

Changing the Conversation: Companies in Society

CECP
Recognition
Opportunities
2018



CECP

THE CEO FORCE
FOR GOOD

CECP Creates Opportunities for CEOs and Companies to Tell Their Stories and Be Recognized



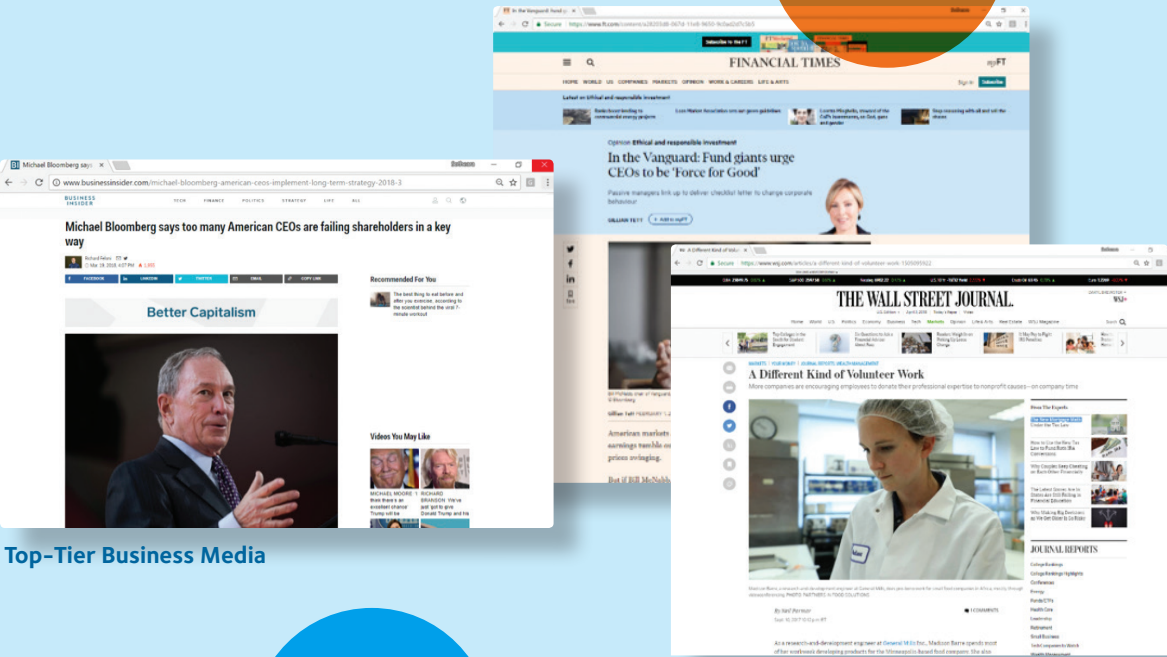
As a part of CECP's mission to create a better world through business, we have developed a variety of opportunities to share company stories and case studies that demonstrate excellence in applying the skills and resources of the business to solve societal challenges. CECP supports companies through a **communications audit process** to

source and develop the stories that communicate the purpose-oriented nature of their work. We translate those narratives into targeted outreach opportunities that influence and inform key stakeholders, such as customers, employees, media, communities, investors, and others.

Top-Tier Business Media

CECP taps its long-standing, deep relationships with top-tier media to weave case studies of corporate social strategy into the trends and topics covered by influential outlets such as *The Wall Street Journal*, *Financial Times*, *Fortune*, *Bloomberg Businessweek*, *The New York Times*, *Harvard Business Review*, *Thomson Reuters*, and others, resulting in billions of impressions. In addition, CECP leverages its partnerships with media to provide thought leadership and special advertising opportunities.

Top-Tier Business Media



Top-Tier Business Media

Media Partnerships & Ads

CEO Thought Leadership Pieces

Fortune and Wall Street Journal Advertisements



Benefiting Customers Building Communities

Many companies are working to make a positive impact by making sensible decisions when it comes to environmental and societal issues

Any company can grow. It is the ability to grow responsibly, however, that sets great companies apart. It is for this reason that Bank of America increasingly adds its own environmental, social and governance (ESG) performance to every aspect of its business. "We've got to be seen on our own terms, and our growth has to be sustainable," said Dr. Hengyi, Bank of America's ESG Executive, who frequently speaks about the sustainable part of our business. We really believe that the sustainable part of our business, the really elements of ESG are how we think about our role in society. It is not enough to just provide the products and services, and shareholders. Bank of America is transparent about this through an annual ESG Report, which details the company's approach to risk management and how the company is doing responsible, sustainable growth. Together, these efforts in business more efficient, help employees realize their potential.

