The Committee for Economic Development of The Conference Board (CED)

is a nonprofit, nonpartisan, business-led public policy organization that delivers well-researched analysis and reasoned solutions to our nation’s most critical issues.

CED’s work is grounded on seven core principles: sustainable capitalism, long-term economic growth, efficient fiscal and regulatory policy, competitive and open markets, a globally competitive workforce, equal economic opportunity, and nonpartisanship in the nation’s interest. CED’s research falls under four issue areas: fiscal health, education, global competitiveness, and democratic institutions.

A Distinguished History

The Committee for Economic Development was founded in 1942 during World War II by a group of business leaders who were concerned about the future of the global economy.

CED’s work in those first few years led to great policy accomplishments, including the Bretton Woods Agreement, establishing both the World Bank and International Monetary Fund, and the Marshall Plan, the economic development program that helped rebuild Europe. In recent decades, CED has made significant contributions across its portfolio, including increasing access to pre-kindergarten and college, advancing campaign finance reform nationwide, placing more women in corporate leadership, and reducing government spending.

Today, CED continues to have an impact through its trusted research and advocacy. Comprised of the nation’s leading business executives, CED lends its voice and expertise to pressing economic and educational issues.

Together with CED, Members work to:
- Improve the nation’s fiscal health
- Transform healthcare
- Sustain and promote free enterprise
- Enhance corporate governance
- Reform campaign finance
- Strengthen education

CED’s membership structure offers business leaders an opportunity to impact public policy in numerous areas and through multiple platforms, including: formulating policies that are derived from rigorous research; briefing lawmakers about the need for sound policies; and raising issue awareness by participating in events and media interviews across the U.S.

Learn more about CED online:
www.ced.org
Find us on Facebook.
Follow us on Twitter:
@cedupdate
Fiscal Health
*Putting the Economy on a Sound Path*

The nation’s tax and regulatory policies, left unaddressed, will further encourage U.S. businesses to move their capital and create jobs overseas. To invigorate the U.S. economy, CED Members urge lawmakers to join together on a bipartisan basis to simplify the tax code — for individuals and businesses alike — and adopt pro-growth regulations that neither impede nor favor any particular sector.

Robust economic growth is also contingent upon reducing the national debt. If a long-term plan isn’t enacted in the near future, the proliferating debt will be felt acutely across sectors and generations, weakening the American Dream for the young and retirement programs for the elderly.

Among CED’s recommendations is *SaveGo*, a bipartisan blueprint that sets a maximum level of the debt burden as a percentage of the GDP, and requires Congress to operate within those constraints.

CED also raises public awareness throughout the country about the need for fiscal reform, through appearances on national news outlets, policy reports and briefings, and partnerships with other business and civic organizations.

[ced.org/fiscalhealth](http://ced.org/fiscalhealth)

Healthcare
*Improving Access, Affordability, and Quality*

Despite recent legislation, the cost of healthcare continues to skyrocket, putting the ability to attain insurance and receive quality care in serious jeopardy.

CED provides solutions that address three key areas of healthcare: affordability, quality, and access. In light of the Affordable Care Act, CED has developed *Adjusting the Prescription*, a plan to expand the system’s incentives, while ensuring access to insurance.

Members routinely brief lawmakers about CED’s recommendations, discussing how they benefit patients, providers, and government. Additionally, Members raise public awareness about the need for more competition, choice, and innovation in healthcare through policy forums, op-eds, and media appearances.

[ced.org/healthcare](http://ced.org/healthcare)
Free Enterprise

*Strengthening Capitalism to Increase Opportunity*

Capitalism has generated unmatched prosperity, yet growing inequality and diminishing opportunities threaten the system’s future.

To put capitalism on a sustainable path, CED and its Members develop solutions that combine the efficiency of the free-market system with public policies that strengthen the overall economy and promote greater economic opportunity and outcomes for all. Policy recommendations emphasize reducing the influence of “crony capitalism” and other inefficient policies that divert economic resources away from their highest-valued uses. Through our research and advocacy, Members exemplify what CED calls “business statesmanship,” a culture in which business leaders take a more expansive view of their responsibilities.

