Roundtable on Civil Society and Social Responsibility

March 18, 2013

Program agenda:

1:00 pm–2:30 pm  Welcome, keynote address and Q&A with break-out group leaders

2:45 pm–4:15 pm  Interactive break-out groups with leaders from the nation’s top companies and foundations focused on specific areas of interest (detailed below). Please note: Break-out group size is capped at 25. Students will be accommodated on a first-come, first-served basis.

Location: The RAF at NOMA

1005 3rd Street, NE, Washington, D.C., 20002

Keynote Address: Corporate Social Responsibility: Strategies for Success
The term "corporate social responsibility" came into common use in the late 1960s and early 1970s after many corporations formed the term “stakeholder,” meaning those on whom an organization’s activities have an impact.

Today, it is used to describe the way a company builds ethics, values and mission into its business model—the foundation of its strategies for partnerships with nonprofits and organizations.

Dave Stangis will provide a glimpse into Campbell Soup Company’s successful Corporate Social Responsibility (CSR) Strategy. He will describe his position at the Campbell Soup Company and the functions he oversees, and share the framework of initiatives that was created to advance Campbell’s strategic Corporate Social Responsibility and Sustainability 2020 Agenda. Mr. Stangis also will discuss his company’s goals for the marketplace, the workplace, the planet and the community and will share insights into how the corporate social responsibility role supports those goals and makes his company more competitive globally.
Classroom 1: Igniting Community Grassroots Initiatives

Presenter: Karen Price-Ward
Community Affairs & Grassroots Manager, Southwest Airlines

Since Southwest Airlines' beginnings more than 41 years ago, the LUV airline has always approached business differently—institution the 10-minute turn, democratizing the skies with affordable air travel, delivering Legendary Customer Service, and more. One thing that has remained constant since Southwest Airlines took to the skies four decades ago is a corporate commitment to doing the right thing, and engaging a range of constituent communities. To learn more about how Southwest Airlines shows LUV in its Community Grassroots initiatives and how students can connect in their community while building their resume come hear an IGNITE presentation and create your own TEAM ignite presentation, so you too can IGNITE our community!

This session will be of particular interest to students majoring in marketing, communications and those with an interest in strategic planning.

About the presenter: Karen Price-Ward is an alumna of The Washington Center. At Southwest, she responsible for establishing and strengthening relationships with key businesses, civic/community, political leaders and influencers in the African American, Hispanic, Asian, women, senior, military, and LGBT markets across the country. Additionally, she aligns Southwest with more than 70 key national and community based organizations by seeking board of director and/or committee positions and sponsoring and attending key member events. She also creates Public Relation events that foster goodwill in the community and assists the Communications & Strategic Outreach Department with Southwest Airlines Citizenship. Earlier in Mrs. Price-Ward’s career, she became the first female African-American District Marketing Manager for Southwest Airlines and at the Company’s busiest East Coast destination.

Currently, she serves as the Advisory Council Chair for NAAWLI, Inc. and board member of the National Campaign to Stop Violence, National Urban League Black Executive Exchange Program Executive Advisory Council, NAACP ACT-SO Advisory Council, Greater Washington Urban League Executive Board, and Prince George’s Chamber of Commerce.

She has received awards including: Southwest Airlines 2012 National Television Campaign “Yes We Do” Employee; Tuskegee Airmen, Inc. 2012 Hero of the Year; Tuskegee Airmen, Inc. 2011 President’s Award; Women Business Enterprise National Council Hall of Fame, Southeast Missouri State Woman of the Year and first African-American to receive the honor. She earned her MBA from Johns Hopkins University Carey Business School.
Classroom 2: Banking on Social Accountability

Presenter: Marta Tellado
Vice President Global Communications, the Ford Foundation

In 2012 the Ford Foundation provided a $3 million grant to the World Bank to support its work with nonprofit organizations in developing countries. The grant is aimed at building systems that increase citizen participation in monitoring and assessing government performance—particularly in providing feedback on, and voicing demand for, improved service delivery—and thus contributing to greater development effectiveness. This kind of engagement, referred to as social accountability, enables citizens and non-governmental nonprofit organizations (NGOs) to engage with policymakers and service providers to bring about greater accountability and responsiveness to meet the needs of citizens in developing nations from Bangladesh, and The Dominican Republic to Honduras, Indonesia, the Kyrgyz Republic, Malawi, Moldova, Mozambique, Tunisia and others. Ms. Tellado will explore the concept of social accountability. She will discuss why the Ford Foundation has prioritized this goal and how it complements the Foundation’s mission and brand. She will also lead a discussion with participants about the reasons the World Bank would create partnerships with NGOs and the governments of developing nations and what each of the partners in this project gains from participation.

This break out-group will be of special interest to international students, public policy and international relations majors and those with an interest in business and banking.

About the presenter: Ms. Tellado is an alumna of the Washington Center. She currently oversees communications, government relations and public affairs. As part of the foundation’s executive leadership team, Marta works on strategic planning and global brand management, and partners with program teams to advance the foundation’s grant-making strategies and priorities.