SIXTY LEADING GLOBAL CEOs, who are part of **CECP: The CEO Force for Good**, and more than 200 investors representing more than \$25 trillion in assets under management, will gather on February 26, 2018 at the **13th annual Board of Boards and 3rd CEO Investor Forum** in NYC to discuss engaging key stakeholders—such as community, employees, investors, and consumers—through business and social strategies that will drive a company's competitive edge.

Board of Boards

DISCUSSION LEADERS FOR CLOSED-DOOR CEO PROCEEDINGS:
Douglas M. Baker, Jr., Chairman & CEO, Eschbach
Alyk Bango, President & CEO, Mastercard
Richard Davis, Executive Chairman, U.S. Bancorp
Lynne DeAngelis, Chairman & CEO, KPMG LLP
Richard Edelman, President & CEO, Edelman
Matthew Hand-Meyers, CEO, Mastercard
Hubert Joly, Chairman & CEO, Best Buy, Inc.
Terri L. Kelly, President & CEO, W.L. Gore & Associates
Bob Maritz, CEO, Maritz
Richard Paster, CEO, USAA

CEOs: Sign up for future CEO Investor Forums and Board of Boards: 4/19/19, 9/18/18, 2/25/19
Contact: CECP
212-465-1000
Daryl Brewster, CEO, CECP
info@cecp.co

CEO Investor Forum

LUNCHEON & FIRESIDE CHAT:
BRIAN M. BAKER, Chairman & CEO, Interpublic Corp
MEGA SPONSOR:
Adi Ignatius, Editor in Chief, Harvard Business Review
Alan Murray, Chief Content Officer, Time Inc. Brands, President, FORTUNE, MEDIUM CORPORATION
CEOS MAKING LONG-TERM PLAN PRESENTATIONS INCLUDE:
Kenneth Frazier, Chairman & CEO, Merck & Co., Inc.
Alex Gorsky, Chairman & CEO, Johnson & Johnson
Gina Raimondo, Chairman & CEO, Medtronic Plc
Paul Polman, CEO, Unilever PLC

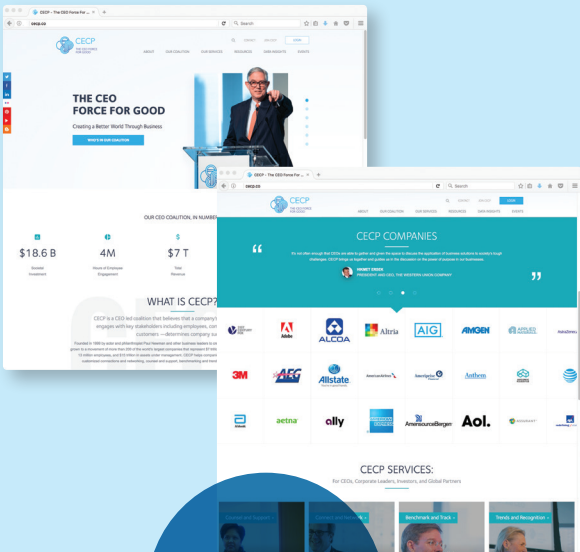


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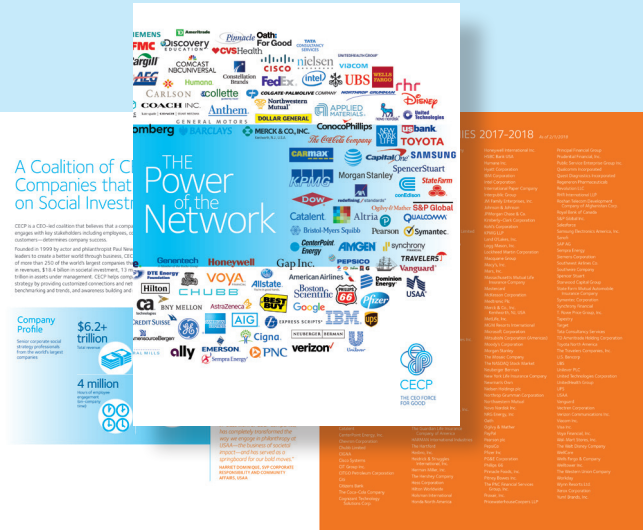
The 13th annual Board of Boards was made possible with generous support from Newmark's One Foundation, Prometheus Healthcare LLC, and USAA. The 3rd annual Investor Forum was made possible with support from Bloomberg LP, Ford Foundation, and Nelson Foundation.

