



The 2013

Corporate Social Impact Conference

Partnering Across Communities

formerly called the Corporate Community Involvement Conference

July 24–25, 2013 | Detroit Marriott at The Renaissance Center | Detroit, MI



WHY ATTEND

TAKE AWAY key issues shaping corporate giving and community involvement, insights into partnerships that leverage your firm's resources, and practical knowledge for your own work

EXPLORE how non-traditional affiliations and social financing alternatives can help implement your strategy and accelerate the impact of specific projects

NETWORK with peers, corporate leaders and independent experts to access latest thinking and practices in global philanthropy

DESIGNED FOR

- Senior corporate philanthropy professionals in foundations and corporate giving or contributions programs
- Leaders in corporate community involvement, community relations programs and partnerships with non-profits and stakeholders
- Practitioners from related areas including: corporate citizenship, corporate social responsibility, employee engagement, volunteer programs, sustainability, public affairs and corporate communications
- Thought leaders in philanthropy from the private and public sector

Presented with assistance from



To Register | www.conferenceboard.org/csi | +1 212 339 0345

CORPORATE SOCIAL IMPACT CONFERENCE



JANE ALEXANDER

Actress, Author, Conservationist and former Chair of the National Endowment for the Arts



BEN HECHT

President and Chief Executive Officer Living Cities



LUTHER M. RAGIN JR.

Chief Executive Officer, Global Impact Investing Network and former Vice President of Investments The F.B. Heron Foundation

CONFIRMED SPEAKERS

Jane Alexander Actress, Author, *Conservationist and former Chair of the National Endowment for the Arts*

Ben Boyd Global Chair, Corporate Practice, Edelman

Pablo Bravo Vial Senior Director, Community Grants and Investments, Dignity Health

Denis Brennan Director, TRUiST

John Bryan President, Richmond CultureWorks

Jim Capraro Principal, Capraro Consulting

Carolyn Cavicchio former Director, Stakeholder Engagement, Western Union Foundation

Dinah Dittman National Director, Community Engagement & Philanthropy, Kaiser Permanente

Megan DeYoung Director, Corporate Citizenship

Aaron Dworkin Founder and President Sphinx Organization

David Egner Executive Director, New Economy Initiative and Chief Executive Officer, Hudson-Webber Foundation

Suzanne Fallender Director, CSR Strategy and Communications, Intel

Stephen Fitzgerald Senior Vice President, Global Corporate Social Responsibility, Bank of America Foundation

Jennifer Goulet President, ArtServe

Don Greene Owner, Tandem Consulting and Program Director, Contributions Councils and Global Social Investing Council, The Conference Board

Ben Hecht President and Chief Executive Officer Living Cities

Paul Hogle Executive Vice President, Detroit Symphony Orchestra

Carrie Hughes Director of Finance & Operations The Verizon Foundation

Michael John Carley Executive Director, ASTEP

Gareth Johnson Violinist and multiyear Sphinx Competition Laureate

Nita Kirby Director of Client Success, JK Group, Inc.

Tom Knowlton Partner and Director of Corporate Practice TCC Group

Ellen Lambert President, PSEG Foundation

Marcela Lopez-Macedonio Executive Director The Resource Foundation

Robert Lynch President and Chief Executive Officer, Americans for the Arts

Gerald McSwiggan Director, Issue Networks, Business Civic Leadership Center (US Chamber of Commerce)

Susan Mosey President, Midtown Detroit Inc.

