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#### Leading Conversations

Friday at 10 AM Pacific

**January 7th 2011: Special Encore Presentation:  
Leadership Endeavor: Working for Good**

Cheryl Esposito welcomes Jeff Klein, CEO of Cause Alliance Marketing where he designs and facilitates collaborative cause-related marketing programs. He wrote his book, *Working for Good: Making a Difference While Making a Living*, to support conscious entrepreneurs, intrapreneurs, leaders, and change agents at work. "My intention with *Working for Good* is to provide a meaningful context and essential tools to support people in deeply expressing their humanity through their work." Wearing many hats, Jeff serves as Executive Director and Chief Integration Officer for the Conscious Business Allia

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#### Featured Guest



##### Jeff Klein

As CEO of *Working for Good*, Jeff Klein activates, produces and facilitates mission-based, Stakeholder Engagement Marketing™ campaigns and Conscious Culture development programs.

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