

Seventeenth Annual

Corporate Community Involvement Conference

Essential training and practical tools for today's community involvement professional

July 30 – August 1, 2008

Hotel Nikko
San Francisco, California

Presented by:



THE CONFERENCE BOARD



Sponsor:



Fundamentals of Designing and Administering a Corporate Contributions Program: From Strategy to Implementation

Philanthropy and the Corporation

Maximizing Our Relationships

CCI as a Career

Emerging Issues: Health and Wellness

How Arts and Culture Programs Enhance All CCI Strategies

Disaster Planning

Partnering with Other Companies

Maximizing Technology

Partnering with Higher Education

De-Funding

Working with Non-Profit Boards

Corporate Foundation? Pros and Cons

CSR 2.0: Technology-Driven Employee Volunteer Programs

Education Initiatives

Managing an International Program

Evaluating Our Reputation

Going Green

Addressing the Complete Picture

Regulatory and Legal Conundrums

Emerging Issues: Serving Diverse Populations

Unique Solutions

Skills-Based Volunteerism

What Have We Learned? What is Next?

essential training...

Our Sponsors

KAISER PERMANENTE®  **thrive**

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In association with...

San Diego Grantmakers
4270 Executive Square, Suite 200
La Jolla, CA 92037
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www.sdgrantmakers.org

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San Francisco, CA 94105
415.777.4111
www.ncg.org

Southern California Grantmakers
1000 North Alameda Street; Suite 230
Los Angeles, CA 90012
213.680.8866
www.socalgrantmakers.org

practical tools.

Who We Are

The Public Affairs Council and The Conference Board formed this conference partnership at the request of our members, many of whom belong to both of our organizations. Each organization has a different and distinct mission, but each also has, as part of that mission, an interest in supporting corporate community involvement and the efforts of practitioners in the field. This year we celebrate our 17th year in bringing this unique corporate event to you.

PUBLIC AFFAIRS COUNCIL



The Public Affairs Council is the leading professional organization for public affairs executives. Its mission is to provide state-of-the-art information, training and other resources to over 600 member organizations (more than 400 corporate) in order to promote their effective participation in community, political and government affairs.

2033 K STREET, NW, SUITE 700, WASHINGTON, DC 20006
202.872.1790 | WWW.PAC.ORG

THE CONFERENCE BOARD



The Conference Board is the world's leading business membership organization, with a global network of close to 2,000 enterprises in nearly 60 countries. Working as a global, independent, non-profit membership organization in the public interest, it conducts research, convenes conferences, makes forecasts, assesses trends, publishes information and analysis, and brings executives together to learn from one another.

845 THIRD AVENUE, NEW YORK, NY 10022-6679
212.759.0900 | WWW.CONFERENCE-BOARD.ORG

What Makes Us Different

This unique training event immerses you in a workshop style approach to learning. You'll interact with industry-leading facilitators, corporate professionals who have faced these issues, and hundreds of colleagues who are addressing those hurdles today. Each workshop is designed to provide you with practical tools and usable advice through peer-to-peer interaction, networking, and problem solving sessions. Join us and plan to roll up your sleeves to find real solutions to your every day challenges.



“This was a wonderful conference. The fact that there was a variety of topics to visit made it worthwhile and interesting. The timing was just perfect and the networking opportunity was wonderful.”

—past participant

Who Should Attend?

Our conference is designed exclusively for corporate practitioners, with sessions for all professional levels and interests. Attendees would include those working with:

- Corporate contributions
- Corporate foundations
- Corporate communication
- Community affairs
- Public relations
- Government affairs
- Corporate citizenship
- Direct or oversight responsibilities for contributions
- See page 14 for eligibility criteria

What Will You Learn?

