such as Ralph Waldo Emerson and Henry Wadsworth Longfellow who gathered at the Parker House monthly for lively, informal discussions. Tonight's discussion on corporate social responsibility could awaken the spirit of those who inaugurated this tradition.

MARK ALDRICH, State Director, Office of Senator Robert C. Smith,  
Manchester, NH

ELIZABETH ANGELONE, Financial Analyst,  
Oppenheimer & Company, Inc., Greenwich, CT

BETTIE BACA, Director, Summer Programs, Cambridge, MA

SMOKI BACON, Co-Host of "Celebrity Time", Tunnel Radio,  
Boston, MA

HERB BAILEY, Founder, Maine Association of Black Professionals,  
Portland, ME

WILLIAM BATSON, Boston School Committee, Boston, MA

BO BURLINGHAM, Editor-at-Large, INC. MAGAZINE, Boston, MA

LISA BURLINGHAM, Partner, Omni Travel Agency, Cambridge, MA

LINDSAY H. CAVANAGH, Newburyport, MA

SOPHIA COLLIER, President, JR Collier Corporation,  
Newmarket, NH

PAUL K. CONNOLLY, JR., Attorney; Partner,  
LeBoeuf, Lamb, Leiby & MacRae, Boston, MA

JUNE CROSS, Producer, "Frontline", WGBH-TV, Boston, MA

FREDERICK J. DAVIS, Sr. Vice President, National Memorial Trust,  
Boston, MA

JENNEFER DAVIS, Executive Director,  
American Committee On Africa, New York, NY

SUSAN DAVIS, Regional Coordinator, Women's World Banking,  
New York, NY

DR. HOWARD DEAN, Governor of Vermont, Montpelier, VT

ROBERT L. DILMAN, Sr. Editor, GTE Service Corporation,  
Chelmsford, MA

EDWARD DUGGER III, President, UNC Ventures, Inc., Boston, MA

CATHERINE M. DUNFEY, Consultant, Director, Odyssey House,  
Rye, NH

DAVID J. DUNFEY, Attorney, So. Freeport, ME

GEORGIA DUNFEY, Consultant, So. Freeport, ME

JERRY DUNFEY, President, New England Circle, Portsmouth, NH

JOHN P. DUNFEY, Founder, Omni/Dunfey Hotels, Portsmouth, NH

KATHRYN SOAVE DUNFEY, Artist, New Hampshire Art Assoc.,  
Portsmouth, NH

PETER J. DUNFEY, M. James & Co., Cape Elizabeth, ME

RICK DUNFEY, Publishing Director, Sports Marketing Group,  
Boston, MA

RUTH N. DUNFEY, Brookline, MA

THEO DUNFEY, Special Projects, WorldTimes, Cape Elizabeth, ME

ROBERT J. DUNFEY, SR., Director, The Dunfey Group,  
Portsmouth, NH

CONSTANCE EATON, Portsmouth, NH

PATRICIA P. ELLEN, CPA, Controller, Amnesty International,  
Brooklyn, NY

JULIE FERGUSON, Law Clerk to Judge David Nelson, Cambridge, MA

HILDA FLEISHER, Attorney, Manchester, NH

CARMEN F. FOSTER, Director, Two-Year Programs,  
JFK School of Government, Cambridge, MA

CATHERINE M. FOTTRELL, The American Ireland Fund,  
Cambridge, MA

ELEANOR DUNFEY FREIBURGER, Associate Professor,  
New Hampshire College, Manchester, NH

GEORGE GENDRON, Editor-in-Chief, INC., Boston, MA

JOAN J. GREEN, Social Worker,  
New Hampshire Dir. For Children & Youth (ret), Manchester, NH



