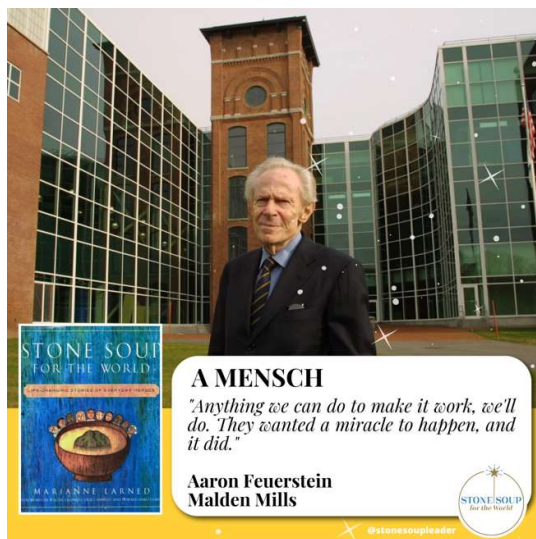




**The Stone Soup Leadership Institute  
Dec 8-14 Aaron Feuerstein, Malden Mills  
Week of December 8-14 2024**



**Sunday: Story**

READ how business leader Aaron Feuerstein became known as “the mensch who saved Christmas.”

Through his financial generosity and his compassionate leadership, Malden Mills’ CEO led his working-class community to recover from a catastrophic fire. He inspired his employees to work together with both imagination and forward thinking when facing crises.

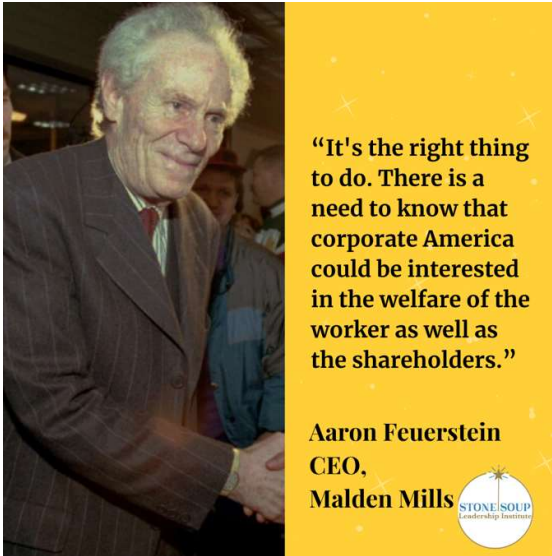
**@polartec** #StoneSoupForTheWorld  
#StoneSoupEducationCurriculum

#CorporateLeadership #CorporateGiving #BusinessLeaders #CorporateSocialResponsibility #CSR  
#Business #Labor #MaldenMills #Polartec #PolarFleece #Innovation  
<https://stonesoupleadership.org/wp-content/uploads/2022/12/story-a-mensch.pdf>

**For Twitter:**

READ how Aaron Feuerstein became known as “the mensch who saved Christmas.”

**@polartec** #StoneSoupForTheWorld #StoneSoupEducationCurriculum #CSR #Business #Labor  
#Polartec #Innovation  
<https://stonesoupleadership.org/wp-content/uploads/2022/12/story-a-mensch.pdf>



### Monday: Quote

Malden Mills CEO Aaron Feuerstein was a brave American business leader and philanthropist.

Thanks to his passionate commitment to his 3,000 employees and his working class community of Lawrence, Massachusetts, they were able to celebrate the holidays.

Throughout his life, his faith led him to respond with generosity and compassion as a business leader, as a member of his religious community, and as a citizen.

#AaronFeuerstein #CorporateLeaders  
#BusinessLeaders #quotes #MaldenMills

#CorporateSocialResponsibility #CSR #PolarTec

For Twitter:

**Aaron Feuerstein**, a brave American business leader & philanthropist, generously supported Malden Mills' 3,000 employees . #AaronFeuerstein #CorporateLeaders #BusinessLeaders #quotes  
#CorporateSocialResponsibility #CSR



## Tuesday: Hero Report

**WATCH** this short video clip with the amazing story of how Aaron Feuerstein refused to let his workers lose their salaries in the wake of a devastating fire.

