The Fundamentals of CSR: A Two-Day Workshop
April 11-12, 2019
AGENDA (as of 2/11/19)

Thursday, April 11, 2019

8:15 am  BREAKFAST: Attendee arrival, registration & networking

9:00 am  Welcome & Introductions
• Sue Madden, Manager, Gannett Foundation
• 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?
• Dane Smith, Managing Director, FSG

12:00 pm  NETWORKING LUNCH

1:00 pm  PRESENTATION: What your corporate partners wish you knew
• Lindsey Buss, Senior Officer, Community Outreach, World Bank
• Naomi Smouha, 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 12, 2019**

8:30 am  BREAKFAST: Attendee arrival & networking

9:00 am  Welcome & reflections from day one
- *Katy Moore*, Managing Director, Corporate Strategy, WRAG

9:30 am  PRESENTATION: Designing memorable, high-impact volunteer opportunities
- *Chris Jarvis*, Co-Founder, Realized Worth

11:00 am  Break

11:15 am  PANEL: Finding & Engaging Corporate Board Members
- *Anna Schimdt*, National Pro Bono Lead, Deloitte (moderator)
- *Takita Battle*, Director of Corporate Partnerships, Board Source
- *Taylor Strange*, Center for Nonprofit Advancement
- *Matt Gayer*, Catalogue for Philanthropy

12:00 pm  NETWORKING LUNCH with CSR Leaders *(sign-ups available March 25)*
- *Tamara Gifford*, Bank of America
- *Craig Pascal*, BB&T
- *Sarah Kyrouac*, Boeing
- *Vadim Pogosov*, CareFirst BlueCross BlueShield
- *Allison Solomon*, Deloitte
- *Sue Madden*, Gannett Foundation
- *Lisa Iannarino*, General Dynamics Information Technology
- *Mike Coogan*, Leidos
- *Startlet Hunter*, MGM National Harbor
- *Mellanie Lassiter*, Pepco
- *Ana Mittal*, PwC
- *Ron Estrada*, Univision
- *Melissa Adams*, Washington Gas
- *Anna Bard*, Wells Fargo

1:30 pm  Closing remarks & evaluation

2:00 pm  ADJOURN