Prior to her appointment, Ms. Tellado held several senior-level posts in Washington D.C., working with policymakers, nonprofits and think tanks on public policy, organizational management and strategic communications. As vice president of communications at the Partnership for Public Service, she led an award-winning research, branding and outreach team that raised awareness and improved public perceptions of government and government service. Before joining the partnership, she was director of Domestic Policy Programs at the Center for National Policy.

A veteran of Capitol Hill, Ms. Tellado served as director of National Issues and Outreach to former U.S. Sen. Bill Bradley. She led the senator’s national outreach strategy on a broad set of legislative policies and served as a senior adviser on social policy during his presidential campaign. At the Aspen Institute, Ms. Tellado founded and directed the first bi-partisan domestic public policy forum. The groundbreaking effort brought together leaders from business, government and academia to explore and find innovative solutions to contentious domestic policy. Ms. Tellado serves on the boards of the Council on Foundations, the Latino International Theater Festival of New York, Philanthropy New York Public Policy Advisory Committee, Ballet Hispanico and the Advisory Board of the Institute for Global Economic Development. She holds a Ph.D. in political science from Yale University where she was a Newhouse Teaching Fellow.
Classroom 3: It Can Wait—Insight into AT&T’s “Dangers of Texting & Driving” Campaign

Presenter: Jennifer Kuhn
Executive Director of Public Affairs/AT&T External and Legislative Affairs

AT&T launched the “It Can Wait” campaign in 2009 with a simple goal: save lives by educating all consumers about the dangers and texting while driving. By asking everyone to pledge to never text and drive, sharing real-life stories of those personally affected by texting and driving and providing educational tools and resources, AT&T is helping stop this dangerous behavior. In 2012, AT&T significantly expanded the campaign’s scope and tailored the message for teens, who are statistically more at risk. The campaign became a movement—1.2 million people have taken the pledge not to text and drive. To date, over 165 organizations, including national nonprofits, corporations, law enforcement, educators, legislators, professional associations and government agencies have joined the movement. During this interactive breakout session, students will learn about how and why this campaign became a part of AT&T’s culture and learn about how other partners were selected and why they participate.

This break out group will be of special interest to students with an interest in branding and marketing as well as cause-related campaigns. Students with an interest in telecom also will find this group relevant to their career goals.

About the Presenter: Working directly with key thought leaders, advocacy groups, trade associations and think tanks, Ms. Kuhn is responsible for shaping and disseminating the information for key constituent groups about AT&T’s position on issues the company deems critical issues in national and state legislatures and public debates.

Ms. Kuhn’s primary responsibility is leading the campaign to highlight AT&T as an innovative company of the future. In this capacity she works in collaboration with the advertising and messaging teams on corporate-wide initiatives.

A graduate of the University of Connecticut, Ms. Kuhn has more than 15 years of experience in the Washington, DC policy community. Prior to joining AT&T, she held an executive position at Americans for Tax Reform, a leading grassroots organization focusing on state, national and international policy debate and coalition-building.
Classroom 4: Winning with Integrity

Presenter: Dave Stangis
Vice President, Corporate Social Responsibility & Sustainability, Campbell’s Soup Company
President, Campbell’s Soup Foundation

For Campbell, conducting business in a socially responsible manner is mission-critical. In this interactive conversation, Mr. Stangis will dig deeper into the pillars that support Campbell’s CSR and Sustainability framework. He will talk about his efforts to integrate a CSR strategy into Campbell’s business process and systems and explore how CSR and sustainability ultimately create business advantage over the long term. Mr. Stangis will focus on two unique, public-private partnerships within the Company’s “Nourishing our Neighbors” platform that have delivered compelling and measurable impact – Just Peachy and Campbell’s Healthy Communities – explaining the challenges and successes faced in both of these initiatives.

This break out group will be of special interest to students with an interest in nutrition, branding and business development as well as those interested in learning more about a career in corporate social responsibility.

About the presenter: David Stangis designs Campbell’s overarching CSR, sustainability and community affairs strategy, including its efforts to drive environmental sustainability and make a measurable impact on the health of young people in Campbell communities. Working closely with other senior leaders, he is advancing Campbell’s operational and communication strategies in these areas and oversees the development of CSR and sustainability goals, policies and programs for the Company.

Dave has helped the company achieve its place on the Dow Jones Sustainability Indexes, the 100 Best Corporate Citizens List, The Global 100 Most Sustainable Corporations and recognition as one of the World's Most Ethical Companies. Since 2009, the company has implemented projects to save more than 4 billion gallons of water, lead the sector in leveraging renewable options and deliver more than $40 million in energy and water savings.

Prior to joining Campbell, Dave worked for 12 years at Intel, where he created and led the corporate responsibility function.