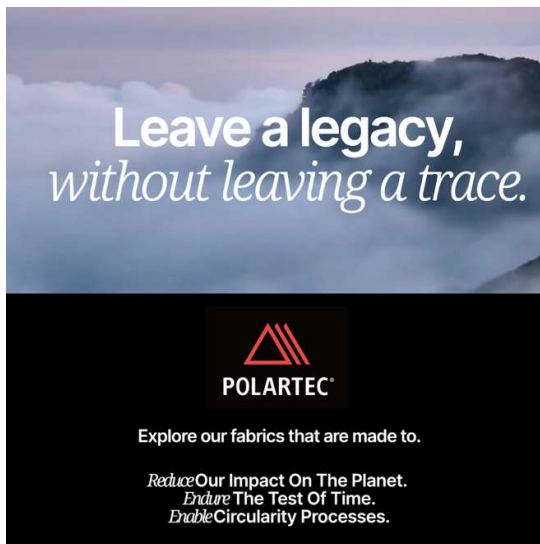
“The only thing that went through my mind

is how can I possibly rebuild it?” he said.

#AaronFeuerstein #CorporateSocialResponsibility #CSR #CorporateLeaders #Business #Imagination #Leadership #Generosity #Commitment #Labor <https://youtu.be/ZnNs7hyJ8x4>

### For Twitter:

**WATCH** this short video with the story of how Feuerstein saved his workers’ jobs after a devastating fire. #CorporateSocialResponsibility #CSR #CorporateLeadership #Generosity #Commitment #Labor #Business <https://youtu.be/ZnNs7hyJ8x4>



## Wednesday: Polartec

Malden Mills Industries is the original developer and manufacturer of **Polartec** polar fleece and manufactures other modern textiles. For over 100 years **Malden Mills** produced innovative premium textiles.

“From the first-ever fleece made with recycled content in 1993 to the 2 billion plastic bottles recycled into fiber to make our fabrics, we are always striving to make better products that benefit our planet.”

#Polartec #Fleece #Textiles #Fabrics #Environment #RecycledPlastics #Plastics #Sustainability

#GreenBusiness

LEARN MORE:

<https://www.polartec.com/sustainability>  
@polartec

### For Twitter:

“From the first-ever fleece made with recycled content to the 2 billion plastic bottles recycled into fiber, we are always striving to make better products that benefit our planet.” #Environment #Plastics #Sustainability #Textiles <https://www.polartec.com/sustainability> @polartec



## Thursday: Polartec Fleece Fabric

### Read How Fleece Revolutionized the Outdoor Industry

In the late 1970s, Malden Mills, spearheaded the development of this new fabric that would revolutionize the outdoor apparel industry. Drawing inspiration from natural wool, Feuerstein and his team were experimenting with different ways to knit polyester yarns and stumbled upon an unusual lofty style that had some amazing characteristics. They branded this unique fabric as "Polar Fleece"

From its humble beginnings as a synthetic alternative to wool, fleece has evolved into a functional yet

fashionable fabric. There are so many things that can be made with Polartec Fleece. Jackets, pants, vests, hats, hoodies...the list goes on. Dog Coats!

**Read more:** <https://discoveryfabrics.com/blogs/threads-of-wisdom/polartec-fleece-fabric-how-fleece-revolutionized-the-outdoor-industry>

