

**PUBLISHER**  
RICHARD REISMAN reisman@ocbj.com | ext. 219

**VICE PRESIDENT, ASSOCIATE PUBLISHER**  
LAURA GARRETT garrett@ocbj.com | ext. 210

**EDITOR**  
JERRY SULLIVAN sullivan@ocbj.com | ext. 216

**EDITOR AT LARGE**  
RICK REIFF reiff@ocbj.com | ext. 208

**MANAGING EDITOR**  
HANNAH MITCHELL mitchell@ocbj.com | ext. 254

**COPY EDITOR**  
LISA DE LOS REYES ldelosreyes@ocbj.com | ext. 231

**REPORTERS**  
CHRIS CASACCHIA Technology Editor, sports, aerospace & defense, clean technology, technology  
casacchia@ocbj.com | ext. 225

MICHAEL DE LOS REYES accounting, architecture, restaurants, food & agriculture, manufacturing, nonprofits, engineering, banking, finance, trade, logistics  
delosreyes@ocbj.com | ext. 229

MEDIHA DIMARTINO autos, marketing, apparel & retail  
dimartino@ocbj.com | ext. 224

PAUL HUGHES Web & Data Editor, hotels & tourism  
hughes@ocbj.com | ext. 236

MARK MUELLER News Editor, real estate  
mueller@ocbj.com | ext. 226

DEIRDRE NEWMAN startups, education, innovation, law, media newman@ocbj.com | ext. 271

**RESEARCH DIRECTOR**  
DANA TRUONG truong@ocbj.com | ext. 247

**EXECUTIVE DINING COLUMNIST**  
FIFI CHAO chaothyme@aol.com

**LUXURY HOMES, PHILANTHROPY COLUMNIST**  
KIM HAMAN luxury@ocbj.com, philanthropy@ocbj.com

**PHOTOGRAPHER**  
LAUREL HUNGERFORD

**EDITORIAL ASSISTANTS**  
ALYSSA MATSUHARA features@ocbj.com | ext. 205  
ALEXANDRA MATEO deals@ocbj.com | ext. 208

**ADVERTISING SALES MANAGER**  
STEVE GALL gall@ocbj.com | ext. 221

**ADVERTISING COORDINATOR**  
SUMER BOWLES sbowles@ocbj.com | ext. 223

**SUPPLEMENTS EDITOR**  
JULIE VO vo@ocbj.com | ext. 270

**EVENTS DIRECTOR**  
TIFFANY BONANDO bonando@ocbj.com | ext. 227

**SENIOR EVENTS MANAGER**  
JAYNE KENNEDY kennedy@ocbj.com | ext. 209

**MARKETING COORDINATOR**  
TANYA HALATA halata@ocbj.com | ext. 212

**NATIONAL SALES MANAGERS**  
BRENDA BALSIGER balsiger@ocbj.com | ext. 220  
AMY SFREDDO sfreddo@ocbj.com | ext. 246

**SPECIAL PUBLICATIONS DIRECTORS**  
SHELDON ASCHER ascher@ocbj.com | ext. 217  
SUSAN CAUMMIANT scaumiant@ocbj.com | ext. 230

**SENIOR ACCOUNT MANAGERS**  
TERI AIKIN aikin@ocbj.com | ext. 211  
CORINNE DEKKER dekker@ocbj.com | ext. 228  
BOBBY DORMAN dorman@ocbj.com | ext. 201  
CAROL FOX fox@ocbj.com | ext. 213  
KIM LOPEZ lopez@ocbj.com | ext. 263

**CIRCULATION COORDINATOR/AR SPECIALIST**  
KELLY BOWLES bowles@ocbj.com | ext. 238

**CIRCULATION SPECIALIST**  
ABBY MADAIN madain@ocbj.com | ext. 243

**CIRCULATION MARKETING MANAGER**  
CHASE DIMOND dimond@ocbj.com | ext. 215

**PRODUCTION DIRECTOR**  
RICHARD LOYD loyd@ocbj.com | ext. 245

**GRAPHIC ARTISTS**  
BRETTE MILLER miller@ocbj.com | ext. 240  
MARTIN NILCHIAN nilchian@ocbj.com | ext. 253

**DIRECTOR OF ADMINISTRATION**  
JANET COX cox@ocbj.com | ext. 203

**DIRECTOR OF ACCOUNTING & FINANCIAL REPORTING**  
LUIS MARTINEZ martinez@ocbj.com | ext. 204

**EXECUTIVE ASSISTANT TO THE PUBLISHER**  
CYNTHIA NEWCOMB newcomb@ocbj.com | ext. 218

**RECEPTIONIST**  
SYLVIA PINKHAM moody@ocbj.com | ext. 200s

## Conscious Capitalism: 4 Ways to Do Well by Doing Good



**By Charles Antis**  
Antis Roofing & Waterproofing

**M**y business did not start out as a social enterprise or some fancy double bottom line company, but I can say that today we do as much as we can to live those values.

