

EVENT PROGRAM

FEATURED SPEAKERS

Douglas Baker, *Chairman and CEO, Ecolab*

Kenneth C. Frazier, *Chairman and CEO, Merck*

Bill George, *Former Chairman and CEO, Medtronic, Inc.*

Lord Dr. Michael Hastings, CBE, *Global Head of Corporate Citizenship, KPMG International*

Robert E. Moritz, *US Chairman and Senior Partner, PricewaterhouseCoopers LLP*

Indra K. Nooyi, *Chairman and CEO, PepsiCo*

Tony Schwartz, *CEO and Founder, The Energy Project*

Hamdi Ulukaya, *Founder and CEO, Chobani, LLC*

Thomas J. Wilson, *Chairman and CEO, Allstate Insurance Company*

10TH ANNUAL

Board of Boards: Winning on Purpose

FEBRUARY 23, 2015 | NEW YORK CITY



CECP

THE CEO FORCE
FOR GOOD

Winning on Purpose

AGENDA | MONDAY, FEBRUARY 23, 2015 | TIME WARNER HEADQUARTERS

Board
of Boards 10TH ANNUAL

COLUMBUS ROOM

9:00 am

Welcome and Opening Insights

- ▶ Doug Conant, Founder and CEO, ConantLeadership
- ▶ Daryl Brewster, CEO, CECP

Panel: The Business Case for Purpose: Trust and Opportunity

- ▶ Awards Presentation: Shelly Lazarus, Chairman Emeritus, Ogilvy & Mather
- ▶ Kenneth C. Frazier, Chairman and CEO, Merck
- ▶ Thomas J. Wilson, Chairman and CEO, Allstate Insurance Company
- ▶ Moderator: Lord Dr. Michael Hastings, CBE, Global Head of Corporate Citizenship, KPMG International

Interactive Case Study

- ▶ Award Presentation: Douglas Baker, Chairman and CEO, Ecolab
- ▶ Discussion Lead: Bill George, Former Chairman and CEO, Medtronic, Inc.

Panel: The Business Case for Purpose: Leading in a New Landscape

- ▶ Awards Presentation: Michael I. Roth, Chairman and CEO, Interpublic Group
- ▶ Robert E. Moritz, US Chairman and Senior Partner, PricewaterhouseCoopers LLP
- ▶ Hamdi Ulukaya, Founder and CEO, Chobani, LLC
- ▶ Moderator: Tony Schwartz, CEO and Founder, The Energy Project

Priority-Setting and Summary of Themes

- ▶ Margaret Coady, Executive Director, CECP

TOWER ROOM

12:00 PM

Luncheon: Performance with Purpose

- ▶ Award Presentation: Doug Conant, Founder and CEO, ConantLeadership
- ▶ Indra K. Nooyi, Chairman and CEO, PepsiCo
- ▶ Interviewed by: Bill George, Former Chairman and CEO, Medtronic, Inc.

1:00 PM

Forum Adjourns



CECP

THE CEO FORCE
FOR GOOD

CECP 2015 Company and CEO Honors

“I helped to start CECP with the belief that corporations could be a force for good in society.”

Paul Newman (1925–2008), *Founding Co-Chair, CECP*



EXCELLENCE AWARDS

CHAIRMAN'S AWARD:

PepsiCo, presented to
Indra K. Nooyi, Chairman and CEO

PepsiCo is being honored for its program “Partnership for Safe Water Access,” which has led the way in respecting access to water as a human right. With a group of NGO partners, coupled with PepsiCo’s skills, expertise, and an investment of more than \$33 million to date, they doubled their original goal and are committed to provide access to safe water to 6 million people by 2015.

PRESIDENT'S AWARD:

PricewaterhouseCoopers LLP, presented to
Robert E. Moritz, US Chairman and Senior Partner

PricewaterhouseCoopers LLP is being honored for *Earn Your Future*, a \$160 million, multi-year investment, including \$60 million in cash and one million service hours, designed to help develop critical financial skills and provide educators with resources and training. PwC leverages the time and talents of its 41,000 employees to impact more than 2.5 million students and educators.