Practical, usable tools and techniques from leading experts to build power in your corporate community involvement program including how to:

- Run a successful grantmaking and volunteerism program
- Link philanthropy to the business
- Connect CCI to “green” initiatives
- Manage a global program
- Measure your program’s success
- Partner with external organizations

Agenda at a Glance

Conference Faculty

Our speakers and presenters are corporate contributions practitioners from the highest echelons of corporate community involvement. They represent the leading organizations in the field, including:

Abbott Labs
Americans for the Arts
Bank of Nevada
Changing Our World
Communities in Schools
ConAgra Foods Foundation
East Bay Community Foundation
GlaxoSmithKline
Idealist.org
Kaiser Foundation Health Plan, Inc.
Koch Industries
National Instruments
PG&E Corporate Foundation
Room to Read
Scholastic Inc.
State Street Bank
The Clorox Company
The Reputation Institute
Verizon Foundation
WAMU
Western Union Foundation

Conference Advisory Committee

- Bernie Milano, KPMG
- Eileen Sweeney, Motorola
- Jennifer Jones, Ameriprise
- Yvette Radford, Kaiser Permanente
- Gianna Jackson, CIGNA
- Dan Quigley, PG&E
- Ellen Luger, General Mills
- Vicki Tassen, Bank of America
- Melanie Holmes, Manpower

Wednesday July 30, 2008

- 1:00^{pm} Fundamentals of Designing and Administering a Corporate Contributions Program: From Strategy to Implementation
5:00 Welcome Reception

Thursday July 31, 2008

- 7:30^{am} REGISTRATION AND CONTINENTAL BREAKFAST
8:15 *Welcome and Opening Keynote*: Philanthropy and the Corporation – A Match Made for Good Business
9:30 *General Session*: Maximizing Our Relationships – No Organization Does this Work Alone
10:30 NETWORKING COFFEE BREAK
11:00 *Concurrent Sessions*
A. Maximizing Technology
B. Emerging Issues: Health and Wellness
C. How Arts & Culture Programs Enhance All CCI Strategies
12:15^{pm} *Luncheon & Roundtable Discussions*
R1 Disaster Planning
R2 Partnering with Other Companies
R3 CCI as a Career
R4 Partnering with Higher Education
R5 De-Funding
R6 Working with Non-Profit Boards
R7 Corporate Foundation? Pros and Cons
R8 Regulatory and Legal Conundrums
1:45 *Concurrent Sessions*
D. CSR 2.0: Technology-Driven Employee Volunteer Programs
E. Education Initiatives
F. Deploying and Managing an International Program
3:15 NETWORKING COFFEE BREAK
3:45 *General Session*: Evaluating Our Reputation
5:00 Networking Reception and Vendor Fair
6:30 Dinner Conversations

Friday August 1, 2008

- 7:15^{am} CONTINENTAL BREAKFAST
8:00 *General Session*: Going Green
9:00 *Concurrent Sessions*
G. Addressing the Complete Picture
H. Leveraging Your Talent Through Skills-Based Volunteerism
10:15 NETWORKING COFFEE BREAK
10:30 *Concurrent Sessions*
I. Emerging Issues: Serving Diverse Populations
J. Unique Solutions
11:45 *Closing Session*: What Have We Learned? What is Next?
12:30^{pm} ADJOURN

San Francisco

Area Attractions

Alcatraz Island
Asian Art Museum
Aquarium of the Bay (located at Pier 39)
AT&T Park (SF Giants Baseball)
Chinatown
deYoung Museum
Exploratorium
Financial District
Fisherman's Wharf
Ghirardelli Square
Golden Gate Park
Museum of Modern Art
Nob Hill
North Beach
Theater District
Union Square

Wednesday, July 30, 2008

Come early for Wednesday's pre-conference session!
See page 11 for a detailed description.

1:00pm **Fundamentals of Designing and Administering a Corporate Contributions Program: From Strategy to Implementation**

5:00 **Welcome Reception**

Meet your colleagues at an informal gathering at our hotel before heading out to explore San Francisco for dinner on your own.

Thursday, July 31, 2008

7:30am REGISTRATION AND CONTINENTAL BREAKFAST

8:15 *Welcome and Opening Keynote*

Philanthropy and the Corporation – A Match Made for Good Business

No business strategy or initiative is successful without the recognition of its importance to every part of the business. Hear how a deep commitment to corporate community involvement initiatives not only empowers employees and communities but also advances strategic business interests that are critical for business success.

