

# Lynley Sides and The Glue Network

## Changing the Game of Social Media Campaigns

By Sophie Braccini



Lynley and David Sides at the award ceremony Photo provided

Sometimes stars align for the right people and the right project. This is what happened to Lafayette resident Lynley Sides when she was honored April 4 with an Enterprising Women of the Year Award presented by *Enterprising Women Magazine*. Her new venture, The Glue Network, is taking off and is changing the way corporations create the buzz on social media.

The idea is simple: The Glue Network marketing platform allows a company's customers to give a percentage of their purchase to a charity of their choice, and to share this giving transaction with friends on social media.

"The Glue Network is now a social giving platform that allows companies to do good for the world in a way that is good for business," explains Sides. She is a business per-

son first, and whatever she proposes has to be a way to expand business for companies. Her demonstration about the efficiency of the Glue platform is all based on metrics.

"After people give using The Glue Network card, they are prompted to share what they've just done on social media," explains Sides. "Thirty four percent of them do, which is twice the rate companies get when they ask their customers directly to share a buying experience on social media. The text going to Facebook that we generate includes the name of the sponsoring company with a clickable link. We measured the percentage of clicks obtained when people post these messages, and it is 20 times the number an online banner would get. For the company, it is a very efficient marketing investment."

Sides' career bloomed in the marketing field working for large electronic companies, then for startups. An electrical engineer with an MBA, she has a long history of giving back. "I was raised in a protected environment and my parents did not have a tradition of philanthropy," says Sides, "but I still remember that day, I must have been about 14 or 15, when I saw an article about this man who was making a big difference for a local housing project through his capacity of mo-

bilizing and motivating people." Inspired by him, Sides started a group right then to support local, less privileged, children.

"I continued all through my life to give back, but then came a time when I wanted to incorporate the social justice aspect into my everyday work," she says.

Her first venture was Sides and Associates, a consulting firm that incorporated Sides' desire to improve the world. Then one day she met Scott Hancock, founder of Los Angeles-based The Glue Network. "He was a visionary and an artist," she says. "His idea was to create events for young people that would raise money for certain causes." Sides remembers a surfing competition and concert where money was raised by selling tickets and T-shirts. Sides saw an opportunity to do even more and became a co-founder of the new Glue.

MADiL CEO Helmut Elze has been working with The Glue Network for a year now. "Our business model incorporates a commitment to giving 10 percent of our sales back to society." Elze explains that after checking out, his customers are re-directed to a page where 10 percent of what they just bought is now available to them to give to the charity of their choosing. "Clients have told us they love our products,

and are very excited by the charitable aspect they get to participate in," adds Elze.

"Everybody wins," says Sides. "The charity that gets money, the companies that get a lot of good online buzz, and the clients who get exposed to worthy causes and who get to make a difference."

There are two different sized platforms: one for small businesses, one for larger ones. For larger businesses, The Glue Network creates a 'white' site that's personalized to the company; they feature causes that are selected by Glue, and they can add their own, but they must meet Glue's ethics criteria. "We research the causes we work with; we know that they are efficient, well run and that all the money goes directly to the cause." For example, Lafayette-based Budd McKenzie and Trust in Education is linked.

When she went to Florida to receive her award last week, Sides felt honored. "I was chosen in the small business category and I was excited to meet all these amazing women who have grown their businesses to the next level," she said.

For more information about The Glue Network, visit [www.thegluenetwork.com](http://www.thegluenetwork.com).

*Lamorinda Weekly business articles are intended to inform the community about local business activities, not to endorse a particular company, product or service.*

## Blog Post to Pope Gets Local Play



Francie Low at the KQED Public Radio Station. Photo provided

Lafayette mom Francie Low has been writing about random, humorous everyday happenings since starting her blog, Shoezle, over a year ago. A recent blog written as a letter to the new pope outlined how to deal with the complexities of the name Francis. "With so much to learn in your new job, I thought I would try to help you out with some shortcuts managing your name," Low wrote on her blog post. "I know you didn't know this was going to be a job too, being a Francis. That's OK, it's new to

you. I have forty-eight years of experience to share." Low's letter then went on to include a humorous account of how to deal with nicknames, mispronunciations, and misspellings.

Low read her complete letter March 29 on KQED Public Radio as part of the "With a Perspective" segment and her letter was published on the KQED website April 3. To read the entire letter, visit [www.kqed.org/a/perspectives/R201304030735](http://www.kqed.org/a/perspectives/R201304030735) or visit Low's blog at [www.schoezle.com](http://www.schoezle.com).

