

Council for Corporate Responsibility Presents

2nd Annual Texas Corporate Responsibility Summit

Council for Corporate Responsibility

Advancing Companies. Enriching Communities.



April 22, 2014

9:00 AM - 3:00 PM

Houston, TX

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Welcome from the National Diversity Council



Dennis Kennedy
Founder & CEO
National Diversity Council

I would like to take this opportunity to personally welcome you to the 2nd Annual Texas Corporate Responsibility Summit. In today's global society, the importance of corporate and social responsibility is becoming even more apparent. Collaboration between different cultural segments, organizations, and industries is imperative to form a strong, cohesive community. Community building is not only about creating new ideas; it is also about putting these ideas into action and witnessing the results.

The goal of the 2nd Annual Texas Corporate Responsibility is to bring professionals from companies, corporations and organizations together to share best practices in Corporate Social Responsibility (CSR). We hope that by bringing together the sharpest minds in CSR that they can learn from one another and further promote the utilization of CSR as an integral part of a company's success.

The Summit is broken into multiple sessions. Many topics will be discussed, ranging from planning Corporate Responsibility initiatives, to implementation, to effective management and sustainability, all the while promoting the best practices of companies that act as good corporate citizens in the community at large. Our participants come from diverse backgrounds and organizations, and share an astounding passion for their work. The topics were chosen to provide all attendees with valuable insights that will benefit their personal and professional growth.

The National Diversity Council in conjunction with the Council for Corporate Responsibility started this Summit because there is a strong need for dialogue surrounding local, national, and global enrichment through the promotion of Corporate Social Responsibility and Sustainability. Thank you for joining the us in addressing this need; we hope that ultimately, what attendees will take away from the summit is that good corporate citizenship is good for business.

A handwritten signature in black ink that reads "D. Kennedy". The signature is fluid and cursive, with a long, sweeping underline.

Agenda

9:00 a.m. -9:30 a.m.

REGISTRATION & BREAKFAST

9:30 a.m. -9:45 a.m.

OPENING REMARKS

9:45 a.m. -11:00 a.m.

SESSION I — *Philanthropy Panel Discussion*

- *“Easy, Effective, and Essential Philanthropy”*
Pamela Lovett — *Business Development & Community Affairs, Comerica Bank*
- *“The Role of Corporations in Narrowing the Income Gap”*
Kyra Randal — *Development Director, HARC*
- *“Generation Next: Young Donors Inspiring a New Generation of Philanthropists”*
Nicole McZeal Walters, Ed.D — *Associate Dean of Graduate Programs, School of Education, University of St. Thomas*
- *“Individuals, Non-profits, and Corporation Collaboration in Philanthropy.”*
Amber Baker — *Senior Vice President of Houston/Gulf Coast, Field Operations/Development, American Heart Association*

11:00 a.m. -11:10 a.m.

NETWORKING BREAK

11:10 a.m. -11:50 a.m.

SESSION II

“Corporate Employee Giving Programs: The Verizon Example”
David O. Russell — *Vice President - External Affairs, Verizon*

12:00 p.m. -1:00 p.m.

LUNCH & NETWORKING

1:00 p.m. -2:00 p.m.

SESSION III — *Environmental Sustainability Panel Discussion*

- *Public Private Partnerships Create Inclusive Workplaces*
Elise Hough — *CEO, Easter Seals Greater Houston*
- **Sara Speer Selber** — *Founder, The Project Management Team*

Agenda

2:00 p.m. -2:50 p.m.

SESSION IV

- *“Employees Engagement: The Key Success for Sustainability Programs and Reporting”*
Melanie Brooke-Lander — *Director of Health, Safety and Environmental, Baker Hughes*
- *“Environmental Sustainability - A Question of Balance vs. Tradeoffs”*
Dr. Jim Lester — *President and Chief Executive Officer, HARC*
- *“Green E-Waste Recycling: Why Is It Important for Modern Business”*
Clive Hess — *President, CompuCycle Inc.*
- *“Environmental Sustainability: Moving Beyond Compliance”*
Tajana Mesic — *Founder and President, GGG Sustainability Solutions*

2:50 p.m. -3:00 p.m.