CECP Website

Designed with engaging features and tools in corporate social strategy, CECP's website is a vital information hub and repository of hundreds of case studies of excellence in corporate social strategy, searchable by multiple filters. In addition, the website is the home of CECP's thought leadership reports, measurement and benchmarking tools, a searchable list of CECP-affiliated companies, CECP Insights Blog, and links to social media, videos, and photos. The site is also the portal to MyCECP, which unlocks additional layers of resources accessible by affiliated companies only, in all of CECP's service areas.



CECP Roster & Website

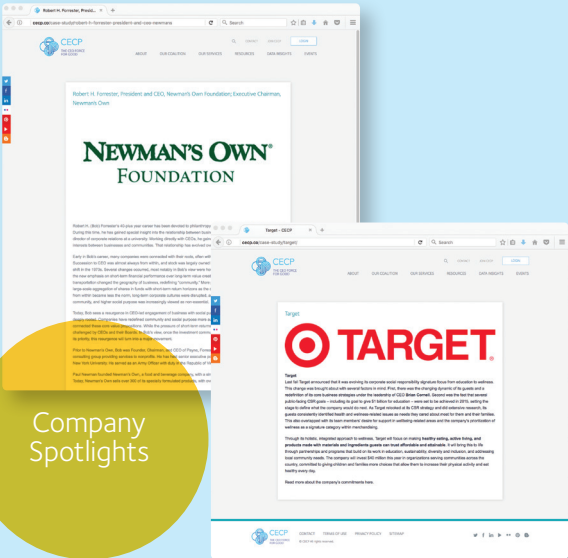


CECP Roster

The CECP Roster is a powerful visual collection of the 200+ logos of leading global corporations that make up the Force for Good coalition of companies. To have your logo here is a demonstration of your company's commitment to society.

Company Spotlights

On a quarterly basis, CECP selects companies for the sought-after Company Spotlight, through a thoughtful information-sharing and communications-support process. Companies are selected through a review of the CECP Pillars of Excellence: CEO Leadership, Partnership, Innovation, Measurement, Integration into the Business, and Long-Term View. Company Spotlights are sent to our nearly 2,000 affiliated corporate contacts, posted on the CECP website as case studies, and recognized at the CECP Summit.



Company Spotlights

Mentoring can take many shapes and forms, from formal to informal, professional to personal, motivational to skills-based. Corporations play a vital role in mentoring, in all its incarnations. Mentoring can significantly unlock employee engagement, as it can be tailored to specific needs and interests. Whether you are on the giving or receiving end, it can be one of the most valuable experiences of an employee's workplace experience.

Arconic

- › **Leslie Suffredini** is the Large Aerospace Plant Manager at Arconic Forgings and Extrusions in Cleveland, Ohio—Arconic's largest forging plant.
- › She has **supported the development of many team members who have successfully transitioned from individual contributor to leadership roles** through her coaching and mentoring—both informally and through the **Arconic Women's Network**, an employee resource group that supports the training and leadership of women, particularly in STEM fields.
- › She has been recognized with the:
 - STEP Ahead honor
 - YWCA of Greater Cleveland's Women of Professional Excellence Award

CA Technologies

- › **Jin Zhang**, Vice President, Product Management, CA Technologies, has been with the company for two years, and in that brief time she has made an outsized impact:
 - Built one of the company's first CA Accelerators
 - Leads Product Management team for the Lifecycle Management project across six business units
- › **Jin's mentor is Madge M. Meyer**, who served as an executive at IBM, Merrill Lynch, and State Street. As Madge says: "Just starting out can be scary, especially in the technology field. Be true to who you are, be kind, yet always reach for more. Ask for help, find a mentor, and if you are thinking about backing out, hang in there. **If you can acquire different soft skills from each person, you'll become far better.**" She believes that **"Innovators reach out to others."**