[ced.org/capitalism](http://ced.org/capitalism)

Corporate Governance

*Women’s Economic Contributions*

Studies show that companies with inclusive boards achieve higher performance, yet women still hold less than 20% of Fortune 1000 board seats. For companies to remain competitive in today’s economy, they must harness all available talent, which is why CED recommends for every other vacant board seat to be filled with a woman.

As part of CED’s Every Other One Initiative, Members meet with key company decision makers, including nominating committee chairs and board directors, to discuss the advantages of diverse boards.

CED’s latest report, *Every Other One: More Women on Corporate Boards*, features substantial data on the composition of corporate boards along with recommendations for increasing the percentage of women on them.

[ced.org/womenonboards](http://ced.org/womenonboards)

Campaign Finance

*Safeguarding Our Courts, Engaging the Electorate*

CED believes that the success of American democracy depends on fair and impartial courts, along with a more engaged electorate and transparent campaign finance system.

CED conducts research and puts forth policy solutions that address the role of hidden money, foster greater citizen participation in elections, and insulate state courts from political influence.

Through state and national polling, CED gauges business leaders’ perspectives about the role of money in politics and bipartisan reforms for policymakers to enact. Across the country, Members speak at policy forums and to state and national lawmakers about the importance of reform to improve trust in our democratic institutions.

[ced.org/campaignfinance](http://ced.org/campaignfinance)

CED’s 2014 Fall Policy Conference panelists speak on the economic imperative for more women on corporate boards, featuring: Beth Brooke-Marciniak of EY; Peter Grauer of Bloomberg and The 30% Club; Barbara Krumsiek of Calvert Investments; Anne Lim O’Brien of Heidrick & Struggles; Gail Becker of Edelman; and Kathleen McLaughlin of The Wal-Mart Foundation.
Education

Early Learning
Investing in the Early Years

Over four decades ago, CED Members were the first group of business leaders to recognize and begin promoting the benefits of early learning. Children with a strong educational foundation are more likely to graduate high school, attend college, and attain higher earnings.

To ensure children receive this critical foundation, CED and its Members meet with key decision makers at the local, state, and national levels to provide the business perspective for investing in early education. CED also partners with local business and educational organizations to generate support for increasing access and quality, and issues reports documenting the economic impact of early education.

ced.org/earlyed

K-12
Developing College- and Career-Ready Students

To prepare students for success in higher education and the workplace, CED supports college- and career-ready standards. These are specific standards in mathematics and English language arts that are led and voluntarily adopted by states, and provide a consistent framework for what students should know and be able to perform throughout their K-12 education.

CED’s business-led task force of spokespersons assist in the implementation of high-quality standards. The organization’s latest video series, for example, features Members discussing the need for and implications of a globally competitive K-12 educational system. Members also contribute to the development of reports and resources, including a recent smartphone app, Business4Readiness, to educate the public, policymakers, and business community about college- and career-ready standards.

ced.org/CCSS

Postsecondary
Aligning higher education with 21st century demands

By 2020, the proportion of jobs requiring postsecondary education will reach 65%, yet fewer than four in ten Americans possess a college degree. CED works to close the skills gap by examining how companies, including those of its Members, support the higher education and training of their employees. Recent CED findings are detailed in The Role of Business in Promoting Educational Attainment: A National Imperative.

As industry leaders, Members see firsthand the need for the knowledge and skills — essential competencies — required to maintain a competitive workforce. CED provides a platform to formulate and implement policies to improve the performance of the postsecondary sector, particularly broad access institutions that serve the largest segments of the U.S. workforce.

ced.org/postsecondary

“The Committee for Economic Development has a decades old commitment to quality early childhood education. Over recent years, the case for investment in the early years of childhood has become stronger and more urgent. We continue to believe that investments in human capital are among the most important our nation can make, and that the business community should take the lead in making this case to both policymakers and the public at large.”

