2012 National Conference

*Forecast: Corporate Citizenship and America’s Future*

April 16-18, 2012

The Westin
210 Peachtree Street
Atlanta, GA 30303

**Host Committee:**
The Home Depot Foundation
IBM Corporation
ING Foundation

**Leadership Circle:**
ARAMARK
Capital One Financial Corporation
Seminole Management Capital, Inc.
Siemens
Dow Chemical Company

**Working Group Members:**
Monday, April 16:
Philanthropy, Volunteerism and CSR

9:00 a.m.
9th Floor Terrace

10:00 a.m. – 1:00 p.m.
1600 Clifton Rd
Atlanta, GA 30333

Centers for Disease Control and Prevention (CDC) Tour
Limited availability! Booz Allen Hamilton has made it possible for a limited number of registrants to tour the CDC’s Global Communications Center and the Marcus Emergency Operations Center.

Global Communications Center: This facility features a visitor education center and multimedia public health facility.

Marcus Emergency Operations Center: This 7,000-square-foot secure communications hub supports, organizes, and manages all CDC emergency operations and allows for immediate communication between CDC and the Department of Health and Human Services, as well as federal intelligence and emergency response officials.

Transportation from the hotel is provided.

1:15 p.m. – 2:45 p.m.

BCLC Board Meeting

Kick-Off: Rick Martella, Vice President, ARAMARK, and Incoming BCLC Board Chair

Plenary – How business creates sustainable, systemic social change.

From philanthropy to social innovation, business is executing strategies that create meaningful and sustained change. Four of the nation’s top leaders will discuss how this works today and what can be done to deliver even greater results in the future.

- Michelle Nunn, Chief Executive Officer, Points of Light Institute
- Jean Case, Chief Executive Officer, The Case Foundation
- David M. Ratcliffe, Retired Chairman, President and CEO, Southern Company
- Renay Blumenthal, Senior Vice President, Public Policy, Metro Atlanta Chamber

Moderated by: Stephen Jordan, Senior Vice President and Executive Director, U.S. Chamber of Commerce Business Civic Leadership Center
4:30 p.m. – 4:45 p.m. Break

4:45 p.m. – 6:00 p.m. Plaza Ballroom

Best Practices in Skills-Based Volunteerism
Get up-close and personal with some of the nation’s most highly respected CSR and corporate volunteerism leaders. Learn about:

- **Telling Your Story: Recruitment, Retention and Reputation**
  
  Discussion Leader: **Evan Hochberg**, National Director of Community Involvement, Deloitte
  
  Understand the key pillars that make the best case for skills-based volunteering internally and externally.

- **Finding the Best Model: Defining What A Skills Based Program Should Accomplish in Your Company**
  
  Explore different models of skills-based volunteering, from “done-in-a-day” projects to year-round commitments.

- **Starting and Sustaining Skills-Based Programs**
  
  Discussion Leader: **Christine Salerno**, Head, Corporate Social Responsibility, Marsh & McLennan Companies, Inc.
  
  Learn the intricacies of starting a program: educating leadership; choosing community partners; and scaling and sustaining your program.

- **Deploying Volunteers in Response to Disasters**
  
  Volunteering in disaster zones requires knowledge and professional training far in advance of a response situation. Discuss best practices in deploying pro-bono and skilled volunteers in times of disaster.

6:00 p.m. – 6:30 p.m. Reception

9th Floor Terrace

7:00 p.m. Table Talk: Dine Around in Atlanta

Join us for dutch-dinners scheduled at different restaurants, each hosted by a company official who will lead the discussion on a key issue facing America.

- The Home Depot Foundation – Military Veterans (Ruth Chris)
- IBM - Education
- ING – The Future of Corporate Foundations (South City Kitchen)
- Siemens Corporation – Building Cities Worth Building a
Tuesday, April 17:

Business and Today’s Societal Challenges

8:00 a.m. – 9:00 a.m.
Plaza Ballroom

Breakfast and Registration

9:00 a.m. – 9:15 a.m.
Plaza Ballroom

Welcoming Remarks

- Introduction: Hanna Felleke, Senior Manager, US Chamber of Commerce Business Civic Leadership Center

9:15 a.m. – 9:30 a.m.
Plaza Ballroom

Keynote: Corporate Citizenship and America’s Future
Stephen Jordan, U.S. Chamber of Commerce Business Civic Leadership Center

BCLC Executive Director Stephen Jordan will discuss the top CSR trends facing the future within society and economic management.

9:30 a.m. – 10:15 a.m.
Plaza Ballroom

Keynote: Daniel T. Hendrix, President and Chief Executive Officer, Interface, Inc.

10:15 a.m. – 10:30 a.m.
Break

10:30 a.m. – 12:00 p.m.
Plaza Ballroom

Small Business Social Innovation in American Society
Hear from small business social entrepreneurs about how they drive both business results and make a difference in society. Vote for your favorite social innovation business model.