J. Wake

## business briefs

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Casey Hanley working at Back to the Kitchen in Lafayette. Photo Sophie Braccini

Frustration can be a good motivator to start a new business. For Casey Hanley, it started with her first child and the difficulty she had to find fresh healthy food for her son when she did not have time to cook herself. "Most canned or 'pouched' foods for babies have been cooked at such a high temperature, to ensure long shelf life, that almost all the nutrients are gone," said Hanley. With the birth of her daughter she decided that what she was doing for them everyday, cooking savory vegetable purees and soups, she could do for other local parents. "I've created recipes that my kids love and are vegetable based," she says. "I wanted to create what parents need most: delicious fresh, local, organic vegetable recipes that are loaded with the vitamins and nutrients that are so important for growing up, and of course that are chemical and pesticide free." Hanley, who graduated with a master's in ethics and theology, and studied nutrition for infants, says all the recipes have been approved by her kids, now 1 and 3 years old, and by her husband who loves the soups; in fact, Hanley says that many of her clients buy the soups for the whole family. Some purees have single ingredients for little ones just starting with solid food; others have multiple ingredient compositions such as the carrot-squash and coconut. The food comes in 4-ounce containers, while the soups are sold in 16-ounce containers. "The menu changes every week because I like to work with seasonal produce," she says. "I'm also a small and adaptable operation that I can accommodate my clients if they want something specific." Hanley's purees and soups are sold in the refrigerated section at Diablo Foods. "My purees and soups are sold in glass containers, and we will give credit when they are returned," says Hanley. The food can be ordered online and delivered to your doorstep, and containers can be collected that way as well.

**Important News for Yarn Lovers: Busy Stix**  
3418 Mt. Diablo Blvd., Suite A, Lafayette  
[busystix.com](http://busystix.com)

Your heart might have been broken with the closing of Big Sky Luxury Yarn in Lafayette, but Marcia Brunning bought some of the inventory and decided to open a place of her own, Busy Stix. Located in the Forge building, her collection and choice will satisfy the pickiest knitter, with yarn such as Malabrigo with its impressive range of colors and textures. Brunning is also offering classes. On April 13 and 20, a two-day technique class will teach how to do

a provisional cast on, beginning lace, bobbles, I – Cord and how to use double pointed needles. On April 16, spinner Wendy Lacy will teach the beginning of spinning technique, introduction to fiber types and how to ply yarns together. For more information and to register, call (925) 284-1172.

**Care Indeed Named Affiliate Company Member of NAPGCM**  
Orinda Office: 61 Moraga Way #9  
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The National Association of Professional Geriatric Care Managers has recently welcomed Care Indeed as an affiliate company member. An affiliate company member is a company or organization that supplies products and services to geriatric care managers. A professional geriatric care manager is a health and human services specialist who helps families who are caring for older relatives. The GCM is trained and experienced in any of several fields related to care management, including nursing, gerontology, social work, or psychology. NAPGCM is a non-profit professional development organization whose mission is to advance professional geriatric care management through education, collaboration, and leadership. Care Indeed offers 24/7 phone support and serves the entire Bay Area – San Francisco, North Bay, East Bay, Peninsula, and South Bay.

**News from the three Chambers of Commerce Lafayette**

Chamber Mixer at YogaWorks in Walnut Creek at 5:30 p.m. April 10, 1131 Locust Ave. 2nd Floor, Walnut Creek.

Ribbon Cutting for three businesses sharing the building at 3381, 3383 & 3385 Mt. Diablo Blvd. at 5 p.m. April 11. Come celebrate the renaissance and transformation of this location with Carlos Gomez (Gomez and Associates), Catherine Jolivet (French for Fun) and Marilyn Chalmers (Chalmers Fitness).

Special night meeting for the Entrepreneur's Club at 5:30 p.m. April 18 at Bank of the West, 3583 Mt. Diablo Blvd., Lafayette. Lafayette Entrepreneur's Club is a chamber-sponsored group providing practical business advice to its members, while offering friendly and informal networking opportunities. It is open to all local business people.

**Moraga**

The chamber will not have a membership meeting before June; it is actively preparing for the 7th annual Community Faire scheduled from 11 a.m. to 4 p.m. May 11. Registration is open until May 1 to all Moraga Chamber of Commerce members and to Moraga-based businesses. For information, visit [moragachamber.org](http://moragachamber.org).

**Orinda**

Miramonte Parent's Club Heart of the Home Kitchen and Garden Tour of Orinda will feature six extraordinary indoor and outdoor kitchens from 10 a.m. to 2 p.m. April 18. For tickets and information, visit [www.miramonteparnts.com](http://www.miramonteparnts.com). (See story page E1.)

If you have a business brief to share, please contact **Sophie Braccini** at [sophie@lamorindaweekly.com](mailto:sophie@lamorindaweekly.com)

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