



**For Immediate Release**

**Contact:** Lisa Toller  
NewLevel Group, LLC  
707.255.5555 (office)  
707.738.2792 (cell)  
[ltoller@newlevelgroup.com](mailto:ltoller@newlevelgroup.com)

**Bay Area Consulting Firm CEO Joins Innovative Network  
of Socially Responsible Business Leaders**

*NewLevel Group's John Heymann selected because of positive impact  
on environmental and social challenges*

(NAPA, Calif. June 3, 2008) John Heymann, founder and CEO of NewLevel Group, LLC (<http://www.newlevelgroup.com>), a consulting firm based in Napa, California, was recently selected by Social Venture Network to join other leading CEOs, investors, and social entrepreneurs from around the world who have made a significant impact on the environmental and social challenges facing the planet. Other business and nonprofit members of the 20-year old organization include visionaries from Ben & Jerry's, Joie de Vivre, Oceans Alert, Aveda, Clif Bar, Google, Ashoka, and Method Products.

"We believe companies should embrace a triple bottom line – people, planet, and profits," said John Heymann, NewLevel Group. "By joining the Social Venture Network community, we'll be able to connect with other like-minded leaders to help change the way organizations work."

Environmental and social responsibility is not new to NewLevel Group, who 'walks the talk' when it comes to both issues. The firm was the first office business in Napa County to become a Bay Area Certified Green Business, and it is working with the Gasser Foundation's Sustainable Napa County to help other organizations and policy makers address climate change.

NewLevel coined the term, "High Satisfaction Day" – a means to measure an organization's success by tracking employee satisfaction. It was adopted by the senior managers at the Haas School of Business at the University of California, Berkeley as one of their own organization's key performance metrics.

Heymann has more than 30 years experience as an entrepreneur, business owner, and leader, including positions as a former Peace Corps volunteer, Managing Director of the Land Trust of Napa County, and Chief Executive Officer of international consulting firm, MKF. His volunteer activities range from presiding over the Napa County Farmworker Oversight Commission, to serving on the Steering Committee of the Mayors' Roundtable for Arts & Culture, to acting as an Advisor to the Fundación Humanitaria.

About NewLevel Group, LLC

NewLevel Group, LLC turns passion into progress. Founded in 2003 in Napa, California, the firm challenges people to think, act, and communicate differently to effect positive change in their organizations and communities. For further information about NewLevel Group, contact Lisa Toller at (707) 255-5555, extension 103, or [ltoller@newlevelgroup.com](mailto:ltoller@newlevelgroup.com), or visit the website at [www.newlevelgroup.com](http://www.newlevelgroup.com).