

# The Fundamentals of CSR: A Two-Day Workshop

April 26-27, 2018

The Boeing Company, 929 Long Bridge Drive, Arlington, VA

## AGENDA

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### Thursday, April 26, 2018

- 8:15 am BREAKFAST: Attendee arrival, registration & networking
- 9:00 am Welcome & Introductions
- *Jason Pak*, Senior Manager, Veterans Initiatives and Outreach, Boeing
  - *Katy Moore*, Managing Director, Corporate Strategy, WRAG
- 9:15 am PRESENTATION: WHAT is CSR? History, key components, and recent trends
- *Lawrence Bowdish*, Director, U.S. Chamber of Commerce Foundation's Corporate Citizenship Center
- 10:00 am PRESENTATION: HOW do companies give back?
- *Tracye Funn*, Manager, Corporate Contributions, Washington Gas
- 11:00 am Break
- 11:15 am PRESENTATION: HOW do companies develop their community investment strategies?
- *Valerie Bockstette*, Managing Director, FSG
- 12:00 pm ATTENDEE NETWORKING LUNCH
- 1:00 pm PRESENTATION: What your corporate partners wish you knew
- *Lindsey Buss*, Senior Officer, Community Outreach, World Bank
  - *Leanne Posko*, Senior Manager, Community Relations, Capital One
- 2:30 pm Break
- 2:45 pm WORKSHOP: Telling your story to a corporate audience
- *John Trybus*, Managing Director & Adjunct Professor, Georgetown University's Center for Social Impact Communication
- 4:15 pm Closing remarks
- 4:30 pm ADJOURN

## Friday, April 27, 2018

- 8:30 am BREAKFAST: Attendee arrival & networking
- 9:00 am Welcome & brief recap of day 1
- 9:30 am PRESENTATION: How to design high-impact volunteer opportunities
- *Chris Jarvis*, Co-Founder, Realized Worth
- 11:00 am Break
- 11:15 am How to build true corporate partnerships
- *Scott Jackson*, President & CEO, Global Impact
- 12:00 pm NETWORKING LUNCH with CSR Leaders (sign-ups available April 2)
- *Tamara Gifford*, Bank of America
  - *Craig Pascal*, BB&T
  - *Christine Hoisington*, Booz Allen Hamilton
  - *Lia Flur*, Capital One
  - *Tatiana Torres*, CareFirst BlueCross BlueShield
  - *Vadim Pogosov*, CareFirst BlueCross BlueShield
  - *Robert Burns*, Citi Community Development
  - *Allison Solomon*, Deloitte
  - *Dekonti Mends-Cole*, JP Morgan Chase
  - *Kathryn Clay*, PNC
  - *Tracye Funn & Melissa Adams*, Washington Gas
  - *Anna Bard*, Wells Fargo
  - *Lindsey Buss & Nazanine Atabaki*, World Bank
- 1:30 pm Closing remarks & evaluation
- 2:00 pm ADJOURN