9:30 **Maximizing Our Relationships – No Organization Does this Work Alone**

Corporate Community Involvement — by definition — requires a partner from the community. But like any relationship, the needs of both partners must be communicated, differences identified, and strategies for a long-term commitment agreed upon. Hear from this panel of non-profit leaders about strategies to enhance the capacity of both the non-profit and the corporation.

» Daniel J. Cardinali, President, Communities In Schools, Inc.

» Jan Masaoka, Editor and Writer, Board Café, Former Executive Director, CompassPoint

» Erin Keown Ganju, Chief Operating Officer, Room to Read

» Moderator: Rikki Amos, Program Manager, Public Affairs Council

10:30 NETWORKING COFFEE BREAK

Thursday, July 31, *continued*

11:00 *Concurrent Sessions*

A. Maximizing Technology

Many corporate grantmaking functions are enhanced through the use of technology. Increased speed, automated decisions, better follow-up and enhanced evaluation are all possible with new tools. Through two case studies, learn how these companies chose their technology solutions that improved their on-line management processes for two different applications.

- » Susan Addington, Director Community Relations, Koch Industries, Inc. and Fred C. and Mary R. Koch Foundation
- » Catherine Casey, Senior Manager, Grants Administration and Compliance, Abbott Labs
- » Kieran Murray, President, E-Philanthropy Solutions, Inc.

B. Emerging Issues: Health and Wellness

Health and health care are issues in which companies are taking an ever-growing interest. Either because of the cost of health care for their workers or the costs of health care on the economy. The panel will explore both the significance of the issue to the business and then will demonstrate one company's efforts to address it.

- » Linda Barrington, Research Director, The Conference Board

C. How Arts and Culture Programs Enhance All CCI Strategies

As companies become more strategic with their giving, many have focused their philanthropy into one or two causes or issues. This session will explore how arts and culture can be integrated into a giving program that is NOT primarily focused on arts giving, and how the arts can impact wellness, workforce readiness, community revitalization, and other societal (and corporate) objectives.

- » Moderator: Gary P. Steuer, Vice President of Private Sector Affairs, Executive Director Arts & Business Council of Americans for the Arts
- » Patrick Gaston, President, Verizon Foundation
- » Victoria Jones, Director of Government Affairs & Community Relations, The Clorox Company
- » Nicole Taylor, President & CEO, East Bay Community Foundation



“Excellent balance; great timing; conscious of diversity; great opportunity for networking and learning.”

—past participant



Do you ask yourself...

“How do I...

- .. run a successful grantmaking and volunteerism program?
- .. link philanthropy to the business?
- .. connect CCI to “green” initiatives?
- .. manage a global program?
- .. measure our program’s success?
- .. partner with external organizations?
- .. network with more than 200 colleagues on best practices?

If you answered yes to any of these questions then you’ll benefit from attending the most hands-on, peer-to-peer community involvement conference in the country.

Thursday, July 31, *continued*

12:15pm Luncheon and Roundtable Discussions

Attendees will have the chance to join tables on pre-selected subjects.

- R1 – Disaster Planning**
- R2 – Partnering with Other Companies**
- R3 – CCI as a Career**
- R4 – Partnering with Higher Education**
- R5 – De-Funding**
- R6 – Working with Non-Profit Boards**
- R7 – Corporate Foundation? Pros and Cons**
- R8 – Regulatory and Legal Conundrums**

1:45 Concurrent Sessions

D. CSR 2.0: Technology-Driven Employee Volunteer Programs

Web 2.0 has revolutionized the Internet and empowered users through its relentless innovation of social networking tools such as blogs, social bookmarking, wikis, podcasts, RSS feeds and more. Discover how leading corporations are harnessing the benefits of Web 2.0 to dramatically enhance their employee volunteer programs.