FORCE FOR GOOD AWARDS

COLLABORATION AWARD:

Thomas J. Wilson, Chairman and CEO,
Allstate Insurance Company

Tom Wilson is being honored for putting purpose front and center at Allstate. His long-term outlook prioritizes employees, agency owners, customers, and communities. Tom focuses on reducing violence in Chicago through private-public partnerships and champions Allstate Foundation Purple Purse, raising awareness to curb domestic violence nationally.

FOUNDERS AWARD:

Kenneth C. Frazier, Chairman and CEO, Merck

Ken Frazier is being honored for his focus on a long-term commitment to innovative research and development, as well as business and humanitarian initiatives to improve global health. Under his leadership, the company launched the Merck for Mothers program, which aims to create a world where no woman dies during childbirth.

LAWRENCE A. WIEN LEGACY AWARD:

Bill George, Former Chairman and CEO,
Medtronic, Inc.

Bill George is being honored for his lifetime contributions, including leading a company to success, writing five books, and mentoring thousands of leaders. Under Bill’s stewardship, Medtronic increased the number of people it brought to health annually from 300,000 to 10 million, while its societal engagement has evolved from community giving to being an integral business strategy.

PACESETTER AWARD:

Hamdi Ulukaya, Founder and CEO, Chobani, LLC

Hamdi Ulukaya is being honored for his focus on community and employees as core business assets, and for his commitment to instilling culture as well as purpose throughout the company. In its first five years, Chobani has experienced phenomenal growth, netting more than \$1 billion in sales.

8 Engagement Opportunities for CECP CEOs

CECP offers the following opportunities for CEOs to speak in their own voices about their companies' values and programs:

1. Author a thought-leadership piece

CECP works with CEOs to shape and place articles on their companies' community commitments:

› **Doug Conant**, Founder and CEO, ConantLeadership, McKinsey's *Voices on Society*: "Why Philanthropy is R&D for Business"

› **Bob Moritz**, US Chairman and Senior Partner, PricewaterhouseCoopers LLP, *Harvard Business Review*: "On Keeping Millennials Engaged"

2. Take part in media interviews

CECP connects CEOs to top-tier and trade media with more than a billion impressions annually:

› **Richard Edelman**, President and CEO, Edelman, on CNN: "Takeaways from the Board of Boards CEO Roundtable"

› **Barry Salzberg**, Global CEO, Deloitte, on Bloomberg Radio: "The Role CEOs Can Play in Leading on Societal Issues"

3. Record an interview for CEO TV

CECP captures authentic three-minute videos of CEOs that are then shared on its video channel:

› **Irene Dorner**, Former President and CEO, HSBC Bank USA, N.A.

› **Eric Spiegel**, President and CEO, Siemens Corporation

4. Speak at, lead, or attend CECP CEO events, including CECP's Board of Boards

CECP hosts the *Forbes*-named "power player" Board of Boards for 50 global CEOs, plus other local conversations that feature leading CEO voices:

› **Ursula Burns**, Chairman and CEO, Xerox Corporation, 2013 Board of Boards speaker

› **Michael T. Duke**, Retired President and CEO, Wal-Mart, 2014 Board of Boards speaker

5. Communicate to stakeholders

Inspired by CECP's events, advice, and research, CEOs share their new insights in the following ways:

› Letters to employees

› Engaging long-term investors

6. Lead locally and partner with other companies

CECP supports like-minded CEOs coming together through issues and regions:

› **Marc Benioff**, Chairman and CEO, salesforce.com: SF Gives—Silicon Valley leaders fight poverty

› **Tom Wilson**, Chairman and CEO, Allstate Insurance Company: Anti-gang violence coalition in Chicago

7. Be recognized for excellence through Excellence Awards and Force for Good honors

Apply for CECP's annual awards or share a case study with peers and other stakeholders:

› CEOs from the following companies appeared in-person to receive Excellence Awards recognition: **Bristol-Myers Squibb, Cargill, General Mills, Goldman Sachs, IBM, Kraft, PG&E Corporation, and Xylem**

› Force for Good Awards: **Barry Salzberg**, Global CEO, Deloitte Touche Tohmatsu Limited; **John Replogle**, President and CEO, Seventh Generation

8. Invite CECP to a board or top-level executive meeting

CECP joins CEOs and their teams in-person at high-level meetings on advancing their companies' community investments:

› CECP experts have led turnkey discussions on corporate societal engagement data and strategy with executive teams at **3M, Samsung Electronics America, Inc., and Target**.