CLOSING REMARKS

Event Sponsors



Moderator



Yvonne Harris
*Director of Human Resources Department
UHY LLP, Certified Public Accountants*

Yvonne Harris recently joined UHY LLP, Certified Public Accountants, a tax and business consulting firm, as the director of the Human Resources Department.

With experience in financial services, retail, and manufacturing industries, Yvonne is responsible for implementing HR policies and programs, and managing all aspects of employee relations. She manages staffing and recruiting, performance management, and compensation and benefits administration. As a strategic partner to UHY LLP's senior management, Yvonne focuses on the continued enhancement of the company's employee-oriented culture that emphasizes quality, continuous improvement, teamwork, and high performance.

Yvonne received a bachelor's degree in accounting from Hampton University and a certificate in Human Resources Management from the University of Miami. She has held the professional certification of Senior Professional in Human Resources (SPHR) since 2001.

Yvonne contributes her success in life and her career to her faith and support that she receives from her close-knit family. Yvonne's passion for HR stems from her embedded desire to help people reach maximum potential and belief in "paying it forward."

Yvonne is an active member of the Junior League of Houston and currently serves as the chairman of the Spanish Community Outreach (SCORE) placement. In her spare time, Yvonne enjoys traveling to warm weather locations with her family.

Speaker



David O. Russell
Vice President - External Affairs
Verizon Communications

David Russell is vice president - external affairs for Verizon Communications. Russell is responsible for directing all charitable contributions and community involvement activities by Verizon in the states of Arkansas, Oklahoma and Texas.

He is a former daily newspaper editor and is celebrating the 33rd year of his corporate career. Russell held various public affairs management positions before being named a director with Verizon's national Telephone Operations group. Russell later served as national media spokesman for the company and in 1994 he became the regional vice president of public affairs for Verizon Southwest until he assumed his current duties in the year 2000.

Russell serves on the board of a variety of organizations has been a leader of the following:

- Past chairman - Texas Independent College Foundation
- Past chairman - North Texas Business for Culture and the Arts
- Past chairman - Keller Chamber of Commerce
- Past chairman - North Texas Commission
- Past chairman - Texas Business and Education Coalition
- Past chairman - Texas Education Reform Caucus
- Past president – Press Club of Dallas.

Russell was named "Man of the Year" in 2011 by SafeHaven of Tarrant County for his work in the prevention of domestic violence and was named one of the top 40 "North Texas Superheroes" by the North Texas Commission as one of the most visionary leaders of the region over the past 40 years. In 2009 he was honored as a "Champion of Literacy" by Literacy Instruction for Texas, the region's largest literacy provider.

Russell received a Bachelor of Arts degree from the University of Arkansas. He has completed special training in corporate community relations at Boston College and received an MBA degree from the University of Dallas. He and his wife Debbie have two grown sons and live in Keller, Texas.

Speaker



Dennis Kennedy
Founder & CEO
National Diversity Council
Council for Corporate Responsibility

Dennis Kennedy (www.denniskennedy.org) has an unwavering passion for people and works to ensure that all individuals receive equal opportunities in the workplace regardless of race, ethnicity, sex, religion, age, physical or mental handicaps, physique, gender identity or sexual orientation. In 2004, Mr. Kennedy saw a very strong need to create an organization that would champion Diversity and Inclusion across the state and walked away from his job to start the Texas Diversity Council, www.texasdiversitycouncil.org. Four years later, he launched the National Diversity Council (NDC), which is currently made up of 25 state and regional councils. His vision is to have state and regional diversity councils in all 50 states. Visit www.nationaldiversitycouncil.org for more information.