- » Andrew Mercy, CEO & Founder, AngelPoints
- » Jake Brewer, Director of Partnerships, Idealist.org
- » Amanda Webster, Community Relations and Employee Communications Manager, National Instruments

E. Education Initiatives

Companies frequently invest in educational initiatives to improve not only the educational system but also workforce readiness. As such, most agree that companies invest because of their commitment to communities and to their own talent needs. This session will explore how businesses are refocusing their contributions and making changes to their programs so as to have real impact toward these goals.

- » Robin Bailer Glover, Principal, Mandela High School
- » Darlynn Myers, Director-Community Support, Union Pacific
- » Howard Johnston, Team Leader, Principals’ Partnership
- » Jim Hoffman, Executive Director, Principals’ Partnership; President, Education Partnerships Inc.

F. Deploying and Managing an International Program

Being a global company is challenging on many fronts — including how philanthropy is managed in multiple locations. Hear from these companies how they have developed their programs to meet local and corporate needs around the world.

- » Deanne Chevannes, Senior Manager Business Development, MicroEdge, Inc.

3:15 NETWORKING COFFEE BREAK

Thursday, July 31, *continued*

3:45 *General Session*

Evaluating Our Reputation

Corporate Community Involvement professionals believe that their activities add to a company's reputation. But how can that effect be evaluated — and measured? And does improved reputation actually help the business? Hear how reputation can be valued and how smart investments in CCI can make a significant difference to a company's bottom line.

» Brian Craig, Principal Consultant, The Reputation Institute

5:00 **Networking Reception and Vendor Fair**

Continue the networking during an evening reception and learn about the variety of products and services that are available to assist corporate grantmakers.

6:30 **Dinner Conversations**

Join with fellow conference attendees and speakers for an evening of great dining and discussion. (*Note: dinner is at participant's expense.*)

Friday, August 1, 2008

7:15^{am} CONTINENTAL BREAKFAST

8:00 *General Session*

Going Green

Companies find that employees, customers and shareholders want the business to be environmentally sound and encourage "green" behaviors. At this special performance of *Boomerang Jack and the Unseen Green Machine* by The National Theatre for Children, you will experience a unique way to reach children — one of the more influential groups on this topic — and hear about one company's community involvement strategy which includes the hidden correlation between going green and corporate customer satisfaction ratings.

» Bill Barbieri, Senior Vice President, Ameren UE

» Ward Eames, Founder & President, The National Theatre for Children, Inc.

9:00 *Concurrent Sessions*

G. Addressing the Complete Picture

In an effort to match business priorities, companies often pick one area of focus for their philanthropic efforts. However, many are finding that addressing multiple issues in a community generates greater success. Hear some examples of how this holistic approach is generating results.

» Luella Chavez D'Angelo, President, Western Union Foundation

» Don Green, Program Director, The Conference Board

» Dan Quigley, Executive Director, PGE Corporate Foundation

industry-leading
facilitators

practical tools

peer-to-peer
interaction



problem-solving

networking

every-day
challenges

Friday, August 1, *continued*

H. Leveraging Your Talent Through Skills-Based Volunteerism

Businesses value maximizing resources. That is also true for their volunteer programs. Companies recognize that their employees have unique skills that can be of tremendous value to the organizations supported through their CCI programs. Hear how companies inventory, allocate, and manage their volunteers and the volunteer opportunities to get greater value for the business, the volunteer and the organizations they help.

- » Linda B. Gornitsky, Ph.D., President, LBG Associates
- » Theresa Ellis, CEO, Common Impact

10:15 NETWORKING COFFEE BREAK

10:30 *Concurrent Sessions*

I. Emerging Issues: Serving Diverse Populations

The United States has always been a nation of immigrants and it is becoming more so. Diverse populations present unique issues to corporate philanthropists. Hear how and why companies are creating programs to address these segments of the population.

- » Karen Proctor, Vice President, Community Affairs, Scholastic Inc.
- » Antonio Manning, First Vice President, Corporate Giving, WAMU

J. Unique Solutions

Corporations promote partnerships and increased communications as better ways to run programs. Learn from a case study where funders and the community groups have learned to cooperate for maximum effectiveness for their goals and the delivery of their program.