Mike Petro
Executive Vice President of CED, speaking before the New York State Board of Regents
Distinguished Performance Awards Dinner

Each year, CED honors business leaders for their contributions beyond the boardroom, including public policy, education, diversity, and corporate citizenship and governance. In 2015, the following business leaders were recognized at the Pierre Hotel in New York City before an audience of 450 of their peers and supporters.

**Jørgen Vig Knudstorp**
CEO
The LEGO Group
*Global Leadership Award*
Award presented by:
Jeffrey D. Dunn
President and CEO
Sesame Workshop

**Denise Morrison**
President and CEO
Campbell Soup Company
*Corporate Citizenship Award*
Award presented by:
Maggie Wilderotter
Executive Chairman
Frontier Communications

**Peter G. Peterson**
Founder and Chairman
Peter G. Peterson Foundation
*CED Leadership Award*
Award presented by:
Daniel Rose
Chairman
Rose Associates, Inc

**Inge G. Thulin**
Chairman, President and CEO
3M
*Business Statesmanship Award*
Award presented by:
W. James McNerney, Jr.
Chairman and CEO
The Boeing Company

**Glenn Hutchins**
Co-Founder
Silver Lake
*Owen B. Butler Education Excellence Award*
Award presented by:
David Cote
Chairman and CEO
Honeywell

**Marilyn Carlson Nelson**
Co-CEO, Carlson Holdings; former Chairman and CEO, Carlson
*Leadership in Diversity Award*
Award presented by:
Henrietta H. Fore
Chairman and CEO
Holsman International

Bi-Annual Policy Conferences

CED’s twice yearly policy conferences are forums for Members, industry leaders, policymakers, and Administration officials to discuss pressing national issues that are aligned with the following policy areas: fiscal health, education, global competitiveness, and democratic institutions. Recent discussions have centered on topics that include: business’ role in promoting educational attainment; the U.S. and global debt; healthcare and campaign finance reform; the 2014 and 2016 elections; alternative energy resources; women in corporate leadership; the future of higher education; global trade; and the state and trajectory of the U.S. economy.

A discussion on finding common ground in tax and regulatory reform, featuring Republican Senators Bob Corker and Saxby Chambliss, Democratic Senator Mark Warner, and David Wessel, Economics Editor of the Wall Street Journal.

CED's work contributes to the Bretton Woods Agreement, establishing the World Bank and International Monetary Fund.

The Marshall Plan
CED releases a policy statement that becomes The Marshall Plan, An American Program of European Economic Cooperation.


“Because of your concern for the public interest, it seems to me that perhaps more attention is paid to the deliberations of the CED than almost any other organization dealing with national problems. This is an enviable reputation, one which you continue to guard and, therefore, it has, it seems to me, been rewarded by the response which this organization receives from the public and from public officials.”

President John F. Kennedy

American School Reform
CED releases Innovation in Education: New Directions for the American School.

Money in Politics
CED releases its first money in politics report, Financing a Better Election System.

May 16-18: CED calls for government reform.

Long-Term Economic Growth


“\[quote\]
\[quote-end\]

President Ronald Reagan

Social Responsibilities of Business Corporations
Following CED’s 25th anniversary in 1967, Trustees commit to addressing social problems of communities, including welfare, unemployment, and education for the disadvantaged.

CED Chairman Brad Butler, Chairman, Procter & Gamble, leads the first series of Fortune’s business-education summits.

Business-Education Partnerships

CED releases Investing in Our Children.

1942 1945-1946 1947 1948 1957
CED Trustees Address Education Reform
Former President Jimmy Carter meets with CED Trustees Hugh Chapman, Chairman, Nations Bank, and Earl Graves, Publisher, Black Enterprise Magazine, to address Atlanta's education reform efforts.

1991

“From its inception in 1942 through the recent end of the Cold War, the CED and its trustees have made significant contributions toward the social and economic development of the United States and other nations around the globe.”
President George H.W. Bush

CED Trustees Take on Campaign Finance Reform

1992

“I commend CED members for your commitment to public policy initiatives that impact the quality of life for Americans and people around the globe.”
President George W. Bush

CED Reignites Campaign Finance Work
CED releases Building on Reform: A Business Proposal to Strengthen Campaign Finance.