CECP Board of Directors

CHAIRMAN

Douglas R. Conant, Chairman, Avon Products, Inc; Founder and CEO, Conant Leadership; Former CEO, Campbell Soup Company

HONORARY CHAIRS

Peter L. Malkin

David Rockefeller

Paul A. Volcker

Sanford I. Weill

John C. Whitehead

(Apr. 2, 1922–Feb. 7, 2015)

FOUNDING CO-CHAIRS

Kenneth T. Derr, Former Chairman and CEO, Chevron Corporation

Paul L. Newman

(Jan. 26, 1925–Sept. 26, 2008)

BOARD OF DIRECTORS

Kenneth T. Derr, Former Chairman and CEO, Chevron Corporation

Irene M. Dorner, Former President and CEO, HSBC Bank USA, N.A.

Richard Edelman, President and CEO, Edelman

Henrietta H. Fore, Chairman and CEO, Holsman International

Robert H. Forrester, President and CEO, Newman's Own Foundation

Alan G. Hassenfeld, Chairman, Executive Committee, Hasbro, Inc.

Shelly Lazarus, Chairman Emeritus, Ogilvy & Mather

Peter L. Malkin, Chairman Emeritus, Empire State Realty Trust

Sheri S. McCoy, CEO, Avon Products, Inc.

Harold McGraw III, Chairman, McGraw Hill Financial

Deanna M. Mulligan, President and CEO, The Guardian Life Insurance Company of America

Marilyn Carlson Nelson, Co-CEO, Carlson Holdings, Inc.

Duncan L. Niederauer, Former CEO, NYSE

James E. Rohr, Retired Chairman and CEO, The PNC Financial Services Group, Inc.

Michael I. Roth, Chairman and CEO, Interpublic Group

Edward B. Rust, Jr., Chairman and CEO, State Farm Mutual Automobile Insurance Company

John B. Veihmeyer, Global Chairman, KPMG International

Sanford I. Weill, Chairman Emeritus, Citigroup Inc.

*CECP honors the lifetime impact of its Founding Director and Honorary Co-Chairman **John C. Whitehead**, Former Co-Chair, Goldman, Sachs & Co. and Former U.S. Deputy Secretary of State. He was instrumental in founding CECP in 1999, along with **Paul Newman**, **Peter L. Malkin**, **Walter Shipley**, and other business leaders, drawing from his courageous ideas about a new role for business in society.*



CECP

THE CEO FORCE
FOR GOOD

<http://cecp.co>

5 Hanover Square
Suite 2102
New York, NY 10004
212-825-1000
info@cecp.co

ABOUT CECP: THE CEO FORCE FOR GOOD

➤ A coalition of CEOs united in the belief that societal improvement is an essential measure of business performance.

➤ Today CECP is a movement of 150 CEOs of the world's largest companies across all industries.

➤ Revenues of engaged companies sum to \$7 trillion annually.

➤ CECP offers participating companies one-on-one consultation, networking events, exclusive data, media support, and case studies on corporate engagement.

➤ A nonprofit organization, CECP was founded in 1999 by Paul Newman and other business leaders.

➤ More information available at <http://cecp.co>

The 2015 Board of Boards is made possible with support from **Newman's Own Foundation** and **PricewaterhouseCoopers LLP**. CECP thanks **Time Warner, Inc.** for hosting this year's event and **Golin** for their generous media support.

CECP is proud to partner with the **Empire State Building** to light the building in CECP blue on February 23, 2015.