

Event Program

FEATURED CEO AND EXECUTIVE SPEAKERS

Douglas M. Baker, Jr.,
Chairman & CEO, Ecolab

Ajay Banga, *President & CEO,*
Mastercard

Richard Davis,
Executive Chairman, U.S. Bancorp

Lynne Doughtie,
Chairman & CEO, KPMG LLP

Richard Edelman,
President & CEO, Edelman

Martina Hund-Mejean,
CFO, Mastercard

Hubert Joly,
Chairman & CEO, Best Buy, Inc.

Terri L. Kelly, *President & CEO,*
W.L. Gore & Associates

Bob Moritz, *Global Chairman, PWC*

Bill McNabb, *Chairman, Vanguard*
Stuart Parker, *CEO, USAA*

Michael Roth, *Chairman & CEO,*
Interpublic Group

LUNCH AND FIRESIDE CHAT

Michael R. Bloomberg, *Founder,*
Bloomberg LP and Bloomberg
Philanthropies & 108th Mayor
of New York City

MEDIA MODERATORS

Alan Murray,
Chief Content Officer, Time Inc. Brands;
President, FORTUNE, MEREDITH
CORPORATION

Adi Ignatius, *Editor-in-Chief,*
Harvard Business Review

13TH ANNUAL

Board of Boards: Corporate Leadership, Social Progress

FEBRUARY 26, 2018 | NEW YORK CITY



CECP

THE CEO FORCE
FOR GOOD

CECP 2018 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; Founder, Newman's Own



FORCE FOR GOOD AWARDS

COLLABORATION AWARDS

Douglas M. Baker, Jr.

Chairman & CEO, Ecolab

Douglas Baker is being honored for his conviction that a strong community and a strong region require a healthy, growing, and vital economy, and must also pay attention to those most in need. Examples include his work in the employer-led project Itasca, and on early-childhood education as vice chair of Close Gaps by 5. Moreover, he co-chaired the funding campaign for the \$40M Higher Ground complex, an innovative homeless shelter and social service nexus, which is the largest public-private partnership in housing and social services in Minnesota history.

Hubert Joly

Chairman & CEO, Best Buy, Inc.

Hubert Joly is being honored for his commitment to helping young people pursue future careers and improving the quality of the world where they achieve their dreams. By 2020, Best Buy will help one million under-served youth each year prepare for the tech-reliant jobs of the future and cut its own carbon footprint by 60 percent.

Ajay Banga

President & CEO, AND

Martina Hund-Mejean

CFO, Mastercard

Ajay Banga and Martina Hund-Mejean are being honored for their leadership in advocating for financial inclusion in vulnerable communities and emerging markets. While Ajay leads from the top, it is vital to have buy in from the CFO and all business units to enable transformative change. Ajay and Martina have led philanthropic investment and innovative business models at Mastercard that connect the underbanked and unbanked with formal financial services to drive economic growth in places such as Egypt, Kenya, and South Africa. By accelerating financial independence in more communities, they have fostered social progress that exemplifies impactful leadership.

LAWRENCE A. WIEN LEGACY AWARD

Richard Davis

Executive Chairman, U.S. Bancorp

Richard Davis is being honored with the Lawrence A. Wien Legacy Award. Under Richard's leadership, U.S. Bancorp focused its philanthropic efforts launching a new giving and engagement platform called Community Possible in 2016 focused on Work, Home, and Play. Last year, U.S. Bancorp contributed more than \$54M to nonprofit organizations across the country to make community possible.

CEO Engagement Opportunities

CECP offers the following opportunities for its CEOs:

PACESETTER AWARD

Terri L. Kelly
President & CEO,
W.L. Gore & Associates

Terri Kelly's commitment and leadership at W. L. Gore & Associates has been admirable across her entire career. Since stepping into the role of CEO 12 years ago, the company has consistently been recognized globally by the Great Place to Work[®] Institute and lauded for its innovative management strategies. This attention to people and community carries over to Terri's approach to societal impact, instituting a paid volunteer-time initiative that encourages Gore Associates to get involved in their local communities. By fostering a shared commitment among associates to individual accountability, fairness, and sound global business practices, Gore consistently delivers products that improves lives, from medical devices that mend hearts to filtration technologies that clean the air we breathe to high-performance fabrics that protect fire fighters and first responders.