Gary Niekerk Director, Corporate Citizenship, Intel

Dan Nissenbaum Urban Investment Group, Goldman Sachs

Patti Poppe Vice President for Customer Operations Consumers Energy

Luther Ragin Jr., Chief Executive Officer, Global Impact Investing Network and former Vice President of Investments The F.B. Heron Foundation

Kori Reed Vice President, Cause and Foundation ConAgra Foods Foundation

Lisa Richter Principal, GPS Capital Partners

Michael Rubinger President and Chief Executive Officer LISC

Susan Sherer Chief Executive Officer, THAW FUND

Nina Stack President, Council of New Jersey Grantmakers

Lynn Stekas former President, MONY Foundation

Michele Sullivan President, Caterpillar Foundation

Chris Uhl Vice President of Social Innovation, The Skillman Foundation

Yasmina Zaidman Director of Communications and Strategic Partnerships, Acumen Fund

Bob Zukis Chief Education Officer, Skoolbo and Senior Fellow, Governance Center, The Conference Board



CORPORATE SOCIAL IMPACT CONFERENCE

CONFERENCE PROGRAM ADVISORY BOARD

Rosie Allen-Herring Director, National Initiatives
Fannie Mae

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Fran Laserson President, Moody's Foundation

Marion O'Neill Manager, Corporate Contributions Public
Service, Electric & Gas Co.

Ed Woods Director, Enterprise Community Development
State Farm Insurance Companies

Jennifer Zammuto Manager, Caterpillar Foundation

CONFERENCE REGISTRATION

www.conferenceboard.org/csi

Conference (997014-2)

Associates \$1,595

Non-Associates \$1,995

Pre-Conference Seminar (B90014-2)

Associates \$695

Non-Associates \$795

FOR SPEAKING AND SPONSORSHIP OPPORTUNITIES

Ruth Whaley, Program Director at
ruth.whaley@conferenceboard.org

HOTEL REGISTRATION

[www.marriott.com/hotels/travel/
dtwdt-detroit-marriott-at-the-
renaissance-center](http://www.marriott.com/hotels/travel/dtwdt-detroit-marriott-at-the-renaissance-center)

Tel +1 313 568 8000



Dear Colleagues,

Welcome to The Conference Board's 2013 Corporate Social Impact Conference.

We are delighted to join you and our eminent speakers, sponsors, supporting organizations and conference advisory board for this year's conference on corporate community involvement.

Corporate philanthropy today includes a wide range of stakeholders and an expansion of partnerships in communities, funding and innovation. Our program addresses how diverse affiliations between business, civic entities, non-profits and social financing can accelerate impact and strengthen foundations for long term social resilience.

Topics discussed include urban revitalization through alliances between business and arts, entrepreneurial approaches to education projects, expanding corporate impact via investment in social finance and the multiple forms of innovation in shared activities of corporations with their stakeholders.

Join your colleagues and peers in corporate foundations and giving programs, corporate social responsibility and citizenship, public affairs and leaders of community relations as well as thought leaders in philanthropy from both the public and private sector.

We look forward to meeting you at the conference.

With best regards,

Ruth M. Whaley
Chair and Program Director
The Conference Board
Corporate Social Impact Conference

PROGRAM HIGHLIGHTS

COMMUNITIES:

PLACES AND STAKEHOLDER NETWORKS

- How can we create sustainable and vibrant urban and rural communities through private/public collaboration, partnered investments, businesses working with arts and education?

FUNDING AND VALUE:

A PORTFOLIO APPROACH

- How can corporations and foundations work effectively with social entrepreneurs, impact investments and other financing techniques? Does this really leverage resources?

INNOVATION: A DOUBLE IMPACT

- When does corporate philanthropy lead to business innovation? What are best practices in repositioning from a national to global strategy? What are the risks?

Session Sponsors



Integrated Solutions
for Global Philanthropy



Cocktail Reception Sponsor



Exhibitors



Supporting Partners



CORPORATE SOCIAL IMPACT CONFERENCE

Wednesday, July 24, 2013
Main Conference Day One

REGISTRATION AND CONTINENTAL BREAKFAST WITH EXHIBITS 7:30–8:15 AM

WELCOME AND OPENING REMARKS 8:30–8:45 AM

Ruth Whaley Conference Chair, The Conference Board
Robert Lynch President and Chief Executive Officer
Americans for the Arts

A 8:45–9:30 AM

Plenary Address: Revitalizing Communities through the Arts and Nature

Jane Alexander former Chair of the National Endowment of the Arts, Actress, Author and Conservationist