Samsung

- › **Alyson Freeman**, Project Manager in Process Innovation, Samsung Austin Semiconductor, has experienced many types of mentoring through her personal life and career with Samsung:
 - One hour a week at a local school
 - Informal meetups for coffee
 - Samsung Women in Technology networking group
- › She serves as the **Chair of the Board of the employee-designed Women in Tech program**, which holds events to pair women with mentors based on a questionnaire.
- › During her pregnancy, Alyson **reached out to a former manager's wife who she knew had experience navigating maternity leave**. Through once-a-week meetings for coffee to gather advice and helpful tips, she gained the confidence to reintegrate into work after her leave.



Roughly 1,000 people are sent to the emergency room every day due to opioid misuse and overdose, leading to more than 33,000 deaths in America each year. Companies in every sector are affected by this crisis, through their products and services, or through their employees and the effects the crisis is having on the broader workforce and the surrounding community.

Aetna

- › Aetna is **using its claims data to detect concerning patterns** and provide both education and actionable data to clinicians and members so they can make more educated choices about opioid use and prescription:
 - **Prevent:** Supports **education about addiction risks, limits to usage time, and elimination of the oversupply of unused opioids through take-back programs**
 - **Intervene:** Identifies **at-risk behavior—patients through claims data** who may be misusing—and intervenes with the patient when found. They have also increased access to naloxone to reverse an overdose
 - **Support:** Aetna supports the **use of evidence-based treatment for opioid addiction** and psychological support

GE

- › At the September 2016 Opioid Epidemic Challenge Summit and Hack-a-Thon, the **GE Foundation announced its \$15 million commitment to helping solve the opioid epidemic:**
 - Increase access to health care for the underserved
 - Build capacity to treat more people with evidence-based treatment
 - Reduce stigma of addiction as a disease and raise awareness of treatment strategies

- › **Project ECHO** transfers specialty knowledge from specialists to providers who acquire the skills and confidence needed to treat more patients rather than referring them outside the health center.
- › **GE Aviation held an awareness event with the goal of educating their own employees** about this public health crisis and encouraging a high level of engagement.

CVS Health

- › **As of February 1, 2018, CVS Health will institute limits on the quantity of opioids dispensed to patients who are receiving an opioid for the first time.** This measure is focused on ensuring patients, their pharmacists, and their doctors are using the drugs in the right place, in the right amount, and at the right time—**adhering to recommended dosages established by the CDC** and other organizations:
 - Based on strength of the opioid
 - Limits to seven days the supply of opioids dispensed for certain acute prescriptions for patients who are new to therapy
- › “Without a doubt, addressing our nation’s opioid crisis calls for a **multipronged effort involving many health care stakeholders, from doctors, dentists, and pharmaceutical companies to pharmacies and government officials,**” stated Larry J. Merlo, President and CEO, CVS Health.
- › Supports safe drug disposal, education, and funding of treatment and recovery programs in communities across the country.



Discovery Education

- › **Discovery Education joined forces with Milken Institute Center for Public Health, United States Drug Enforcement Administration (DEA), and the DEA Educational Foundation**—to **expand the reach of *Operation Prevention***—an initiative to educate students, families, and employees about the science behind opioids and their impact on the brain and body.
- › Since its launch in October of 2016, ***Operation Prevention* has delivered science-based, standards-aligned digital resources to more than one million young people ages 8-18**, through immersive English- and Spanish-language tools designed for use both inside and outside the classroom.
- › **Drug-free living forums and conversations** will also kick off in 2018 in key cities, including: Charlotte, NC; Santa Rosa, FL; Nashville, TN; and Los Angeles, CA.

In October 2017, the Department of Labor celebrated the lowest unemployment rate for veterans since 2000—2.7 percent, down from 4.3 percent last October (the non-veteran unemployment rate in comparison is 3.8 percent). This accomplishment is due to the efforts of leading companies and nonprofits that have broken down barriers to veteran employment such as translating job skills from military to civilian work roles and communicating the high value veterans bring to the workplace. These companies also invest deeply in holistic support of active military personnel, veterans, and their families in recognition of their contributions to the strength of our communities.