Along with these state councils, he has launched several statewide conferences focused on diversity, leadership, and women. The links to the diversity and leadership conferences as well as to the women's conferences are www.nationaldiversityconference.com and www.nationalwomensconference.com. Furthermore, Mr. Kennedy has launched two additional national organizations in 2011 including the National Women's Council, (www.nationalwomenscouncil.org) which focuses on advocacy for women and the Council for Corporate Responsibility, (www.uscorporateresponsibility.org) which seeks to educate organizations on the best practices in social responsibility.

He graduated from the University of Houston Main Campus (UofH) with undergraduate degrees in economics, business management, political science and physical education; he also earned a MBA from University of Houston Main Campus as well. In addition, he was a scholarship athlete for football. Mr. Kennedy is currently working on his book titled, *CreatingYourSignificance™*, which is a unique self-marketing strategy that allows individuals to create a successful personal brand.

Speaker



Elise Coleman Hough
Chief Executive Officer
Easter Seals of Greater Houston, Inc.

As Chief Executive Officer of Easter Seals of Greater Houston, Inc., Elise Coleman Hough brings her business background to the non-profit arena. With a combination of tax, legal and accounting skills, she has helped expand the services and supports offered by Easter Seals in a difficult financial and compliance environment that forced many other non-profits to close or reduce their services. Under her leadership, the agency has grown an average of 10% per year for ten years and now employees over 120 staff people. During her tenure, the agency has reestablished Adult Services, developed support and adapted play groups (including play therapy, pet therapy, yoga, dance, karate and Gymboree for children with disabilities), expanded therapy and case management services to children over the age of three, established a school for children with severe disabilities, collaborated with Americorps/VISTA (providing two free full-time equivalent staff members) and expanded services to include financial literacy and access to down payment assistance and homebuyer's education to help provide affordable and accessible housing to individuals with disabilities, established an assistive technology lab and developed emergency assistance including becoming a Food Bank Pantry. In addition, under her leadership the following organizations have joined Easter Seals to expand their reach including Houston Area Respite Center, Social Motion Skills which provides autism focused social skills and BridgingApps which bridges the gap between technology and people with disabilities.

Prior to leading Easter Seals, Elise provided business consulting services to start-up technology companies and worked at Ernst & Young and Deloitte & Touche in Houston and New York as a tax consultant. She specialized in mergers and acquisitions, corporate taxation and ran a specialized national public finance group for Deloitte.

Elise earned a B.A. in Liberal Arts and a B.B.A in Business Administration from the University of Texas at Austin, a J.D. from the South Texas College of Law, is a member of the Texas Bar and is a CPA.

Elise is a Houston native and has been active in the community since childhood. Elise was awarded the Outstanding Student Award by the Dean of Students at UT for her work with Services for Handicapped Students, was on the Dean's List every year and was a National Merit Scholar. She has volunteered for organizations such as the Covenant House; Texas Children's Hospital, Child Advocates and is a sustaining member of the Junior League of Houston. Elise was nationally recognized by the Robert Wood Johnson Foundation by winning the Community Health Leaders Award for her leadership in providing services to people with disabilities.

Speaker



Sara Speer Selber
Founder
The Project Management Team

Sara Speer Selber, Founder of The Project Management Team, has more than 30 years of experience managing people and organizations for excellence and success. Her career with for-profit and non-profit entities has been characterized by entrepreneurial innovation, and she has been recognized repeatedly by professional and community groups for her business achievements and many contributions to the welfare of others.

An accomplished networker, Sara combines her considerable communication skills with an extensive resource of business and community leaders to bring people together to address mutual needs and shared opportunity. She has also been described as a “Visionary who is always on the go and never stops learning.

Selber joined AIDS Foundation Houston as CEO when they had a \$1 million operating budget, with a looming deficit of \$300,000. Seven years later, the agency operated on an annual budget of \$6 million and a \$1 million cash reserve and over 6 million dollars in real estate assets. Through innovative management techniques, collaborations and the recruitment of an active and engaged Board of Directors, AFH was acclaimed locally and nationally.

Sara became president of the Dynegy Foundation and was the driving force behind the Corporate Social Responsibility programs, which were aligned throughout every business unit. Sara conceptualized and implemented innovative programs that extended the Foundation’s \$750,000 philanthropic investment to a \$4.5 million dollar donation to community organizations during the company’s toughest financial times.

