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MOTHER  
MEDIA



**Reputation Dynamics**

Working Mother Media and  
Reputation Dynamics Present:

FORUM ON

# Corporate Social Responsibility AND Women:

Next-generation Strategies for Change and Empowerment

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December 6, 2011

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The New York Academy of Medicine

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1216 Fifth Avenue at 103rd Street

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New York NY | 8:00 – 5:00 pm

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**Save the Children®**

# About the Forum:

Working Mother Media, in partnership with Reputation Dynamics, is pleased to present a one day educational symposium for candid dialogue and discussion on the impact of corporate social responsibility on women.

Women and girls are one of the world's greatest untapped resources, and investing in them is one of the most powerful forces for international development and sustainable growth. The role and growth of corporate social responsibility is empowering women in communities around the world to fulfill their potential by reducing poverty and driving economic growth.

Influential members of the corporate, non-profit/NGO and academic communities will convene to explore strategies and solutions to empower women to become more effective agents of change in vulnerable communities around the world. Share strategic insights with your colleagues as we discuss a diverse range of social, economic and workplace development issues related to women including healthcare, food/nutrition, business development and education.

Through Sector Focus Group Workshops, the Summit will convene a powerful dialogue and dynamic forum to foster greater understanding, knowledge sharing and collective action to address pressing world challenges. The Summit will connect innovative leaders from within the corporate, nonprofit, international development and academic sectors.

Speakers at the Corporate Social Responsibility are distinguished leaders, CEOs, and executives of innovative for and nonprofit companies, institutions, organizations, new ventures, and social enterprises, from throughout the world.



Carol Evans, STEM 2011



Working Mother Media conference, 2011

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## Participate:

Join us for a day of candid dialogue and discussion on the impact of corporate social responsibility programs on women. Influential members of the corporate, non-profit/NGO and academic communities will convene to explore strategies and solutions to empower women to become more effective agents of change in vulnerable communities around the world. Share strategic insights with your colleagues as we discuss a diverse range of social, economic and workplace development issues related to women including healthcare, food/nutrition, business development and education.

Join Sector Focus Group Workshops for greater understanding, knowledge sharing and collective action to address pressing world challenges. The goal: foster cross sector collaboration and partnership development to address these issues.

## About Working Mother Media:

Working Mother magazine reaches 2.2 million readers and is the only national magazine for career-committed mothers; WorkingMother.com ([www.workingmother.com](http://www.workingmother.com)) gives working mothers @home and @work advice, solutions, and ideas. This year marks the 26th anniversary of Working Mother's signature research initiative, Working Mother 100 Best Companies, and the ninth year of the Best Companies for Multicultural Women. Working Mother Media, a division of Bonnier Corporation, includes the National Association for Female Executives, Diversity Best Practices,, and the Working Mother Research Institute. Working Mother Media's mission is to serve as a champion of culture change.

## About Reputation Dynamics:

Reputation Dynamics provides for non-profit/NGO organizations with strategic marketing and corporate responsibility (CR) engagement services to protect and grow their brands, products/services, as well as create impact in their communities. For more information: [www.conscious-commerce.biz](http://www.conscious-commerce.biz)

# Agenda

9:00–9:15 WELCOME

Carol Evans / CEO / Working Mother Media  
Samantha Taylor / Founder / Reputation Dynamics

9:15–9:45 KEYNOTE: Women as Economic Drivers: So Much to Be Done; So Many Who Can Do It

Carolyn S. Miles / President & CEO / Save the Children

9:45–10:45 CORPORATE PANEL: The Growth and Impact of CSR on Women and Girls

Women contribute to the private sector's social license to operate, access to new markets, supply chain stability, a talented and stable employee base, business growth and innovation. Investments in CSR programs have a ripple effect, as women are more likely to reinvest in education, health, and economic activities for our next generation.

Corporate influencers' discuss their challenges as to how their companies can empower women and girls to become more effective agents of change in their communities with a focus on health, environment and education.

**Moderator:** Andrés Tapia / President / Diversity Best Practices Panel:

Pat Pearman / Director of Disparity Programs & U.S. Partnerships / General Electric Company

Perry Yeatman / SVP, Corporate Affairs & President / Kraft Foods Foundation

Rosalind Hudnell / Chief Diversity Officer / INTEL

10:45–11:00 THINK TANK SESSIONS Framing the Power of Women

11:00–11:15 Break

11:15–12:45 THINK TANK SESSIONS Part I: Understanding Women's Collective Power

Participants will attend workshops and convene a powerful discussion to foster greater understanding, knowledge sharing and best practices about their corporate citizenship and community development initiative impacting women:

- **Social and Business Innovation:**
  - Impact of globalization and emerging markets
  - Raising the bar on business and social impact
  - Integrating corporate social responsibility with diversity and inclusion

**Facilitators:**

Louise M. Guido / CEO / Foundation for Social Change

Kathryn Komsa / VP, Diversity and Inclusion / Marsh and McLennan Companies, Inc.

