

# The Fundamentals of CSR: A Two Day Workshop

April 23-24, 2015

Pepco Edison Place Gallery  
702 8<sup>th</sup> St, NW | Washington, DC 20068

## AGENDA

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### Thursday, April 23, 2015

#### PART 1: Intro to Corporate Social Responsibility

- 8:30 am      Arrival, breakfast & networking
- 9:00 am      Welcome & introductions
- *Debbi Jarvis*, VP, Corporate Citizenship & Social Responsibility, Pepco
- 9:30 am      An overview of CSR: history, key components & recent trends
- *Katy Moore*, Director, Corporate Strategy, WRAG
  - *TBD*
- 10:30 am     Break
- 10:45 am     The breadth, depth, and variety of CSR disciplines
- *Rachel Tappis*, Associate Director, Community Impact, Advisory Board Company
  - *Liz Huntley*, Director, Corporate Citizenship & Community Relations, MedImmune
  - *Jessica Cohen*, Vice President, Social Change, Ogilvy PR
- 11:45 pm     Break
- 12:00 pm     Learning to make the CSR business case: An Interactive, Working Lunch

#### PART 2: Intro to Corporate Philanthropy & Community Involvement

- 1:30 pm      An overview of corporate philanthropy & community involvement as part of a company's overall CSR strategy
- *TBD*
  - *Tom Bartlett*, Senior Manager, Global Corporate Citizenship, Boeing
  - *Julie Wagner*, Vice President, Community Affairs, CareFirst
- 2:45 pm      Break

- 3:15 pm Pulling the curtain back on the CSR profession
- *Emily Rothberg*, Principal, Emily Rothberg & Company (formerly with Deloitte)
  - *Anna Smith*, Director of Development & Major Gifts, Pathway Homes, Inc. (formerly of Freddie Mac Foundation)
- 4:30 pm Closing remarks / Adjourn
- 5:00 pm Optional "Dutch treat" happy hour and dinner

## Friday, April 24, 2015

### PART 1: Deep Dive Into Corporate Philanthropy & Community Involvement

- 8:30 am Arrival, breakfast & networking
- 9:00 am Welcome, icebreaker & brief recap of Day 1
- 9:30 am Investing in the Community – Understanding a Company's Resources
- *Leanne Posko*, Senior Manager, Community Relations, Capital One
- 10:45 am Break
- 11:00 Designing a Community Investment Strategy: What would you do?
- 12:15 pm Networking Lunch

### PART 2: Concurrent Learning Tracks

#### TRACK 1: *How do I launch a CSR career?*

- 1:00 pm Creating Your Path to Meaning and Money
- *Dr. Mrim Boutla*, Co-Founder & Managing Partner, More Than Money Careers
- 2:00 pm Break
- 2:30 pm The CSR Career Path: How do I get a job like yours?
- *Jeffrey Cooke*, Senior Community Relations Associate, Capital One
  - *Michelle Daftari*, Senior Manager, Corporate Citizenship, Deloitte
  - *Zeenia Irani*, Entrepreneurship & Innovation Officer, UN Foundation

#### TRACK 2: *Developing strategies for working with (and receiving funding from!) corporations*

- 1:00 pm Thinking Like a Corporate Funder
- *Naomi Smouha*, Manager, Community Relations, Capital One
  - *Lindsey Buss*, Senior Officer, Community Outreach, World Bank (former President & CEO of Martha's Table)
- 2:00 pm Break
- 2:30 pm Building Strong Corporate Partnerships (*panelists TBD*)
- 3:30 pm Closing remarks & evaluations
- 4:00 pm Adjourn