Today, The PM Team quietly and from behind the scenes, facilitates and helps business conceptualize and implement new models, collaborations and communication strategies, which yield high impact results for those wanting to experience change. Projects such as The NFL Super Build, Lemonade Day, Tet Fest Houston and Build Clean have established Sara and her firm as the “go-to” for projects that create community impact, positive Corporate Branding and employee and community engagement.

Panelists



Pamela Lovett
Director - Business Development and Community Affairs
Comerica Bank

Pamela Lovett joined Comerica Bank with the acquisition of Sterling Bank, helping craft and execute a marketplace strategic plan to grow Comerica market share, address critical community charitable needs, fully engage colleagues across business units and increase diversity awareness. Lovett was Sterling Bank's Executive Vice President responsible for its award-winning charitable giving platform, business development programs and customer relationship management system. Lovett is the former president of the Greater Houston Partnership's Economic Development Division. Before joining the Partnership, she was in sales and sales management with AT&T and Lucent Technologies.

Lovett is the immediate past Board Chairman of DePelchin Children's Center and is also on the Boards of Better Business Bureau and Better Business Bureau Education Foundation. She is on the advisory boards of the Junior League of Houston, Houston Technology Center and University of Houston Small Business Development Center. She is a Senior Fellow and former board member of American Leadership Forum and a Forum Graduate of Center for Houston's Future. Lovett holds a doctorate of jurisprudence from South Texas College of Law. She graduated with honors from the University of Arkansas with a bachelor's degree in business administration. She is a member of the State Bar of Texas. She is the proud mother of two wonderful children. Her blog, "Everything's Connected" is available at <http://pamelalovett.blogspot.com>.



Melanie Brooke-Lander
Director of HSE Programs and Corporate Social Responsibility
Baker Hughes

Melanie Brooke-Lander is Director of Health, Safety and Environmental (HSE) Programs and Corporate Social Responsibility for the oilfield service company Baker Hughes. It was a newly created role when she stepped into it in 2009 and she has worked to establish and communicate Baker Hughes CSR strategy and practices and gain top-tier positions in investor rankings. Melanie has worked in the oilfield chemicals industry her whole career. She served for 5 years as the Chairman of the trade association, EOSCA (the European Oilfield Specialty Chemicals Association). In this role, Melanie collaborated with governmental agencies and other industry groups to shape the environmental legislation to protect the NE Atlantic Ocean from the impacts of oil and gas drilling operations. She is British and relocated from Aberdeen, Scotland to Houston in 2006. Melanie has an MSc in Applied Toxicology from the University of Surrey, U.K.

Panelists



Dr. Jim Lester
President and CEO
Houston Advanced Research Center (HARC)

Dr. Jim Lester holds a Ph.D. in Zoology from the University of Texas at Austin and is currently the President and CEO of the Houston Advanced Research Center (HARC). Previously, he served as Vice President and COO of HARC. He joined HARC in 2002 as the Director of HARC's Environment Group. Dr. Lester is responsible for strategic direction of HARC's programs which are designed to make more sustainable our management of water, air and natural resources. From 1975 to 2002 he was a faculty member and administrator in the University of Houston System where he held administrative positions at the University of Houston-Clear Lake as a Dean, Associate Vice President, and Director of the Environmental Institute of Houston.

During his tenure at HARC, Dr. Lester has been engaged in projects that analyze compilations of datasets from multiple sources to obtain new insights for watershed or landscape management. He also has served in a leadership capacity for the HARC program on air quality science.

Dr. Lester serves in an advisory capacity to a variety of organizations. He serves as the Chair of the Monitoring and Research Committee of the Galveston Bay Estuary Program, vice chair of the Trinity San Jacinto Basin and Bay Expert Science Team on environmental flows, and on advisory committees for the Texas Sea Grant Program, Texas A&M University College of Geosciences, and the Texas Environmental Research Consortium.



