

# AGENDA

Northern California Grantmakers

## 2007 Corporate Philanthropy Institute

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*Integrated Corporate Philanthropy:  
Leveraging All Your Company's Assets*

- ▶ Thursday, May 17  
8:15am – 4.00pm
- ▶ Kaiser Permanente Headquarters  
One Kaiser Plaza, 22<sup>nd</sup> Floor  
Oakland, California

8:15am *Registration, Healthy Breakfast, and Networking*

8:30 *Early arrivals take half-hour invigorating walk around Lake Merritt*

9:15 ***Welcoming Remarks***

**Colin Lacon**, President & CEO, Northern California Grantmakers

**Carrie Varoquiers**, Chair, Corporate Contributions Roundtable, Director of Community Relations, McKesson Foundation

**Judy Berger**, Founder, Judy Berger & Associates and former Director of Member Services, Northern California Grantmakers

**Ray Baxter**, Senior Vice President for Community Benefit, Kaiser Permanente

9:40 ***Opening Address:***

**“Integrated Philanthropy: Maximizing Corporate Philanthropic Impact through a Blended Value Approach”**

**Jed Emerson**, Generation Foundation

10:40 *Break*

10:50 ***Moderated discussion: Integration Live***

A discussion featuring three companies taking different, holistic approaches to integrated philanthropy: **Aaron Hunt**, Home Depot; **Suzanne DiBianca**, Salesforce.com Foundation; **Larry Goldzband**, Pacific Gas and Electric;

Moderator: **Jed Emerson**

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11:50 *Stretch Break*

Noon *Networking Lunch with Presentation*  
**“Strategy & Society: The Link between Competitive Advantage and Corporate Social Responsibility”**  
Mark Kramer, FSG Social-Impact Advisors

1:30pm *Case Study Breakouts*  
**Advancing the Integration of Corporate Philanthropy and Social Responsibility Strategy**  
These “drill-down” breakout sessions will feature companies in the midst of active integration efforts and engage experts and participants in consultation around how to strengthen their approaches.

**The Food Revolution and Corporate America: Loel Solomon and Jan Sanders, Kaiser Permanente – 22<sup>nd</sup> Floor**

**Small/Medium Enterprise Development: Gwyneth Borden, IBM – 8<sup>th</sup> Floor, Room 801**

**YPO Mini-Cases: Building Social Value into the Core Business Model**  
James Kenefick, Better World Telecom, and Mark Van Ness, Sperry VanNess. – 6<sup>th</sup> Floor, Room 619

2:30 *Break*

2:40 *Concluding Session:*

**“From Ideas to Action: Making Change Happen in your Organization”**  
Effective strategies for building buy-in and effective implementation of an integrated philanthropic approach  
**Steve Rochlin, AccountAbility North America**

Presentation to be followed by Q &A and seminar-style facilitated group discussion on effective implementation

3:50 *Institute Wrap-Up*

4:00 *Adjourn*