AT&T

- › For nearly 100 years, AT&T has been **dedicated to supporting active military personnel, veterans, and their families**.
- › An employer of choice within the veteran community, **AT&T has a dedicated Military Talent Attraction Program Manager**:
 - 11% of new AT&T U.S. external hires are veterans
- › They are a founding member of the **Veteran Jobs Mission**, launched in 2011 with other companies committed to hiring 100,000 veterans by 2020.
- › Their **Veteran Employee Resource Group** is 30+ years old, serves 9,600+ members across the country, and includes:
 - Military Skills Translator Tool
 - Careers for Veterans chat sessions
- › AT&T **Supports veterans and military families** through a variety of financial contributions and collaborations. They have a military-focused career site that also helps military spouses find portable AT&T jobs.

CarMax

- › In 2016, CarMax and The CarMax Foundation made a **commitment of \$1.5 million to organizations that support the military**:
 - **The Mission Continues** empowers veterans to find purpose through continued service in their communities
 - **U.S. Chamber of Commerce Foundation's Hiring Our Heroes** helps connect veterans, transitioning service members and military spouses to job opportunities
 - The CarMax Foundation was the first corporate partner to bring play spaces to military and veteran families through its work with KaBOOM!
 - They partner with military bases across the country and respected military recruiting organizations such as GI Jobs and Recruit Military to connect the military community with CarMax job opportunities
- › They developed a **Military Mechanic Translator** tool to match military skills to CarMax automotive mechanic and technician positions.

Goldman Sachs

- › Goldman Sachs is a founding member of **Veterans on Wall Street (VOWS)**, which helps transition veterans and their family members by facilitating career and business opportunities.
- › The **Goldman Sachs Veterans Network (GSVN)** strengthens veterans' presence in the industry and at the firm by guiding military-related engagement.



› **Goldman Sachs Veterans Integration Program** (GS VIP) is a 10-week internship providing training and education for transitioning military men and women:

- Explore career paths and acquaint themselves with financial markets and products
- Gain applied work experience
- Expand their professional networks

› **Goldman Sachs Gives** surpassed the \$20 million mark to fund a network of nonprofits helping wounded veterans return to civilian life.

› **Community TeamWorks** (CTW) engages GS volunteers in service projects with veteran-related organizations. In 2016, 820 employees volunteered with 16 veteran-focused nonprofits across six cities.

› With its partners Corporate America Supports You (CASY) and the Military Spouse corporate Career Network (MSCCN), IBM launched the **Veterans Employment Initiative** in January 2016:

- More than 500 veterans have completed the free program
- It prepares graduates to qualify as certified data analysts
- Graduates receive public- and private-sector job-placement assistance through IBM and its for-profit and nonprofit partners
- **More than 100 military veterans have been placed in New Collar careers with IBM, the Department of Homeland Security, and other federal agencies, as well as private-sector partners such as TD Bank**

IBM

› Through its **Veterans Employment Initiative, IBM and its partners engage, train, certify, and help place military veterans transitioning to civilian careers.** As demonstrated in the testimonials of Army and Air Force veterans who have completed this free IBM training, the careers they have entered are as fulfilling and meaningful as their military service.

As companies reframe their thinking about their workforce, there is a call to reconsider the ways in which companies can innovate to create workplaces that leverage all talents. The National Organization on Disability (NOD) recognizes companies that demonstrate exemplary employment practices for people with disabilities, to applauding organizations leading the way in disability hiring and encouraging additional companies to tap into the many benefits of hiring talent with disabilities.

EY

- › EY makes investments in professional networks, educational resources, and accessible work spaces for people with disabilities including employees and family or friends with disabilities.
- › **EY AccessAbilities** is focused on helping EY people of all abilities do their best work by raising awareness and educating their people on how to work in more inclusive ways.
- › The **Abilities Champion Network** is a team of local and functional-group representatives ensuring that abilities-awareness messages and educational materials are a part of local communications, meetings, and events. They also ensure that office space, business groups, programs, policies, and processes are accessible and inclusive.
- › The **Network for Parents of Children with Special Health Care Needs** supports parents of children with special health care needs by connecting people in similar circumstances through networking and monthly meetups.
- › **Caregivers Circle** supports EY people who are among 21% of US adults who provide unpaid care for parents, adult children, or spouses with serious health issues or disabilities.