B 9:30–10:15 AM

Keynote Panel: Cities are more than Places: Collaborating across Business, Arts, Government and Non-profits for Enduring Vibrancy

Moderator

Robert Lynch President and Chief Executive Officer
Americans for the Arts

Panelists

John Bryan President, Richmond CultureWorks
Jennifer Goulet President, ArtServe
Paul Hogle Executive Vice President, Detroit Symphony Orchestra

NETWORKING REFRESHMENT BREAK WITH EXHIBITS 10:15–10:45 AM

C 10:45–11:30 AM

Keynote Panel: Education: Creating the Worlds where Education Thrives

Moderator

Carolyn Cavicchio former Director, Stakeholder Engagement,
Western Union Foundation

Panelists

Chris Uhl Vice President of Social Innovation
The Skillman Foundation
Bob Zukis Chief Education Officer, Skoolbo and
Senior Fellow, Governance Center, The Conference Board
Michele Sullivan, President, Caterpillar Foundation

D 11:30 AM–12:15 PM

Plenary Address: Reimagining Partnerships for a Changing Global Economy

Luther Ragin Jr. Chief Executive Officer, Global Impact
Investing Network and former Vice President of Investments
The F.B. Heron Foundation

LUNCHEON 12:15–1:30 PM

E 1:30–2:15 PM

Keynote Panel: Funding and Value – Expanding your Portfolio of Social Capital

Moderator

Dinah Dittman National Director, Community Engagement and
Philanthropy, Kaiser Permanente

Panelists

Lisa Richter Principal, GPS Capital Partners
Susan Sherer Chief Executive Officer, THAW FUND
Yasmina Zaidman Director of Communications and Strategic

Partnerships, Acumen Fund

F 2:15–3 PM

Keynote Panel: Corporate Philanthropy, Innovation and Impact

Moderator

Tom Knowlton Partner and Director of Corporate Practice
TCC Group

Panelists

Suzanne Fallender Director, CSR Strategy and Communications
Intel

Stephen Fitzgerald Senior Vice President, Global Corporate
Social Responsibility, Bank of America Foundation

Patti Poppe Vice President for Customer Operations
Consumers Energy

NETWORKING REFRESHMENT BREAK WITH EXHIBITS 3–3:30 PM

CONCURRENT SESSION G1, G2, AND G3 3:30–4:15 PM

CONCURRENT SESSION G1 3:30–4:15 PM

Implementing a New Strategy for Shared Success

Carrie Hughes Director of Finance & Operations
The Verizon Foundation

CONCURRENT SESSION G2 3:30–4:15 PM

Reputation and Corporate Philanthropy

Ben Boyd Global Chair, Corporate Practice, Edelman

CONCURRENT SESSION G3 3:30–4:15 PM

Trends, Best Practices and Observations on International Programs

Nita Kirby Director of Client Success, JK Group Inc.

CONCURRENT SESSIONS H1, H2 AND H3 4:15–5 PM

CONCURRENT SESSION H1 4:15–5 PM

Social Impact through Stakeholders – Partnering with your Supply Chain

Gary Niekerk Director Corporate Citizenship, Intel

CONCURRENT SESSION H2 4:15–5 PM

Engage, Measure, Grow – Employee Giving, Matching, Volunteering

Denis Brennan Director, TRUiST

CONCURRENT SESSION H3 4:15–5 PM

Comprehensive Community Development – the Ecosystem

Jim Capraro Principal, Capraro Consulting

NETWORKING RECEPTION WITH EXHIBITS 5–6:30 PM

Special Music Feature on “Transforming Lives through the Power of Diversity in the Arts”

Aaron Dworkin Founder and President, Sphinx Organization

Gareth Johnson Violinist and multiyear Sphinx Competition
Laureate

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Thursday, July 25, 2013 Main Conference Day Two