- » Joselyn Cousins, Senior Vice President, Community Development, Bank of Nevada
- » Kim Cano, Vice President, Global Human Resources, State Street Bank

11:45 *Closing Session*

What Have We Learned? What is Next?

Join this panel of seasoned Corporate Community Involvement executives to review the topics covered during the conference, as well as to review some of the issues raised during the discussions. You will have a chance to present questions to the panel as well as to hear their reactions to the sessions.

- » Mary Wright, Program Director, The Conference Board
- » Rikki Amos, Program Manager, Public Affairs Council
- » Lynn Stekas, Senior Consultant, Corporate Social Engagement, Changing Our World
- » Yvette Radford, Northern California Region Public Affairs Director, Kaiser Foundation Health Plan, Inc. (*invited*)
- » Bill Shore, Director, U.S. Community Partners, GlaxoSmithKline

12:30^{pm} ADJOURN

Wednesday, July 30

Pre-Conference Session

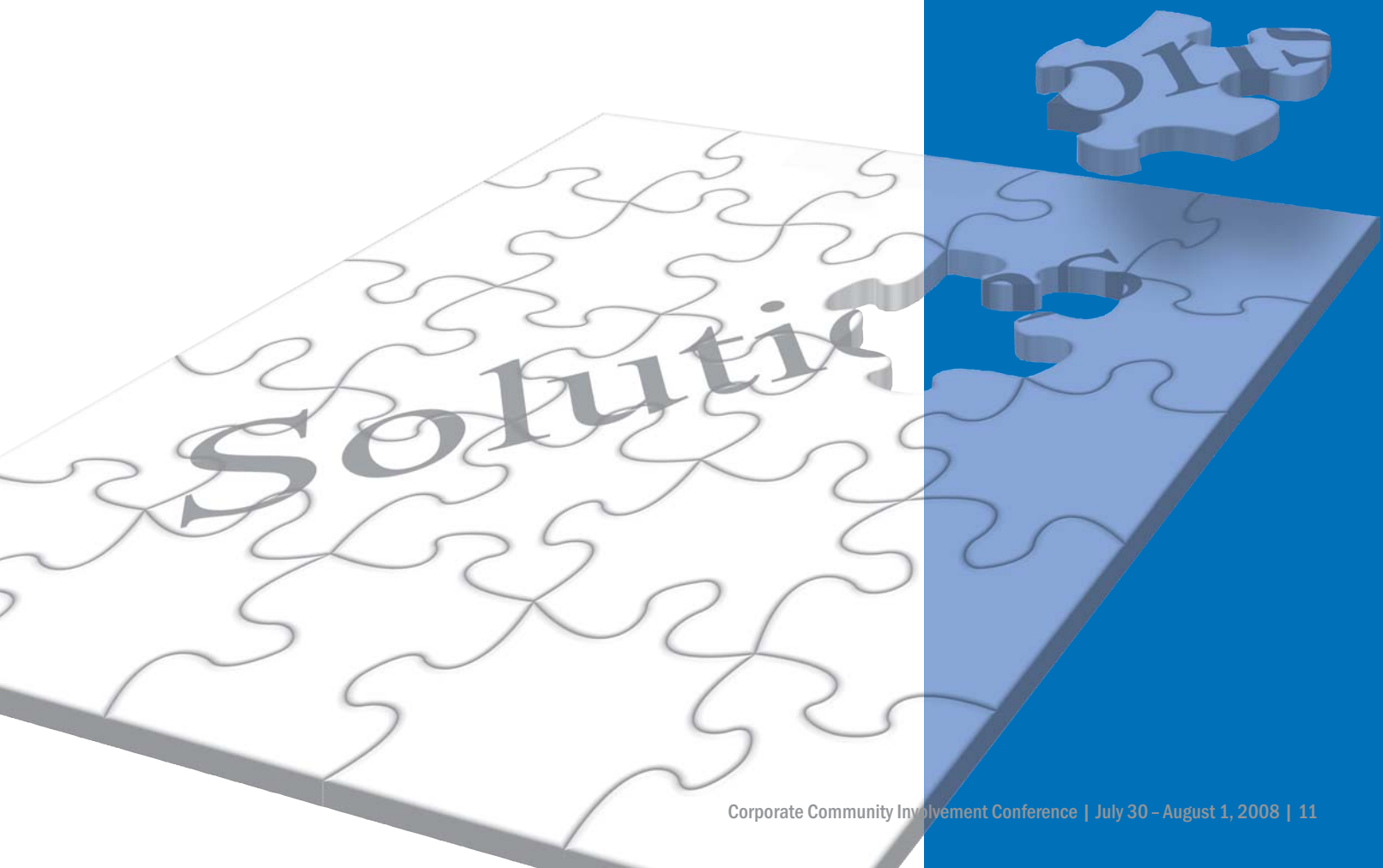
1:00 **Fundamentals of Designing and Administering a Corporate Contributions Program: From Strategy to Implementation**