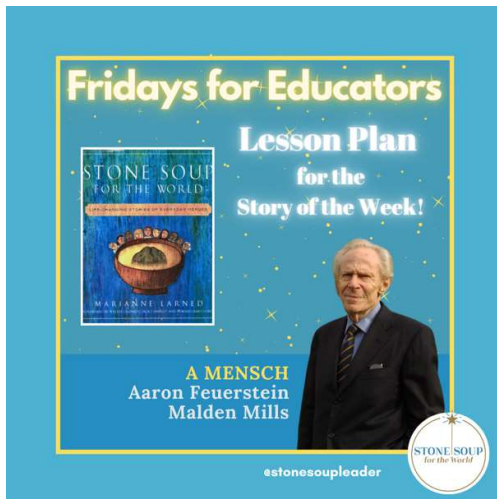
#AaronFeuerstein #Polartec #PolarFleece #MaldenMills #CorporateLeadership #Labor  
#BusinessLeaders #Textiles #Sustainability #CorporateSocialResponsibility #CSR #Plastics  
#Recycling #Environment  
@polartec

### For Twitter

READ How Fleece Revolutionized the Outdoor Industry - with Polartec Fleece. Jackets, pants, vests, hats, hoodies, even dog coats!

<https://discoveryfabrics.com/blogs/threads-of-wisdom/polartec-fleece-fabric-how-fleece-revolutionized-the-outdoor-industry>

#Polartec #CorporateLeadership #Labor #Textiles #Sustainability #CSR #Plastics #Recycling  
#Environment #GreenBusiness <https://www.skiinghistory.org/lives/aaron-feuerstein> @polartec



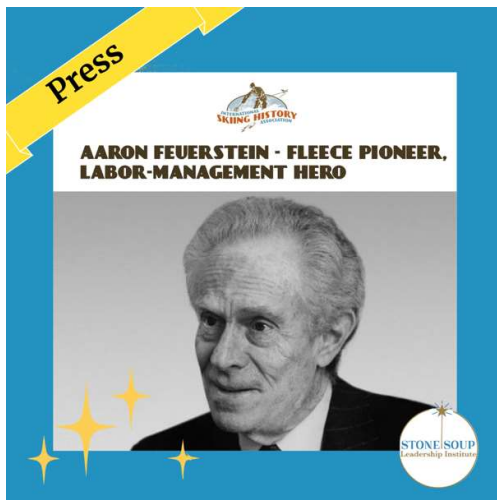
## Friday: Lesson Plan

**TEACHERS** Use this **FREE** Lesson Plan to teach your students about business leaders who care about their employees and their communities.

#StoneSoupForTheWorld #Teachers #LessonPlans  
 #StoneSoupEducationCurriculum  
 #CorporateLeadership #Altruism #Sustainability  
 #Cooperation #Generosity #Commitment #Dedication  
 #Altruism #AaronFeuerstein #MaldenMills  
<https://stonesoupleadership.org/wp-content/uploads/2022/12/lesson-plan-a-mensch.pdf>

## For Twitter:

#TEACHERS Use this **FREE** Lesson Plan to teach your students about #CorporateResponsibility.  
 #StoneSoupForTheWorld #LessonPlans #StoneSoupEducationCurriculum #Sustainability  
 #Cooperation #Generosity <https://stonesoupleadership.org/wp-content/uploads/2022/12/lesson-plan-a-mensch.pdf>



## Saturday: Press

“In the late 1970s, Feuerstein worked with Patagonia founder Yvon Chouinard to adapt the mill’s polyester baby-bunting material into an insulator that Patagonia marketed, in 1981, as Synchronilla. Malden sold it with great success, under the name Polarfleece, to other outdoor clothing makers, including skiwear companies.”

READ how this small company inspired the skiing industry here:

<https://www.skiinghistory.org/lives/aaron-feuerstein>  
 #AaronFeuerstein #Patagonia #YvonChouinard  
 #CorporateSocialResponsibility #CSR #Business

Leaders #CorporateGenerosity #LaborManagement #Polartec #Environment #Sustainability

## For Twitter:

READ how #AaronFeuerstein worked with Patagonia founder Yvon Chouinard to adapt the mill’s polyester baby-bunting material into an insulator that Patagonia.  
 #AaronFeuerstein #Patagonia #YvonChouinard #CorporateSocialResponsibility #CSR #Business  
 Leaders #CorporateGenerosity #LaborManagement #Polartec #Environment #Sustainability  
<https://www.skiinghistory.org/lives/aaron-feuerstein> @polartec