In 2008, Dave was named one of the 100 Most Influential People in Business Ethics by Ethisphere Magazine. In 2011 and 2012, Trust Across America named Dave one of the Top 100 Thought Leaders in Trustworthy Business Behavior. He is on the advisory boards of the Graham Sustainability Institute at the University of Michigan, Net Impact, The University of Detroit College of Business, and the board of the United Way of Greater Philadelphia and Southern New Jersey.

Dave earned his B.S. degree from the University of Detroit, his M.S. degree in occupational and environmental health from Wayne State University, and his M.B.A. from the University of Michigan.
Classroom 5: Social Sector Solutions

René O. Deida
Senior Program Director of Integrated Strategies, Community Resources Department, Prudential Financial

Prudential’s strategy for training a diverse pool of emerging leaders begins with its HR department, which identifies young men and women in the organization who demonstrate the potential to design and implement strategies for corporate success. Once selected, these individuals participate in a unique training program—developed by Prudential in partnership Board Source, a national NGO focused on helping local nonprofits build exceptional boards and inspire board service.

“Building Diverse Leadership,” launched last year, is the first of its kind in the nation; it places aspiring executives on boards of nonprofits in their community to roll up their sleeves and learn to lead. In this session Mr. Deida, architect of this ground-breaking program, will discuss why an internationally competitive company like Prudential would chose to partner with the NGO community for leadership development training.

Mr. Deida will explore why board service is viewed as a central talent development tool and the ways in which the skills of effective board service parallel those the company seeks to develop in its leadership: demonstrating a strong moral compass, establishing a clear vision and strategy; maintaining a talent mindset and external focus; the ability to take intelligent risks and collaborate to seize opportunities—and the ability to transform strategy into action. He will also discuss ways in which strategic partnerships like “Building Diverse Leadership,” bring shared value to a range of constituencies.

This break out group will be of particular relevance to students who want to explore careers in HR, business majors with an interest in organizational development or community-building, and students aspiring to careers in nonprofit management.

About the presenter: Mr. Deida is responsible for the Foundation’s grant-making strategies in international and key domestic markets. He assists in the development of projects and initiatives that integrate partnerships into Prudential’s businesses. He is also responsible for the Prudential Strength for Capacity Initiative, which provides capacity building resources for nonprofit organizations to improve their infrastructure.

Previously, Mr. Deida managed the Foundation’s youth development portfolio and managed the Prudential Neighborhood Partnership program. He also managed the development of the Community Resources’ multiple award-winning annual report. Prior to joining Prudential in 2000, Mr. Deida was a deputy director of community development with PROGRESSA, a planning and project management firm in Puerto Rico; a member of the management team of a project, to revitalize two public housing in Puerto Rico, and executive director of St. Columba Neighborhood Club/El Club del Barrio, a Newark-based nonprofit organization that became a leading service providers of HIV/AIDS services to the Latino community. He has served as chairman of the Newark EMA HIV Planning Council and is a member of the New Jersey HIV Prevention Community Planning Group and the Newark EZ/EC Advisory Board. Mr. Deida has a Bachelor of Science degree from Rutgers University and a Master’s degree in Public Administration from Rutgers Graduate School.
Classroom 6: Leadership Skills for Effective Partnerships

Presenter: C. Howie Hodges
Vice President, External Affairs, Time Warner Cable, Inc.

Success in the fields of external affairs and public policy requires the ability to develop and sustain strategic partnerships with inter-governmental groups, community leaders, NGOs – and to build trust with elected officials. In this session participants will explore the relevant, real-world management and interpersonal skills required to lead successful partnerships across all sectors.

Discussion will focus on the interconnectedness and convergence of knowledge-based skills with “people” skills and technology needed to become an effective leader. Mr. Hodges will explore with participants the value of relationships and networks in developing strong partnerships (how do you make friends, influence people) and discuss the value of continued “life learning skills” to help participants hone the leadership skills needed to create value-added partnerships in an increasingly technological and global environment.

This session will be of particular interest to students who want to pursue a career in public policy, lobbying or external relations and telecom.

About the presenter: In his role as Vice President of External Affairs at Time Warner Cable, Mr. Hodges helps Time Warner Cable develop and advance its policy positions, focusing on consumer protection, competition issues, intellectual property and telecommunications regulation. He has primary responsibility for working with non-governmental policy stakeholders, such as think tanks, foundations, the academic community, public interest and inter-governmental groups, and civil and human rights representatives.

Prior to joining Time Warner Cable, Howie served as Senior Vice President of Government Affairs at One Economy Corporation where he worked to steward relationships with existing funders, develop new partnerships, and engage municipal and federal government in the corporation’s “Bring IT Home America” campaign of developing broadband content, affordable access and digital literacy training. Mr. Hodges was also instrumental in guiding One Economy to become the recipient of one of the largest Broadband Technology Opportunities Program (BTOP) grants from the Commerce Department in 2010. Mr. Hodges earned his B.A. from Atlanta’s Morehouse College and his J.D. from University of Pittsburgh.