



National Conference on Volunteering and Service

New Orleans • June 6-8, 2011

Champions of Service

Convened by:



Join us for the 2011 Business Track!

June 6-8, 2011 – New Orleans, LA

The 2011 Business Track will provide employee volunteer professionals with impactful sessions, tools, trainings and dialogue in a variety of formats. In addition, Business track attendees will have the opportunity to engage, learn, network and share with other employee volunteer professionals. If you're a corporate engagement professional, CSR manager, Vice President or CEO of your Corporate Foundation this conference has something just for you. Here's a sneak peek!

Leading your CVC to the Future (5555)

Sunday, June 5, 2011 3:30 PM - 5:00 PM (Pre-Conference)

Learn how to systematize the leadership development process, including strategic planning, needs assessment, job descriptions, training and ongoing education. Turn your members into strong leaders and advocates for your CVC!

Skills-Based Volunteering Corporate Mentoring Forum (5564)

Monday, June 6, 2011 8:00 AM - 10:30 AM (Pre-Conference)

This session is uniquely designed to help businesses understand best corporate practices around SBV. After a brief presentation, engage in roundtable discussions with members of the Points of Light Institute **Corporate Service Council SBV Committee**, as they pose solutions to some of the challenges your SBV program is facing. *Sponsored by Microsoft*

Business Track Welcome Breakfast (5553)

Tuesday, June 7, 2011 6:30 AM - 8:00 AM

Using an interactive speed meeting format, this will be an opportunity for business professionals to network with the business track planning committee members and to learn about a variety of EVP topics in a short amount of time. (Pre-Registration and Payment Required)

CEO Roundtable: The Business Champions Playbook. (5552)

How C-suite Executives are Leveraging their Company's Unique Assets for Greater Impact.

Tuesday, June 7, 2011 8:30 AM - 10:00 AM

This forum serves as the opening for the Business Track and will feature C-suite executives that have taken an innovative approach in helping to build resilient communities. Over the past decade, companies have deployed some of their most valuable resources to support and prepare communities during our nation's most challenging economic, educational and environmental times. ABC News Correspondent **Deborah Roberts** will moderate a discussion with **Cliff Burrows**, President of Starbucks Coffee U.S., **Robert Pease**, President & CEO of Motiva Enterprises and other executives as they explore how companies are leveraging and applying their assets to equip communities and solve some of our most difficult societal problems.





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Corporate Awards Luncheon (5554)

Tuesday, June 7, 2011 12:00 PM - 1:30 PM

This luncheon will serve as a platform to honor the outstanding achievements in the area of workplace volunteering. (Pre-Registration and Payment Required) ***Sponsored by KPMG LLP.***

Finding a pro bono program model that is right for you. Exploring models of pro bono service delivery. (5530)

Tuesday, June 7, 2011 2:00 PM - 3:30 PM

Learn about real-life examples of success from a group of your peers and take advantage of breakout sessions to gain an understanding of what you should consider and steps to get started. Panelists include: **Lindsay Firestone**, Taproot Foundation, **Jan Epstein**, The Allstate Foundation and **Abby Frost**, Gap.

From Ripples to Waves: Building a sustainable, strategic and results-oriented volunteer movement within your company (5112)

Tuesday, June 7, 2011 2:00 PM - 3:30 PM

This session will provide a framework and best practices for building a corporate volunteer program that leverages employees' skills, aligns with business objectives, serves a deep community need and provides measurable results. Panelists include: **Eric Schwarz**, Co-Founder & CEO, Citizen Schools, **Sheila Cavanaugh**, Senior Vice President, Corporate Affairs, Fidelity Investments and **Daniel Horgan**, Director of Community Relations, Capital One.

The 2010 Employee Volunteer Program Reporting Standards: Does Your Employee Volunteer Program Measure Up? (5440)

Tuesday, June 7, 2011 2:00 PM - 3:30 PM

Standards allow the corporate volunteer community to track trends, benchmark our programs and encourage better practices. The Points of Light Corporate Service Council is proud to present the newly revised 2010 Employee Volunteer Program (EVP) Reporting Standards along with a NEW online benchmarking tool. Panelists include: **Bea Boccia**, VeraWorks, **Kim Walker**, Points of Light Institute and **Atlanta McIlwraith**, Timberland.

How Social Media Can Advance Your EVP and CSR Efforts (5536)

Tuesday, June 7, 2011 4:00 PM - 5:30 PM

Social media is one of the most powerful mediums a company can use to tell their story, promote their employees and showcase their volunteering activities. Learn how new media marketing tools and social media can advance your EVP and CSR programs. Hear from business leaders and industry experts such as **Chris Jarvis**, Co-Founder and Owner, Realized Worth **Kelly Fisher**, Assistant Manager, Philanthropy, Toyota and **Anna Cunningham**, Manager, Community Investments, Starbucks Coffee Company.