MICHAEL GREEN, Vice President, Marketing, Blackside, Inc.,  
Boston, MA  
WILLIAM S. GREEN, Attorney, Sheehan, Phinney, Bass & Green,  
Manchester, NH  
DAVID GUMPERT, Author, Needham, MA  
ANN GUND, Trustee, Gund Foundation, Cambridge, MA  
GRAHAM GUND, President, Graham Gund Associates,  
Cambridge, MA  
NADINE B. HACK, President,  
Sister City Program of City of New York, New York, NY  
WILLIAM B. HART JR., Chair, New England Circle, Portsmouth, NH  
PAUL HERTNEKY, Marketing Consultant, Peterborough, NH  
GARY HIRSHBERG, President & CEO, Stonyfield Farm Yogurt,  
Londonderry, NH  
KAREN HOLMES, Producer/Host "City Line", WCVB TV-5,  
Needham, MA  
RONALD A. HOMER, Chairman, & CEO,  
Boston Bank of Commerce, Boston, MA  
KENNETH S. HUDSON, VP for Community Affairs,  
Boston Celtics Communications, Boston, MA  
JOSEPH HUNT, Partner, Bingham, Dana & Gould, Boston, MA  
LAWRENCE INGRASSIA, Bureau Chief, Boston Bureau,  
Wall Street Journal, Boston, MA  
HAROLD JANEWAY, President, White Mountain Investment,  
Concord, NH  
FREDERICK M. JERVIS, Ph.D., President and Founder,  
Center for Constructive Change, Durham, NH  
SILJA KALLENBACH, Associate Director,  
Boston Adult Literacy Fund, Jamaica Plain, MA  
DEBBI KARPOWICZ, Writer, The Robb Report, Boston, MA  
KERRY KELLY, Class of '92, University of New Hampshire,  
Durham, NH  
FRED KOCHER, Senior Assistant for Intergovernmental Affairs,  
Concord, NH  
VERA KOMANOWSKI, Teacher, Stoneham High School,  
Medford, MA  
MADELEINE KUNIN, Distinguished Visitor In Public Policy,  
Bunting Institute, Cambridge, MA  
ELLEN KURZ, Political Organizer, New York, NY  
ROBERT LEAVER, President,  
N.E. Businesses for Social Responsibility, Providence, RI  
MARILYN MASE, Artist, Jamaica Plain, MA  
HANNAH M. MCCARTHY, President, Daniel Webster College,  
Nashua, NH  
SNOWDEN McFALL-WHITING, Brightwork Advertising Inc.,  
Nashua, NH  
WILLIAM J. McNALLY, Executive Director, American Ireland Fund,  
Boston, MA  
MARY MILLER, Staff Assistant to Senator Patrick J. Leahy,  
Montpelier, VT  
AMY NELSON, Grand Rapids, MI  
HON. DAVID S. NELSON, Judge, U.S. Federal District Court,  
Boston, MA  
THOMAS P. O'NEILL, III, McDermott/O'Neill, Boston, MA  
YARON OFEK, Product Manager, Appex, Boston, MA  
RICHARD PANTANO, Director of Library Services,  
New Hampshire College, Manchester, NH

