

GAVIN / SOLMONESE

Obama Re-Election Campaign Co-Chair and Former Human Rights Campaign President Joe Solmonese available to discuss the intersection of Corporate America and public policy issues in the 2012 election cycle.

As the nation's attention turns toward the Democratic National Convention, where marriage equality is for the first time on the agenda, Corporate America's engagement in that fight continues to be a hot news topic.

WHO:

Joe Solmonese

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WHEN/WHERE:

Now via phone and email

In-person in Charlotte, NC, September 4-6, at Democratic National Convention

WHAT:

Five reasons why a company should support marriage equality

According to Solmonese, "Supporting marriage equality is good for business; it is the future. No company – whether healthy or distressed – can advance itself by looking backwards. Whether in politics, management or policy, it is in a company's best interest to move forward. It also paves the way toward a more vibrant workforce."

Solmonese can discuss examples of companies who have gotten marriage equality right – and wrong.

Who stands to profit from a misstep – then a boycott – such as Chick Fil-A? Which companies experienced a missed opportunity? Boycotting 101 and lessons learned.

Solmonese says that one company's mistake should be its competition's opportunity – which was the case when supporters of gay rights urged consumers to boycott Chick Fil-A outlets last month. Whether the company experienced a drop in sales or not, the brand was damaged.

This was a perfect opportunity for competitors to step in with their own clever campaign to woo those disgruntled by Chick Fil-A's activism.

Solmonese notes that, "Financially, boycotts are not effective. Most retailers who have been targets of boycotts report that their bottom lines were not damaged – rather, their reputation and brand received negative attention."

"Companies need not worry about a boycott per se. They should be more concerned about being permanently associated with whatever cause the company donated to that caused the furor in the first place," says Solmonese.

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