1999

CED Advocates Health Care Reform
CED releases a policy statement with recommendations to improve the quality, cost, and coverage of health care in America: Quality, Affordable Health Care for All: Moving Beyond the Employer-Based Health-Insurance System.

2002

“CED is not just an organization for reform, they’re an organization for free enterprise, for free trade, for all of the fundamental principles that I also believe are vital to the future of America, and I’m grateful.”
Senator John McCain

CED’s Annual Meeting Addresses US-China Relations
China’s Ambassador to the United Nations, Wang Guangya, discusses U.S.-China relations, trade, and monetary policies.

2002

“Business Supports Early Education
CED Chairman, Roy J. Bostock, Chairman, BCom3 Group, champions early education.

– Amicus Brief
CED files Amicus Brief and U.S. Supreme Court upholds Bipartisan Campaign Reform Act of 2002.

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Representative Jim Cooper

CED Launches the Sustainable Capitalism Project to encourage business leaders to take a more expansive role in their societal responsibilities and embrace business statesmanship.

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*as of July 17, 2015
**Member Opportunities**

CED Members are comprised of individuals at the Chair, CEO, President, or other senior leadership level at a company, academic institution, or consulting firm. Members are afforded the unique opportunity to contribute business insights to our nation’s most critical economic and educational issues by participating in a variety of activities, including:

- **The Policy & Impact Committee.** CED’s Policy & Impact Committee directs the research plans and approves all policy positions.

- **Subcommittees.** CED’s Subcommittees meet regularly via conference call to review and provide input on research and outreach plans. Current Subcommittees include: Education, Healthcare, Women’s Economic Contribution, Sustainable Capitalism, Fiscal Health, and Money in Politics.

- **Policy Conferences.** CED hosts two policy conferences each year in Washington, D.C. These two-day meetings bring together government officials and industry experts for policy discussions and networking. Conference attendance is approximately 250 people, with sponsorships available to showcase support of specific CED policies or programs.

- **Policy Briefings.** All CED Members receive weekly newsletters and the opportunity to participate in monthly policy briefings and, throughout the year, policy forums across the U.S.

- **Media Access.** CED provides opportunities to deliver commentary and author opinion pieces on CED’s website and blog, as well as to contribute to national media publications, industry journals, and other traditional and social media.

- **The Distinguished Performance Awards Dinner and the Leadership in the Nation’s Interest Award Dinner.** These awards dinners provide opportunities for CED to honor business leaders who have served in the nation’s interest, or championed what CED refers to as “business statesmanship.” The Distinguished Performance Awards Dinner, held annually in New York City, traditionally hosts about 500 business leaders and 80 corporate sponsors to showcase their support. CED bestows the Leadership in the Nation’s Interest Award during its two policy conferences in Washington, D.C. The award is reflective of business leaders who lead their company with integrity and champion policies for the common good.

CED Members also gain access to research and events from The Conference Board, a nonprofit, global, independent business membership and research organization. Offerings include:

- **100+** conferences/seminars annually, on topics that include corporate governance, the economy and business environment, and human capital.

- **150+** new research publications annually.

- **1,300+** additional publications available online.

- **200+** new Webcasts annually, with over 500 webcasts on-demand.

- **Ask TCB** - timely information on a range of business topics, including industry trends and forecasts; corporate governance practices; and various economic indices, including the renowned Consumer Confidence Index® and Leading Economic Index®.

**Additional Information**

For additional information on becoming a Member, please contact Mindy Berry: mberry@ced.org or 202-469-7826.

To learn more, you also can visit CED’s website: www.ced.org.

“*The Committee for Economic Development has a long history of championing sound fiscal policy, early education, strong corporate governance, and investment in our workforce.*”

Roger W. Ferguson, Jr.
President and CEO, TIAA-CREF
Former Co-Chair, CED

“I admire CED’s ability to bring together business and academic leaders to find policy solutions without the constraints of partisanship. Americans want and deserve an economy and government they can trust and rely upon. I believe CED can play a strong role in making that a reality.”

Maggie Wilderotter
Executive Chairman, Frontier Communications
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