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[ATOM 1.0](#)

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[Interview] Martin Slofstra: Powerhouse Editorial Director, Writer and Thought Leader



This is the next blog in the [continuing series](#) of interviews with leading professionals.

In this blog series, we talk with [Martin Slofstra](#), longtime veteran Editorial Director, Writer and Thought Leader.

Thank you and Enjoy!

Stephen Ibaraki, [FCIPS](#), [I.S.P.](#), [MVP](#)

Martin regularly moderates panels and makes presentations at trade shows and conferences and other industry events. To listen to the interview, click on this [MP3 file link](#).

Interview Time Index (MM:SS) and Topic

00:029:

Martin gives his viewpoints on corporate/social responsibilities and the movement in this area. *"Corporate social responsibility is a huge area and it's not just affecting governments but it's about doing more for your local community, contributing to charities....I would challenge the IT industry to think about it some more, to follow the example set by people like Bill Gates, Paul Allen, Warren Buffet ... and see what can be done locally and on a national level..."*

01:36:

Martin talks about his involvement in connecting on-line communities...working with a church-initiated program called "I Care". An eBay-like program for people in need where people can post items that they require and where people, local retailers, companies, suppliers, manufacturers, corporations can post items they wish to donate. *"...it is based on something called 'free cycle' which has 2000 registered users in Brampton. We are helping with that and we developed a program.....The great thing about this is that this is all done on-line. On-line make it possible to access a community like this...."*

03:43:

Martin talks about the potential (of connecting on-line communities) in terms of social responsibility... *"...the potential is unlimited...and the technology is there...Virtually everybody is on-line these days. What a great way to tap into this...you can mobilize millions of people all at the same time by doing on-line instead of the old conventional way.....I think this is a great example of technology being used for the better of society...."*

04:55:

Martin talks about the impact of having so many people on-line in the world in general. *"We are seeing profound changes in media and communications. People are interacting with traditional television, newspapers...not the same way as before. People on are going on-line much faster and connecting much easier...it's all instant messagingI'm not sure where this is all going to go to go. We've seen traditional media outlets struggling to stay profitable...they've downsized a lot...."*

06:03:

Martin comments about the shifts in attitudes (ie. Gen X and Gen Y)... *"It is great to see much more interest in environmental issues and social justice issues in the next generation. Younger people want to work for a place that has good corporate values and ethics....it's the whole quality of life issue that we are see the next generation much more committed to this. So I think we are seeing that more companies will have to rethink this whole area of social responsibility...it's not just basic corporate philanthropy...it goes well beyond that...."*

07:34:



John Osley Director Community Evangelism
Microsoft Canada



Martin talks about his plans for the future....

"As a lot of your listeners are probably aware, IT Business Group was acquired by our competition ITWorld about a month ago which leads to the inevitable downsizing..."

I also encourage you to share your thoughts here on these interviews or send me an e-mail at sibaraki@cips.ca.

Posted: Friday, April 20, 2007 7:48 AM by [ednitmgr](#)

Filed under: [Stephen Ibaraki](#), [Interviews](#)

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Archives

May 2007 (6)

April 2007 (20)

March 2007 (14)

February 2007 (21)

January 2007 (18)

December 2006 (4)

November 2006 (18)

October 2006 (16)

September 2006 (23)

August 2006 (28)

July 2006 (26)

June 2006 (38)

May 2006 (28)

April 2006 (30)

March 2006 (38)

February 2006 (41)

January 2006 (28)

December 2005 (28)

November 2005 (8)

October 2005 (8)

September 2005 (2)

August 2005 (7)