CEO Gatherings

- › Network, learn, and discuss with peers at CECP's Board of Boards—a *Forbes*-named top-three "power-player" event.

Data-Backed Insight

- › Receive customized, timely support on the latest corporate societal engagement trends from CECP's proprietary data, practices of 200+ companies, and leading research in the field. Invite CECP to present the latest insights to you, senior executives, Boards of Directors, and industry groups.

Communications Support

- › Communicate corporate social strategy initiatives to stakeholders via CECP's relationships with top-tier business media such as *CNBC*, *The Wall Street Journal*, *Fortune*, *Reuters*, and *Bloomberg BusinessWeek*.

Strategic Investor Initiative

- › Participate in CECP's new platform for leading CEOs to convey long-term plans to leading investors and receive guidance on your own sustainable value-generating plans.

Deep Dives on High-Demand Topics

- › Partner with CECP on a project focused on a specific area of interest, which benefits your company's knowledge and builds the field of corporate social strategy.

Ambassadorship

- › In a CECP Ambassador role, help expand and advocate externally for The CEO Force for Good coalition.

Sponsorship

- › Sponsor CECP events, projects, and activities to advance The CEO Force for Good and position your brand.

CECP Board of Directors

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Richard Edelman,
President & CEO, Edelman

Robert H. Forrester, *President & CEO, Newman's Own Foundation; Co-Chairman of Newman's Own, Inc.*

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

Shelly Lazarus, *Chairman Emeritus, Ogilvy & Mather*

F. William McNabb III,
Chairman, Vanguard

*In Memoriam

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

Duncan L. Niederauer,
Former CEO, NYSE

Stuart Parker, *CEO, USAA*

Michael I. Roth, *Chairman & CEO, Interpublic Group*

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Co-Chair: Peter L. Malkin, CECP Co-Founder; Chairman Emeritus, Empire State Realty Company

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Marilyn Carlson Nelson,
Former Chairman & CEO, Carlson Holdings, Inc.

Paul L. Newman,*
CECP Co-Founder (Jan. 26, 1925 – Sept. 26, 2008)

Kenneth T. Derr, *Former Chairman & CEO, Chevron Corporation*

Henrietta H. Fore, *Executive Director, UNICEF; Former Chairman & CEO, Holsman International*

Harold McGraw III,
Chairman Emeritus, S&P Global Inc.

David Rockefeller*
(June 12, 1915–March 20, 2017)

Paul A. Volcker

John C. Whitehead*
(Apr. 2, 1922 – Feb. 7, 2015)

CECP LEADERSHIP TEAM

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Strategic Investor Initiative

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The 2018 Board of Directors is made possible with support from **Newman's Own Foundation**, **PricewaterhouseCoopers LLP**, and **USAA**. CECP thanks **Time Warner, Inc.** for hosting this year's event.

CECP is proud to partner with the **Empire State Building** to light it in CECP blue on February 26, 2018.



CECP

THE CEO FORCE
FOR GOOD

<http://cecp.co>

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ABOUT CECP: THE CEO FORCE FOR GOOD

- A CEO-led coalition that believes that a company's social strategy—how it engages with key stakeholders including employees, communities, investors, and customers—determines company success.
- CECP is a movement of more than 200 of the world's largest companies across all industries.
- The CEO Force for Good coalition represents companies with combined revenues of \$7 trillion annually, \$18.6 billion in societal investment, 13 million employees, and investments of \$15 trillion in assets under management.
- CECP helps companies transform their social strategy by providing customized connections and networking, counsel and support, benchmarking and trends, and awareness building and recognition.
- A nonprofit organization, CECP was founded in 1999 by Paul Newman and other business leaders.
- More information available at <http://cecp.co>.

SAVE THE DATE:
14TH ANNUAL BOARD OF BOARDS
FEBRUARY 25, 2019