This is an orientation for corporate contributions professionals new to the field or for those wanting a new view of the basics. Our goal is to explore the philosophy and process of planning a program that has clearly defined guidelines and is smoothly administered and strategic. The discussion will focus on mission and strategy and how to move from strategy to implementation. A handbook to get started will be distributed. The basics of regulatory and legislative issues will be reviewed including Sarbanes Oxley. They will also review some of the advantages and disadvantages of operating a corporate foundation. Technology and how it is applied to all aspects of a grantmaking program will be discussed.

- » Kori Reed, Executive Director, ConAgra Foods Foundation
- » Lynn Stekas, Senior Consultant, Corporate Social Engagement, Changing Our World
- » Carolyn C. Cavicchio, Senior Research Associate, Global Corporate Citizenship, The Conference Board
- » Kieran Murray, President, E-Philanthropy Solutions

“Definitely exceeded expectations and met current needs of our organization. Tremendous speakers and topics.”

—past participant





“I came here feeling that our company was already doing so much. The conference helped me realize how much more our organization can do. I feel better prepared now to help my company take the next step in the corporate responsibility arena.”

—past participant

Learn from

and with

the best!

a partial list of past participants...

Abbott Laboratories
Alcan Inc.
Allstate Insurance Company
American Airlines
Ameriprise Financial
Angelpoints
Apple Computer, Inc.
ARAMARK
Bank of America
Bayer Corporation
BellSouth Corporation
Best Buy Co., Inc.
Blue Cross Blue Shield of Massachusetts
BMW Manufacturing Co., LLC
Boston Scientific Corporation
BP America
Capital One Financial Services
Cartoon Network
CenterPoint Energy
Circuit City Stores, Inc.
Columbia College
Comcast Corporation
Constellation Energy
Coors Brewing Company
DuPont & Company
Exelon
Exxon Mobil Corporation
Fannie Mae
GE Foundation
Georgia-Pacific Corporation
GlaxoSmithKline
Hallmark Cards, Inc.
Hewlett-Packard Company
IBM Corporation
ING Americas
Intel Corporation
J. C. Penney Company, Inc.
Kaiser Permanente
Kraft Foods, Inc.

Land O' Lakes, Inc.
LaSalle Bank
Liberty Mutual Insurance Company
Mary Kay Inc.
Mercedes-Benz of North America, Inc.
Merck & Co., Inc.
Merrill Lynch
Michelin North America, Inc.
Microsoft Corporation
Nestle Purina PetCare Company
Pacific Life Insurance Company
PEPCO Holdings, Inc.
PepsiCo, Inc.
Pfizer Inc.
Philip Morris USA
Pitney Bowes Inc.
Shell Oil Company
St. Jude Medical, Inc.
Standards & Poor's Corporation
Stanford University Medical Center
Staples, Inc.
Starbucks Coffee Company
State Farm Insurance Companies
Target Corporation
The Boeing Company
The Hartford Financial Services Group
The Kroger Company
The McGraw-Hill Companies, Inc.
The Procter & Gamble Company
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Toyota Motor Sales U.S.A., Inc.
U.S. Chamber of Commerce
US Airways
Verizon Communications
Wachovia Corporation
Walgreen Co.
Washington Mutual Bank
Wells Fargo Bank
Whirlpool Corporation

