

# NEWS RELEASE

FOR IMMEDIATE RELEASE:

September 16, 2003

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**Hyatt International, Ltd.’s Expedition for Social Responsibility  
Introduces a new Teleforum Series Entitled *PLANET Ponderings***

DENVER, CO – Wouldn’t it be great to boost your business’ bottom line and make a difference in your community at the same time? Business / Corporate Social Responsibility is defined by BSR (Business for Social Responsibility) as “achieving commercial success in ways that honor ethical values and respect people, communities, and the natural environment.” Businesses large and small are making social responsibility part of their operating procedures, and with Hyatt International’s new Teleforums, you can find out how!

*PLANET Ponderings* are a series of teleforums on cutting edge topics relevant to both business and nonprofit thought leaders. They are a great way to keep up on the current buzz about business social responsibility and business/community partnerships from the comfort of your own desk, at a time which best suits you, with national colleagues interested in similar issues.

Hyatt International, Ltd. provides training, consulting, and coaching services that strengthen corporate social responsibility through corporate community investments.

“In these challenging economic times, corporate social responsibility has never been more important. You must be strategic in how your business resources are allocated to support the global communities in which you operate and your employees and customers live. Community involvement needs to be an essential component of your overall strategy to reach business goals and improve your bottom line”, says Susan Hyatt.

Susan is the founder and CEO of Hyatt International, Ltd., an international firm focusing on corporate social responsibility and organization development for nonprofit, public, and private sector organizations. Her specialties include developing effective win-win partnerships between corporations and communities, designing/managing corporate volunteer programs, and assessing the impact of corporate/community involvement activities.

For more information and to register for *PLANET Ponderings*, or to find out more about Hyatt International Ltd., its products and services, contact Susan Hyatt at 303.512.0808 / 888.811.0809, [shyatt@hyattinternational.com](mailto:shyatt@hyattinternational.com), or visit [www.hyattinternational.com](http://www.hyattinternational.com).