

Doing Well and Doing Good

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Doing Well and Doing Good

Every business leader wants the company to do well. The very point of being in business is to succeed. What defines success is the arguable point. Success means profitability, growth, happy stockholders and household-name recognition.

But what if success meant something more? What if a company placed people on par with profits and emphasized helping others as much as helping itself? And what if this new model for success created a ripple effect among fellow businesses, increasing the sense of community and motivating others to do the same? The following four Vistage member businesses illustrate this new model of success.

Each has made decisions that not only benefit the business but also benefit communities. These are organizations and professionals who seek to do good while doing well. Each member profiled here created a vision of success that transcended the barriers of their own business and sought to enrich and inspire the world around them.

Building Connections Pays Community Dividends

Visionary builder aligns his values with his trade

When Michael Scribner was a child, he took careful note of his father's experiences in the construction business. "I watched my dad come up through the industry back in the '70s when construction wasn't the most professional business and just didn't treat its people well," he says. "Seeing that mentality, I always said, 'When I own my own business, I want it to be different.'"

Not just different — better.

Beyond just building complex structures and stunning interiors, the president and CEO of BCCI Construction has made a conscious effort to exceed standard industry practices. Over the years, BCCI has become an industry leader in sustainable building practices, completing more than 60 LEED-certified projects and three WELL-certified projects, a building standard that takes into account the importance of air, water, nourishment, light, fitness, comfort and mind.

More than just treating employees well, Scribner has created a high-performing work environment, with BCCI ranked on the San Francisco Business Times list of Best Places to Work in the Bay Area.

And more than just building business success, Scribner is building connections in the community.

With inspiration and ideas from his Vistage peers, he formed a community-builder committee charged with finding meaningful local charities to support. Each month, the committee meets to decide how to allocate funds raised and volunteer hours. In 2017,

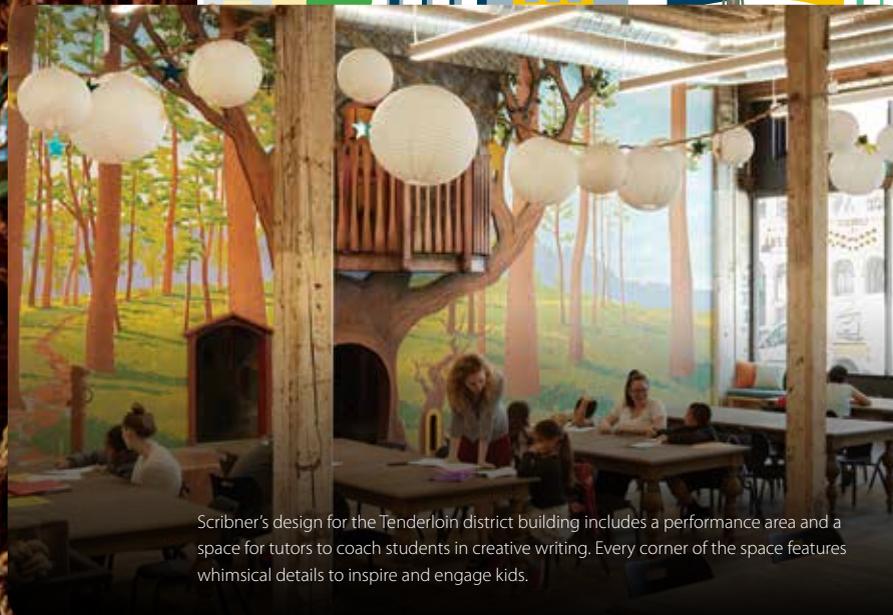
BCCI employees completed 500 hours of community service for dozens of organizations, including San Francisco Suicide Prevention, which awarded Scribner with its Altruism Award.

"Vistage continues to be very instrumental in my own learning and development, and ultimately how I view our organization, whether it's exploring how to create and develop a culture that supports its people or the benefits of giving back to the community," Scribner says.

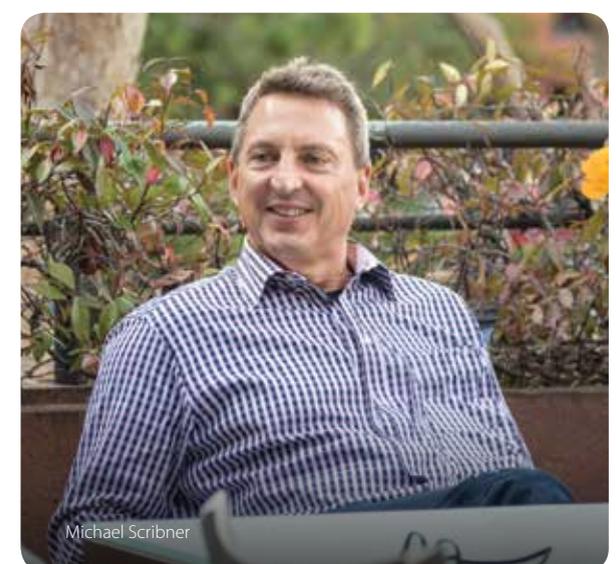
Scribner was approached to renovate a building for 826 Valencia, Dave Eggers' nonprofit creative writing and tutorial project focused on underserved students. The new building is in San Francisco's poverty-stricken Tenderloin district. He saw this as a great opportunity to align his values with his trade. Scribner enlisted his contacts in the community and ultimately raised \$2 million in pro bono work for the center.

The property, once a downtrodden market on a crime-ridden corner, is a whimsical, engaging storefront housing a performance space, classroom and creative writing tutorial area. The transformation is thanks, in no small part, to Scribner's efforts.

"The rewarding part is the ability to give back to the community and see the results," Scribner says. "With a project like 826, you see the children in the space and the benefits that they're getting, and you feel like you've actually accomplished something to help support the cause in an area that really needs it."



Scribner's design for the Tenderloin district building includes a performance area and a space for tutors to coach students in creative writing. Every corner of the space features whimsical details to inspire and engage kids.



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Vistage member since 2008