Northrop Grumman

- › Northrop Grumman actively seeks to attract and retain employees of all abilities through:
 - An online accommodation tool for request and case tracking
 - Accessibility-enhanced website
 - Expanded accessibility at its locations
 - Adoption of a more focused approach for posting job requisitions
- › **Operation IMPACT** (Injured Military Pursuing Assisted Career Transition):
 - Established in 2005 to provide personalized placement assistance, community outreach, and workplace accommodations
 - In 2009, the Operation IMPACT Network of Champions was created as a group of more than 110 companies and partners sharing job candidates, best practices, and career opportunities for veterans with disabilities

The Hershey Company

- › The Hershey Company fosters culture and commitment to inclusion and flexibility.
- › **SmartFlex** was established in 2016 as a suite of policies and practices to create a mindset for balanced work and personal time.
- › **Hershey's Business Resource Groups** (BRGs) creates professional development and inclusion opportunities for diverse groups of employees.
- › **Abilities First in Manufacturing**, launched in 2012 as part of Hershey's continuing commitment to diversity and inclusion, partners with local and state nonprofits and government agencies that help Hershey attract qualified and diverse individuals.

Force For Good Honors

CEOs: On behalf of the CECF Board of Directors, CECF selects leading CEOs each year to be honored with the Force for Good recognition, presented at the annual Board of Boards CEO event. CEOs are nominated for their leadership in the community and within their companies. These CEOs are statesmen who are advocating on behalf of their companies to create a better world through business.



2018 FORCE FOR GOOD HONOREES

- Doug Baker**, Chairman & CEO, Ecolab
- Ajay Banga**, President & CEO, Mastercard and **Martina Hund-Mejean**, CFO, Mastercard
- Richard Davis**, Executive Chairman, U.S. Bancorp

- Hubert Joly**, Chairman & CEO, Best Buy, Inc.
- Terri L. Kelly**, President & CEO, W.L. Gore & Associates

2018 CHARLIE AWARD

Leaders in Corporate Citizenship: The “Charles H. Moore Award for Leadership in Corporate Community Engagement” (The Charlie Award) is named to honor CECF’s first Executive Director, who led CECF for more than a decade. This award celebrates a corporate affairs professional who demonstrates perseverance in the pursuit of societal advancement.

Heather Nesle, Vice President, Corporate Responsibility & President, New York Life Foundation



When it comes to perseverance in tackling under-attended-to issues, Heather Nesle is leading the charge through the New York Life Foundation’s critical work to transform the field of childhood bereavement. Her ability to bring different stakeholders together, find new perspectives, and her genuine concern for the people around her make Heather a standout. Heather leads the philanthropic and volunteer activities for New York Life, focusing the Foundation’s efforts on issues that have historically lacked public awareness and a corporate champion, including childhood bereavement and the Monumental Women campaign to construct a female historical figure in NYC’s Central Park. Heather also serves on the Board of Directors of the Elizabeth Cady Stanton and Susan B. Anthony Statue Fund, and Afterschool Alliance.

As the leading corporate funder of childhood bereavement, the New York Life Foundation, under Heather’s leadership, has been instrumental in helping to build the capacity of this emergent field. Childhood bereavement is one of society’s most pervasive issues: one in twenty Americans will lose a parent or sibling before age 16 and the vast majority of children experience a significant loss by the time they complete high school. Yet bereaved children remain largely unseen and under-served within their communities and schools, with few outlets to express their grief. Since 2008, the New York Life Foundation has committed more than \$35 million to the cause and has awarded 153 grants totaling nearly \$6 million through its Grief Reach program, which provides grants to local bereavement centers across the country.

Heather’s commitment to taking a “change making” approach to the Foundation’s funding efforts has helped to expand the company’s bereavement portfolio in a smart, strategic way with the goal of reaching as many grieving children as possible and elevating public awareness of the issue. Helping families cope with the death of a loved one—both financially and emotionally—is at the heart of New York Life’s mission and day-to-day business. This powerful alignment of the company’s philanthropic work has resulted in particularly robust employee and agent engagement across the country in support of grieving children and their families.

To take part in CECF recognition opportunities, please contact Sara Adams, Senior Director of Communications and Marketing, sadams@cecp.co, 212-825-1252.



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