ANDREW PETKUN, President, Allen Furniture,  
Needham Heights, MA  
ELEANOR PORTER, Principal, Porter McGee Company,  
Manchester, NH  
JUDY RICHARDSON, Series Associate Producer, Blackside, Inc.,  
Boston, MA  
SUSAN KRUMHOLTZ RIDKER, Attorney, Hale & Dorr,  
Boston, MA  
SANDRA RIDLEY, Graduate Student,  
John F. Kennedy School of Government, Cambridge, MA  
WENDELL ROBERTS, Law Student, Northeastern University,  
Jamaica Plain, MA  
EILEEN DUNFEY ROBINSON, Hampton, NH  
ANITA RODDICK, Founder and Managing Director,  
The Body Shop, West Sussex, England  
ALEX RODRIQUEZ, Chairman, Cambridge Licensing Commission,  
Cambridge, MA  
EMILY ROET, V.P., Investor Relations, Alterra Financial Group, Inc.,  
Cambridge, MA  
BRUCE P. ROSSLEY, Commissioner,  
Office of the Arts and Humanities, Boston, MA  
DEBORAH S. SANDERS, Director of Administration,  
The Dunfey Group, Portsmouth, NH  
WILLIAM J. SHEEHAN, President & CEO, Omni Hotels,  
Hampton, NH  
LAVERN SHELTON, Administrative Secretary to Judge Caffrey,  
Dorchester, MA  
VICKI SOAVE, Student, Lowell University, Stratham, NH  
MARYBETH SORGI, Program Director, New England Circle,  
Portsmouth, NH  
CATHERINE STEPHENSON, Owner, The Body Shop, Newton, MA  
CAROLYN STOVER, Co-owner, The Body Shop, Boston, MA  
PRENTICE J. THOMPSON, Graduate Student,  
Harvard University School of Education, Cambridge, MA  
LEE THORN, Development Director, Friends of Creation Spirituality,  
Oakland, CA  
THOMAS N. TILLOTSON, Plant Manager, Tillotson Rubber Company,  
Dixville Notch, NH  
CATHA TREMBLAY, Volunteer, New England Circle, Milton, MA  
WENDY WALL, The Body Shop Community Volunteer,  
Romanian Project, Manchester, NH  
JANE K. WALSH, Executive Assistant to Robert Dunfey,  
The Dunfey Group, Portsmouth, NH  
GREG WATSON, Commissioner, Dept. of Food & Agriculture,  
Boston, MA  
LAURA WHITE, Journalist, "USA TODAY", Boston, MA  
JOANNE WILBURN, Conference & Development Coordinator,  
Institute of Politics, Cambridge, MA  
JANIS P. WILLIAMS, Vice President, Center for Constructive Change,  
Durham, NH  
KAREN WONG, Founder, Hobbamock Design, Boston, MA  
YOKE WONG, Minority/Women Business Coordinator,  
Economic Development Industrial Corp., Boston, MA



NEW ENGLAND CIRCLE

Founded 1974.

*"Our purpose is to assemble a diverse group of concerned individuals for discussions of social, political, literary and educational topics; our goal is to exchange challenging ideas and opinions that can lead to constructive change in our lives, our nation and our world"*

The Dunfey Family

*New England Circle is a nonprofit,  
nonpartisan foundation for educational purposes.*

## Circles Past...

For more than sixteen years we have enjoyed a lively and stimulating exchange of views and ideas. Some Circle topics and Discussion Leaders have been:

### INDUSTRY / ECONOMICS / CITIES NEIGHBORHOODS / FARM CRISIS

Jimmy Breslin	Bill Moyers
Doug Fraser	Ralph Nader
John Kenneth Galbraith	Robert Reich
Tom Harkin	Jim Rouse
Ed Koch	Warren Rudman
Stanislav Menshikov	Andy Young

### WORLD PEACE / NUCLEAR ARMS CONTROL

Daniel Berrigan	George Kistaikowsky
Rev. William Sloane Coffin	Henry Cabot Lodge
Roger Fisher	Ed Markey
John Hume	Inga Thorsson

### FOREIGN AFFAIRS

Ed Asner	Robert McNamara
Mubarak Awad	Michael Manley
Jennifer Casolo	Reverend Beyers Naude
Charlie Clements	Chris Norton
Douglas Farah	Clara Lopez Obregon
Paul Fitzgerald	Yosef Olmert
Tom Gibb	Tony O'Reilly
Allen Gotlieb	Jim Shannon
Michael Harrington	Frank Smyth
Bianca Jaggar	Oliver Tambo
Mickey Leland	Archbishop Desmond Tutu
William Webster	

### CONGRESS / POLITICS / THE PRESIDENCY

Sarah Brady	Ted Kennedy
Hodding Carter III	Madeliene Kunin
Jimmy & Rosalynn Carter	Tom McIntyre
William Cohen	George Mitchell
Henry Steele Commager	"Tip" O'Neill
Governor Ken Curtis	Jody Powell
Barney Frank	N. "Pete" Shields
Mark Gerzon	John Sununu
Dick Goodwin	Dick Thornburgh
Maxine Waters	

### HUMAN RIGHTS

Harry Belafonte	Isabel Letelier
Julian Bond	Reverend Paul Mayer
Victoria Garron de Doryan	Margaret Papandreou
Marian Wright Edelman	Carmen Saenz de Phillips
Geraldine Ferraro	Martin Sheen
Jane Fonda	Mitch Snyder
Dick Gregory	Gloria Steinem
Henry Hampton	Susan Wood
Coretta Scott King	Donald Woods