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How to utilize volunteering as a tool for professional development while meeting company CSR goals and communities needs. (5531)

Tuesday, June 7, 2011 4:00 PM - 5:30 PM

Volunteering is not only great for the community or nonprofit you are serving, but it's also a great way to enhance your workforce. Demonstrating the internal value of your EVP to your executives is a critical piece to ensuring the longevity and success of your employee volunteer program. Explore best practices, tools and methods you can use to enhance and develop employee skills while serving the community. Panelists include: **Diane Solinger**, Executive Director, Entrepreneurs Foundation, **Seth Marbin**, Learning & Development Specialist, Google, **Rita Shankel**, Americas Director of Community Engagement, Ernst & Young and **Beth Tracey**, Manager, Corporate Citizenship and Corporate Affairs, IBM.

Strategies and Inspiring Practices in Global Corporate Volunteer Engagement (5079)

Tuesday, June 7, 2011 4:00 PM - 5:30 PM

Learn about innovative tools and approaches to promote global volunteerism and demonstrate how it can boost company engagement, serve the community and foster a culture of teamwork and leadership around the world. Panelists include: **Sarah Hayes**, Senior Consultant, Civil Society Consulting Group, **Monica Tijerina**, Manager Corporate Responsibility, Pfizer, Inc., **Eduardo Martinez**, Director of Programs and Corporate Relations, UPS and **Julia Gin**, Senior Manager, Corporate Community Involvement, Kraft. *Sponsored by Pfizer, Inc.*

CVC Networking Breakfast (5556)

Wednesday, June 8, 2011 6:30 AM - 8:00 AM

Enjoy breakfast with your Corporate Volunteer Council (CVC) peers and learn how the CVC Principles of Excellence can enhance your CVC's performance. Gain best practices on a variety of topics including strategies for recruitment & retention of members and much more. (Pre-Registration and Payment Required)

Assessing ROI for EVPs. Lesson Learned from the 2010 and 2011 POLI True Impact EVP ROI Impact Study (5430)

Wednesday, June 8, 2011 8:30 AM - 10:00 AM

Join us for this workshop that summarizes practical techniques for quantifying the social and business value of volunteer programs. This workshop will provide results from a multi-year systematic evaluation of volunteerism impacts, sponsored by the Points of Light Institute and in partnership with True Impact LLC. Panelists include: **Farron Levy**, Founder & CEO, True Impact and **Kim Walker**, Manager, Evaluation & Performance Measurement, Points of Light Institute.



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Creating Impact Through Strategic Partnerships (5402)

Wednesday, June 8, 2011 8:30 AM - 10:00 AM

The latest study from LBG Associates highlights the impact of some successful partnerships with great volunteer opportunities. Learn how to design and implement a partnership that includes volunteerism in this dynamic session, and hear from companies who have established effective programs.

Panelists include: **Linda Gornitsky**, President, LBG Associates, **Leroy Nesbitt**, Program Director, College for Every Student, and **Rita Shankel**, Americas Director of Community Engagement, Ernst & Young.

Locally Grown: Balancing Employee Interest, Business Strategy and Community Needs. (5466)

Wednesday, June 8, 2011 8:30 AM - 10:00 AM

Learn what best practices companies are using to drive locally owned and managed corporate volunteer programs. Participants will discover how to get employees engaged in support of a company-wide volunteerism strategy, gain leadership support in local markets and develop resources to support the effort. Panelists include: **Anna Cunningham**, Manager, Community Investments, Starbucks, **Lauren Keeler**, Director of Volunteerism, University of Phoenix and **Spring Lacy**, Vice President, Employee Engagement & Volunteerism, JPMorgan Chase.

Employee Volunteering Beyond Volunteering (5460)

Wednesday, June 8, 2011 10:30 AM - 12:00 PM

Bea Boccalandro, President of VeraWorks and author of *See The End of Employee Volunteering: A Necessary Step to Substantive Employee Engagement in the Community*, will moderate this intriguing dialogue as we explore how companies are pioneering radical new directions in employee volunteering with great results. Additional panelists include: **Susan Portugal**, Senior Vice President, CSR Philanthropy Director, Bank of America and **Caroline Barlerin**, Head of Global Volunteering and ProBono Service, Hewlett Packard Company.



Harness your Company's Expertise. Using the unique skills of a corporation for the greater good. (5294)

Wednesday, June 8, 2011 10:30 AM - 12:00 PM

Every company has unique skills that contributed to its success. Hear from environmental leaders at Toyota and several other major companies about how they identified their company's greatest skill sets and used those skills and the abilities of their employee volunteers to benefit nonprofit organizations. Panelists include: **Kevin Espirito**, Senior Manager of Employee Engagement, Microsoft, **Megan Lukas**, Director Community Outreach, The Estee Lauder Companies Inc., **William N. Reinert**, National Manager of Advanced Technology, Toyota Motor Sales and **Laura Siemens**, Program Manager, Wal-mart Foundation.



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What's Your Story? How to communicate your EVP. (5081)

Wednesday, June 8, 2011 10:30 AM - 12:00 PM

You've launched your company's EVP, but now what? This session will focus on how to tell your volunteer story, reach your target audiences and get the most reputational value out of your EVP. Panelists include: **Tara Greco**, Vice President Corporate Responsibility, APCO Worldwide, **Jill Bolton**, Director of Community Relations and Global Ambassador Program, Disneyland Resort, **Karen Casanova**, Manager, Team Member Engagement and Volunteerism, Target Corporation, and **Ken Sternad**, President, The UPS Foundation.



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