

# The Fundamentals of CSR: A Two-Day Workshop

April 27-28, 2017

## AGENDA

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### Thursday, April 27, 2017

#### **PART 1: An Introduction to Corporate Social Responsibility**

- 8:30 am BREAKFAST: Attendee arrival, registration & networking
- 9:00 am Welcome & Introductions
- [Tom Bartlett](#), Senior Manager, Global Corporate Citizenship, Boeing
  - [Katy Moore](#), Managing Director, Corporate Strategy, WRAG
- 9:15 am PRESENTATION: WHAT is CSR? History, key components, and recent trends
- [Katy Moore](#), Managing Director, Corporate Strategy, WRAG
- 10:00 am BRAINSTORM: WHY do companies engage in CSR?
- 10:15 am Break
- 10:30 am PRESENTATION: HOW do companies give back?
- [Tracye Funn](#), Manager, Corporate Contributions, Washington Gas
- 11:30 am PRESENTATION: HOW do companies develop their community investment strategies?
- [Valerie Bockstette](#), Managing Director, FSG
- 12:15 pm NETWORKING LUNCH
- 1:15 pm TAG TEAM 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

#### **PART 2: The Practical Application of Nonprofit/Corporate Engagement**

- 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 & day 1 evaluation
- 4:30 pm ADJOURN

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## Friday, April 28, 2017

- 8:30 am BREAKFAST: Attendee arrival, registration & networking
- 9:00 am Welcome & brief recap of day 1
- *Katy Moore*, Managing Director, Corporate Strategy, WRAG
- 9:15 am PRESENTATION: Corporate Prospecting 101
- [Kim Patton](#), Director Northeast, Foundation Center
- 10:00 am 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
- [Donna Callejon](#), Chief Business Partnerships Officer, Global Giving
- 12:00 pm NETWORKING LUNCH with CSR Leaders
- *Graham McLaughlin*, Advisory Board Company
  - *Tamara Gifford*, Bank of America
  - *Jeannan Peterson*, Bank of America
  - *Craig Pascal*, BB&T
  - *Christine Hoisington*, Booz Allen Hamilton
  - *Laura Schmiegel*, Booz Allen Hamilton
  - *Leanne Posko*, Capital One
  - *Lia Flur*, Capital One
  - *Lisa Iannarino*, CSRA
  - *Allison Solomon*, Deloitte
  - *Fabian Koss*, Inter-American Development Bank
  - *Marina Casciano*, Inter-American Development Bank
  - *Courtney Hodapp*, JP Morgan Chase
  - *Karen Goetz*, Northrop Grumman
  - *Terri Copeland*, PNC
  - *Stacey Collins*, PNC
  - *Alissa Repanshek*, PwC
  - *Tracye Funn*, Washington Gas
  - *Anna Bard*, Wells Fargo
  - *Caitlin Berczik*, World Bank Group
- 1:15 pm PANEL: Real-Life Nonprofit / Corporate Partnerships
- [Bethany Henderson](#), DC Scores / [Victor Melara](#), DC United
  - [Christopher Fay](#), Homestretch / [Allison Harvey](#), Excella Consulting
  - [Ann Mazur](#), EveryMind / [Tom Bartlett](#), Boeing
- 2:45 pm Closing remarks & day 2 evaluation
- 3:00 pm ADJOURN