CONTINENTAL BREAKFAST 7:30–8:15 AM

WELCOME AND OPENING REMARKS 8:15–8:20 AM

I 8:20–9:15 AM

Plenary Address: Dynamic Collaborations: Living Cities

Ben Hecht President and Chief Executive Officer, Living Cities

J 9:15–10:15 AM

Keynote Panel: Comprehensive Community Development for Sustainable Vitality

Moderator

Don Greene Owner, Tandem Consulting and Program Director,
Contributions Councils and Global Social Investing Council
The Conference Board

Panelists

David Egner Executive Director, New Economy Initiative and
Chief Executive Officer, Hudson-Webber Foundation

Susan Mosey President, Midtown Detroit Inc.

Dan Nissenbaum Urban Investment Group, Goldman Sachs

Michael Rubinger President and Chief Executive Officer, LISC

NETWORKING REFRESHMENT BREAK WITH EXHIBITS 10:15–10:45 AM

K 10:45–11:45 AM

Keynote Panel: Partnering after Disaster for Long-term Community Resilience

Moderator

Jim Capraro Principal, Capraro Consulting

Panelists

Pablo Bravo Vial Senior Director, Community Grants and
Investments, Dignity Health

Gerald McSwiggan Director, Issue Networks, Business Civic
Leadership Center, US Chamber of Commerce

Nina Stack President, Council of New Jersey Grantmakers

L 11:45 AM–12:45 PM

Keynote Panel: Expanding to a Global Strategy

Moderator

Megan DeYoung Director, Corporate Citizenship

Panelists

Ellen Lambert President, PSEG Foundation

Marcela Lopez-Macedonio Executive Director

The Resource Foundation

CLOSING REMARKS 12:45–1 PM



CORPORATE SOCIAL IMPACT CONFERENCE

PRE-CONFERENCE SEMINAR

Tuesday, July 23, 2013 | Detroit Marriott at The Renaissance Center Detroit, MI

REGISTRATION AND CONTINENTAL BREAKFAST 8-8:30 AM

SEMINAR 8:30 AM-5:30 PM

Fundamentals of Corporate Community Philanthropy

REGISTRATION AND CONTINENTAL BREAKFAST WITH EXHIBITS 9-10 AM

SEMINAR A 8:30-10:30 AM

A Guide to Corporate Community Involvement

Lynn Stekas former President, MONY Foundation

Carolyn Cavicchio former Director, Stakeholder Engagement, Western Union Foundation

Kori Reed Vice President, Cause and Foundation, ConAgra Foods Foundation

NETWORKING REFRESHMENT BREAK 10:30-10:45 AM

SEMINAR B 10:45 AM-12:45 PM

Partnering for Greatest Impact

Lynn Stekas former President, MONY Foundation

Carolyn Cavicchio former Director, Stakeholder Engagement, Western Union Foundation

Kori Reed Vice President, Cause and Foundation, ConAgra Foods Foundation

LUNCHEON 12:45-1:45 PM

SEMINAR C 1:45-3:45 PM

Measuring and Communicating Impact

Lynn Stekas former President, MONY Foundation

Carolyn Cavicchio former Director, Stakeholder Engagement, Western Union Foundation

Kori Reed Vice President, Cause and Foundation, ConAgra Foods Foundation

REFRESHMENT BREAK 3:45-4 PM

SEMINAR D 4-5:30 PM

Diversity and Inclusion within Corporate Philanthropy

Michael John Carley Executive Director, ASTEP

Nita Kirby Director of Client Success, JK Group Inc.

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Hotel Accommodations: Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Corporate Social Impact Conference**, Detroit Marriott at Renaissance Center, 400 Renaissance Drive, Detroit, MI, 48243. Phone: 313 568 8000. Hotel reservations cut-off date: **Monday, July 1, 2013**

Cancellation Policy: Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after 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.

Team Discounts per person: For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.
One discount per registration. Multiple discounts may not be combined.

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THE CONFERENCE BOARD
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Partnering Across Communities

formerly called the Corporate Community Involvement Conference

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