These great concepts weren't popular back in 1989, when Antis Roofing & Waterproofing started.

I nonetheless had an encounter that changed my life shortly after I opened the company.

I arrived at the home of a single mother with seven children, a leaking roof, and a sight I would never forget: four mattresses with moldy bedding. I realized the family could not afford new sheets, let alone a new roof.

I was a struggling entrepreneur at the time, but managed to scrape together a way to provide a free roof for the family. The gratification of helping this family infused me with a passion for giving, and became my pursuit of conscious capitalism.

To date, our most notable contribution is being the donor of every single roof installation for every Habitat for Humanity of Orange County home—half a million dollars' worth so far. And we won't stop there. Our sights are set on getting the entire roofing industry to give back somehow!

In the midst of a never-ending drought (for a roofing company that is the ultimate barrier), we remain committed to healthy communities and helping those who need it most. If we can do it, all small businesses can—it merely needs to become a priority. Fundamentally, there is one thing to keep in mind: While your business should be built for profit, it also can be built for good.

Here are four other ways your business can do good:

### 1. Share your stories.

When you go out and start giving back, it's important to talk about the good you're doing. It helps advocate for your cause while encouraging other companies to do the same. People connect to stories so much more than numbers and figures. Don't be afraid to speak about your good work, post it on social media, and update all your

employees and customers about it on a regular basis.

### 2. Engage all stakeholders.

Get people from every department together and start interacting through volunteering, where everyone is on the same level. Include shareholders and employees' kids—get to know people you otherwise would never interface with at the office. This truly helps your work in the community go to the next level and creates more fulfillment for everyone involved.

### 3. Take a look at your supply chain.

Something that is inherent to the conscious capitalist philosophy is that of understanding the impact you make, whether good or bad. That means taking an honest look at how your business operates, who your suppliers are, how things are made or installed, and even what your employees' quality of life is like. Once you take stock of where you are, you can start to see how you can make changes to employee happiness or wages, you can see if there is a cleaner way to get supplies, and a better way to work with your customers.

### 4. Find a cause that makes sense to your company.

While it can be tempting to align yourself with the cause of the day, it's important to identify an organization or an effort that makes sense for your business. If you, your employees, suppliers and customers together can see the benefit of giving back, that creates the highest impact. Seek out charitable partners that can benefit from not just your volunteering, but also pro-bono work, and maybe even some co-marketing so that all the good you do is maximized and makes good sense.

Businesses have a great potential to improve the communities all around them, and there are many ways to consider making that impact. Being conscious about profiting and giving is the best decision I have made as a business owner, and the No. 1 recommendation I can make to anyone looking to not just improve their business, but also all the lives around them, is to consider how they do well and do good.

THE JUNIOR LEAGUE OF ORANGE COUNTY, CALIFORNIA, INC.  
PRESENTS

THE 41ST ANNUAL

*The Christmas Company*®

*A Holiday Toast*

NOVEMBER 18-19, 2016

OC FAIR & EVENT CENTER

88 FAIR DRIVE COSTA MESA, CA 92626

BOUTIQUE SHOPPING and SPECIAL EVENTS

Visit [www.jlocc.org](http://www.jlocc.org) to purchase tickets and to learn more about JLOCC.

GENERAL ADMISSION TICKET \$10 OR 2 FOR \$16  
SHOPPING HOURS  
FRI 10AM - 10PM & SAT 8AM - 8PM

JUNIOR LEAGUE OF  
ORANGE COUNTY, CA  
TUSTIN NEWPORT  
LEXUS LEXUS

FEATURED SPECIAL EVENT

*"Christmas in Monte Carlo" Casino Night*

FRIDAY, NOVEMBER 18 | 6PM - 9PM

Shake up the season with mingling, dining, and donating to your local community. The night will feature gourmet tastings and libations from Southern California's swankiest restaurants, wineries, and breweries... exclusive luxury silent auction, and incredible live entertainment.

JOIN US FOR OUR OTHER SPECIAL EVENTS

PREFERRED SHOPPING BREAKFAST  
November 18, 8am - 10am

FANCY NANCY HIGH TEA PARTY featuring  
"A SATURDAY NIGHT SLEEPOVER"  
November 19, 10am - 12pm & 1:30pm - 3:30pm

SANTA CLAUS IS COMING TO THE CHRISTMAS COMPANY®  
November 19, 12pm - 4pm

GIRLS NIGHT OUT sponsored by *bloomingdales*  
November 19, 5pm - 7pm