Moderated by: James (Jim) E. Whaley, Senior Vice President, Communications and Marketing at Siemens Corporation and Vice Chairman, Siemens Foundation

12:00 p.m. – 12:10 p.m.
Break

12:10 p.m. – 1:30 p.m.
Plaza Ballroom

New Research Release: Yes, Consumers Do Care About Your Company’s Social Purpose
BCLC Executive Director Stephen Jordan will interview Carol Cone, Global Practice Chair of Edelman Business + Social Purpose, about new findings of the 2012 goodpurpose® study. Now in its fifth year, the research explores consumer attitudes about social purpose and business. goodpurpose® is the only global, longitudinal study of its kind, and the wealth of data and insight could make a powerful tool in your company’s corporate citizenship strategy. As a special edition of BCLC’s “Conversations with Stephen” series, conference attendees have an invaluable chance to participate in the live discussion
while it airs virtually on Twitter and streaming video.

1:30 p.m. – 1:40 p.m.  Break

1:40 p.m. – 3:00 p.m.  BREAKOUT SESSIONS II – Practical Examples of How Business is Making a Difference

Now, more than ever, America needs to improve its health and wellness, education, community development, and environment. Join the dialogue and learn from experts about the current state of these issues and what business is doing today to address them.

International D

Breakout Sessions A - Health and Wellness Solutions
Discussion Leaders:
• Joe Bohling, Senior Vice President, Chief Human Resources Officer, Aflac
• Amanda Bauman, Manager, Community Affairs and Program Director, Campbell Soup Foundation
• Larry Solar, President and Chief Executive Officer, Partnership for a Healthier America

International E

Breakout Sessions B – Education Solutions
Discussion Leaders:
• Ann Cramer, Director, IBM Corporate Community Relations
• Cheryl Oldham, Vice President, Institute for Competitive Workforce
• Kristy Teskey, Manager, Workforce Development and Education Programs, Bank of America

International F

Breakout Sessions C – Community Development
Discussion Leaders:
• Ana Marie Argilagos, Deputy Assistant Secretary, Office for International and Philanthropic Innovation, U.S. Department of Housing and Urban Development

International H

Breakout Sessions D – Environmental Solutions
Discussion Leaders:
• Alison Taylor, Chief Sustainability Officer, Americas, Siemens Corporation

3:00 p.m. – 3:15 p.m.  Break

3:30 p.m. – 5:30 p.m.  Corporate Citizenship Networking

9th Floor Terrace

6:00 p.m. – 8:00 p.m.  Siemens Sustainable Community Awards

9th Floor Terrace and Plaza Ballroom
**Wednesday, April 18**

8:00 a.m. – 9:00 a.m.  
*Plaza Ballroom*  
**Networking Breakfast**  
*Conversation with Mary Kay Leonard,* Initiative for a Competitive Inner City

**The Economies of U.S. Inner Cities**

9:00 a.m. – 10:30 a.m.  
*Plaza Ballroom*  
**Plenary: Businesses Supporting Our Troops**  
*Returning veteran’s are facing a plethora of challenges. From housing and health and wellness, to jobs and education hear what American business is doing to help smooth their transition home.*

- **Fred Wacker**, Director and Chief Operating Officer, The Home Depot Foundation
- **Carolyn Berkowitz**, Vice President, Community Affairs, Capital One; President, Capital One Foundation
- **Andrea Inserra**, Vice President, Booz Allen Hamilton Inc.
- **Yvonne Thomas**, Corporate Citizenship and Public Affairs, Microsoft

Moderator: **Kevin Schmiegel**, Vice President, Veterans Initiative, US Chamber of Commerce

10:30 a.m. – 12:00 p.m.  
*Plaza Ballroom*  
**Debate – The Future of Corporate Social Responsibility: For good or for profit?**  
*Businesses uses a diverse set of strategies and tactics to advance their goals to make a difference in society. Today’s corporate citizenship represents a broad continuum -- with traditional giving on one end to social innovation on the other. Different companies excel on various points of this continuum.*

*When looking at corporate citizenship is it “giving back” or “investing ahead?” Does Corporate Social Responsibility have a role in helping to drive profit? Business leaders from top U.S. companies and prominent thinkers on societal trends will tackle these and other questions in what is sure to be a lively debate.*

- **Akhtar Badshah**, Senior Director, Community Affairs, Microsoft
- **Kyle Peterson**, Managing Director, FSG
- **Michael Jacobson**, Director of Corporate Responsibility, Intel Corporation
- **Sari L. Macrie**, President, Macrie and Associates

Moderator: TBD

12:00 p.m. – 12:15 p.m.  
**Closing Remarks**

- **Stephen Jordan**, U.S. Chamber of Commerce  
  Business Civic Leadership Center