**Thought Leader:** Lois Cooper / Vice President, Corporate Social Responsibility & Inclusion

- **The Power of Partnerships and Alliances:**

- New approaches and models for effective private-public sector partnerships
- Catalyzing action among business, government, civil society and communities
- Reporting and measurement for success

**Facilitators:**

Ellen Luger / Executive Director / General Mills Foundation

Ilze Melngailis / Vice President of Partnerships & Impact Initiatives / GBC Health

- **Social and Business Transformation:**

- How to maximize competitive advantage, energize business growth and create impact
- Co-creating and designing hybrid business models
- Share real world experiences, stories and impact

**Facilitators:**

Nan Dale / CEO / Action Against Hunger

Sam Taylor / Founder / Reputation Dynamics

12:45–1:45 KEYNOTE Raising Change, Beyond Check Book Philanthropy

Kathy LeMay / Founder / Raising Change

1:45–3:15 THINK TANK SESSIONS Part II: Leveraging Women's Leadership and Influence

Participants will create long-term solutions to address health, education and environmental challenges including catalyzing collective action among business, government, nonprofits/NGOs and communities:

- **Social and Business Innovation:**
  - Impact of globalization and emerging markets
  - How to leverage and sustain women's collective power, leadership and influence
  - Aligning corporate social responsibility with diversity and inclusion
- **Partnerships and Alliances:**
  - New approaches and models for effective private-public sector partnerships
  - Catalyzing action among business, government, civil society and communities
  - Reporting and measurement for success
- **Social and Business Transformation:**
  - How to maximize competitive advantage, energize business growth and create impact
  - Co-creating and designing hybrid business models
  - Share real world experiences, stories and impact

3:15–3:45 Break

3:45–4:45 OPEN FORUM/REPORT BACK Next Generation Strategies for Change and Empowerment

4:45–5:00 CLOSING REMARKS

5:00–6:00 RECEPTION



# Speakers

## Opening Keynote:



**Carolyn S. Miles** is President & Chief Executive Officer for Save the Children, the leading independent organization creating lasting change in the lives of more than 70 million children in need in the United States and 120 countries around the world.

Carolyn became the first woman to head Save the Children in September 2011, after joining the organization in 1998 and serving as its Chief Operating Officer for the past seven years. She has traveled to Save the Children's field operations in nearly 50 countries, and during her tenure as COO Save the Children doubled the number of children it reaches with food, educational, and other programs, and helped grow

the organization's budget – 90 percent of which goes directly to programs serving children – from \$140 million to more than \$550 million.

As CEO, Carolyn has called attention to the urgent need for Save the Children and other organizations – public, private, nonprofit and for-profit – to cooperate and share their resources and expertise for the benefit of the world's children. She has also emphasized the need to use social media and new technology to extend the organization's reach and fully engage with Save the Children's employees, volunteers, beneficiaries, donors, partners and others around the world. To this end, she launched her own blog, "Logging Miles," and is committed to employing social media to extend Save the Children's reach, building on such successes as its Twitter-based campaign that reached nearly 900 million people to raise awareness of the child hunger crisis in East Africa. She can also be found on Twitter @carolynsave.

## Luncheon Keynote:



**Kathy LeMay** is the founder, president, and CEO of Raising Change, which helps organizations raise capital to advance social change agendas and individuals create Generosity Plans to help change the world.

LeMay, who began her global activism in war-torn Yugoslavia where she worked with women survivors of the siege and rape-genocide camps, has been a social change fundraiser for 15 years, raising more than \$150 million dollars in the fields of women's human rights, hunger and poverty relief, and movement-building.

In addition she has directed an additional \$100 million in philan-

thropic dollars to organizations working to make a difference. LeMay serves as an adviser and consultant to Fortune 100 companies, universities, international NGOs, and the United Nations. She is a sought-after speaker on strategies for social justice and empowering women to come into their voice.

In the year 2000 LeMay was nominated for a Reebok Human Rights Award for her 15 years of service as a human rights activist. She was just named one of Business West Magazine's "40 Under 40" and, in January 2010, she released her first book, **The Generosity Plan**, published by Simon & Schuster/Atria and Beyond Words.

LeMay has appeared on numerous television and radio shows including Oxygen TV and **The Oprah Show**. She is a contributing columnist to **World Pulse Magazine**, where she also serves on the International Advisory Board.



Lois Cooper, Vice President,  
Corporate Social Responsibility  
& Inclusion



Ellen Luger  
Executive Director  
General Mills Foundation



Nan Dale  
CEO  
Action Against Hunger



Ilze Melngailis  
VP of Partnerships & Impact  
Initiatives, GBC Health



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CEO  
Working Mother Media



Pat Pearman, Dir. of Disparity  
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Chief Diversity Officer  
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Samantha Taylor  
Founder  
Reputation Dynamics



Kathryn Komsa, VP,  
Diversity and Inclusion, Marsh  
and McLennan Companies, Inc.



Perry Yeatman,  
SVP, Corp. Affairs & President  
Kraft Foods Foundation

# Registration

## Who should attend?

- **Senior business executives in the areas of:**
  - Corporate Social Responsibility
  - Corporate Relations & Government Affairs
  - Diversity/Supplier Diversity
  - Product & Business Development
  - Marketing and communications
  - Emerging markets
- **Leaders from**
  - Women's Employee Resource Groups
  - Government/NGO's
  - Non-profits
  - International development organizations
- **Members of academia**
- **Social entrepreneurs**



Click [HERE](#) to register!

Registration	Price
Earliest Bird (expires 11/1/11)	\$895
Early Bird (expires 11/11/11)	\$995
Registration	\$1095
Nonprofit, Gov./NGO + Academia	50% discount

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For additional information, contact [events@workingmother.com](mailto:events@workingmother.com)