General Information

Hotel Information:

Location: Hotel Nikko
222 Mason Street
San Francisco, CA 94102

Room Rate: \$239

Cut-Off Date: July 8, 2008

Reservations: 800-248-3308

Please Note:

- You must mention that you are with the Corporate Community Involvement Conference to obtain these special rates.
- Registration fee does not include hotel accommodations.
- Once the room block has been filled or released, you may be unable to obtain this rate.
- Registrants are responsible for making (and canceling) their own hotel reservations.

Eligibility

Conference registration is limited to practicing corporate contributions managers; corporate foundation professionals; and corporate practitioners in communications, community affairs, public relations, government affairs, or corporate citizenship with direct or oversight responsibilities for contributions.

Discounts

- Groups of three or more from the same company, registering at the same time, save \$200 per person.
- Submit your registration before June 20, 2008 and save \$100.
- Special discounts for members/associates of The Conference Board and the Public Affairs Council.

Attire

We encourage you to dress comfortably and casually at all business and social functions. Leave your suits and other business attire at home. Pack a sweater or jacket in case it is cool in the meeting rooms.

Cancellation

Full refund until three weeks before the meeting. \$250 administration fee up to two weeks before the meeting. No refund later than two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Registration Questions?

Call The Conference Board at 212.339.0345

Program Questions?

Contact The Conference Board at 212.339.0345 or the Public Affairs Council at 202.721.0906.

Conference Web Sites

www.pac.org/ccic or www.conference-board.org/ccic

2008 Corporate Community Involvement Conference

July 30-August 1, 2008

www.conference-board.org/ccic

Registrant

NAME	BADGE NAME	
TITLE	COMPANY	
ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	E-MAIL

Do you need assistance to fully participate? Yes

Would you like a vegetarian lunch? Yes

Sessions I Plan to Attend:

- A. Maximizing Technology
- B. Emerging Issues: Health and Wellness
- C. How Arts & Culture Programs Enhance All CCI Strategies
- D. CSR 2.0: Technology-Driven Employee Volunteer Programs
- E. Education Initiatives
- F. Deploying and Managing an International Giving Program
- G. Addressing the Complete Picture
- H. Leveraging Your Talent Through Skills-Based Volunteerism
- I. Emerging Issues: Serving Diverse Populations
- J. Unique Solutions
- PC1. Fundamentals of Designing and Administering a Corporate Contributions Program

Please tell us...

Industry: _____

How many times have you attended this conference? _____

Register:

Online: www.conference-board.org/ccic

Fax: 212.836.9740

Phone: 212.339.0345

Mail: The Conference Board
P.O. Box 4026, Church Street
New York, NY 10261-4026

Fees

Registration fees are payable in advance in U.S. dollars. Fee includes morning, luncheon and afternoon sessions. Fee does not include hotel accommodations. Groups of three or more registering from the same company (at the same time) receive a \$200 savings per person!

Pre-Conference Workshop: Fundamentals of Designing and Administering a Corporate Contributions Program

July 30, 2008

Members*: \$350 Non-Members \$450

Conference: Corporate Community Involvement Conference

July 31-August 1, 2008

Members*: \$1495 Non-Members \$1895

Register before June 20 and take \$100 off the member and non-member price!

*NOTE: Members of both the Public Affairs Council and The Conference Board are eligible for the member rates.

Payment

Payment must be made in U.S. dollars upon registration.

Check enclosed (payable to The Conference Board)

Mastercard Visa American Express

Account No. _____

Expiration Date _____ / _____

Signature _____

Date _____

Seventeenth Annual

Corporate Community Involvement Conference

Special registration
savings before June 20!
See inside for details.

*Essential training and practical tools for today's
community involvement professional*

Do you ask yourself, "How do I..."

- Run a successful grantmaking and volunteerism program?
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- Connect CCI to "green" initiatives?
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www.pac.org/ccic

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THE CONFERENCE BOARD

