



AmeriCorps & the Business Case

SPOTLIGHT ON TIMBERLAND



When Jim Pisani joined Timberland as the Global Brand President in 2016,

he quickly understood that he had landed at a very special place. In the first week on the job he literally—and figuratively—pulled on his boots to help restore a vacant lot in the South Bronx into a community garden. Through that experience, he came to appreciate first-hand the passion and commitment of the Timberland community—not only for the brand itself, but also for doing good.

Why does an outdoor lifestyle brand care so deeply about service? Because they've consistently experienced, the meaningful impact service had on their business and community. 2017 marked the 25th anniversary of Timberland's Path of Service program, which gives employees up to 40 paid hours each year to serve in their community and encourages them to become proactive agents of service in and out of the office.

Timberland joined the Voices for National Service Business Council, a group of companies that promote and support national service, because it underscores Timberland's commitment to preserve funding and strengthen national service programs. The company was also a founding sponsor and longtime supporter of City Year, one of the nonprofit organizations that inspired AmeriCorps. Timberland recently signed on as an Employer of National Service with the Corporation for National and Community Service, helping connect graduates of national service programs like AmeriCorps and Peace Corps with career opportunities at Timberland's corporate headquarters.

Jim understands that service has a lasting impact on people, communities, and his business. Service inspires people to solve problems creatively and to motivate others to make positive change on both a large and small scale.

It builds skills and develops tomorrow's leaders. It's good for families, communities, and the world. And it makes good business sense.

As he pulls his boots on this year, Jim will continue to encourage other business leaders to harness the power of service and reap the benefits for their own organizations and communities.