Kyra Randall
Development Manager
Houston Advanced Research Center (HARC)

Kyra Randall holds a Masters degree in Social Work Administration from San Diego State University and a Bachelors degree from University of California, San Diego in Urban Studies and Planning with an emphasis in Public Health. She is currently the Development Manager at Houston Advanced Research Center (HARC). She is responsible for implementing and executing a comprehensive development plan at HARC including foundation giving, corporate giving, annual gifts, major gifts and planned giving.

Her particular area of focus is major gifts and corporate giving.

Her development career began at the University of California, San Diego 14 years ago as the Director of Special Events in the Student Affairs Development division. During her career, Kyra has worked in Development with the United Way of Southwest Louisiana, American Civil Liberties Union and the Houston SPCA. She has also worked as a consultant with several organizations and provides pro-bono fund raising services for animal welfare organizations. In her spare time, Kyra enjoys home repairs, antique cars and serves as a medical foster parent for dogs and cats.

Panelists



Amber Baker
Senior Vice President
American Heart Association

Amber Baker, senior vice president of the American Heart Association Southwest Affiliate's Houston Gulf Coast Division, began working with the organization as a member of the Houston Heart Walk team in November of 2002. She later served as a corporate market director for the Northwest Houston, Northeast and Montgomery County Divisions. She experienced much success, growing each of these areas' volunteers, boards, Heart Walks, Galas, and Go Red for Women events.

During the 2005-2006 fiscal year, Amber was promoted to senior corporate market director where her responsibilities included managing the Houston Heart Ball, the Women's Guild and the Go Red for Women event. Under Amber's leadership, these events raised almost \$1,500,000 to help fight heart disease and stroke. At the start of the 2007-2008 fiscal year, Amber was promoted to Houston executive director leading the division to significant growth and raising over \$6.5 million for the association.

As the current senior vice president of the American Heart Association Southwest Affiliate's Houston Gulf Coast Division, Amber serves in numerous roles: leader, volunteer manager, fundraiser and health educator. Her goal is to successfully lead the affiliate and Houston Gulf Coast office in its efforts to build healthier lives free from cardiovascular diseases. Prior to Amber's work with the American Heart Association, she was regional director of fundraising for the March of Dimes. She has a bachelor's degree in Human Development and Family Studies from the University of Houston.



Tajana Mesic
President
Green Grove Group Sustainability Solutions

Tajana Mesic is the Founder and President of Green Grove Group Sustainability Solutions, the first Texas certified B Corporation sustainability implementation firm. She believes that the future of sustainability resides at the intersection of community, collaboration and innovation. She holds a Masters in Business Administration from the University of Dallas and Bachelor of Arts in Communication and Business from the University of Alabama. She is an active member of International Society of

Sustainability Professionals and a Certified Sustainability Professional. Her firm works with clients domestically and internationally to help implement profitable sustainability and corporate responsibility into their operations.

Tajana's current community involvements include Commissioner of Fulshear Parks Commission, member of Junior League of Houston and adviser of Kollo Women's Collaborative. In 2012, she founded the business group West Katy Netweavers in Fulshear, Texas to help facilitate responsible business growth in the area, resulting in over \$100,000 in revenue generated for network members and a number of hours helping improve the community.

Tajana's past community involvement includes chairman of the Plano Community Garden Junior League of Plano, board member of TRIWA, and member of Global Reporting Initiative and Green America. She enjoys traveling, butterfly gardening, and nature walks with her family and her dogs.

Panelists



Clive Hess
President
CompuCycle

Clive Hess, president of CompuCycle, is responsible for ensuring environmentally responsible end-of-life asset management for approximately six million pounds of potentially harmful electronic materials. He negotiates end-of-life electronic asset management contracts with corporations, leasing companies and handles the sales contracts for the reuse of re-certified/refurbished electronic products.

A graduate of the University of Houston, Hess has 16 years of experience in the electronics recycling industry. He currently serves on the Electronic Resource Recovery Council, where he participated in developing the organization's "Best Management Practices for Procurement, Use and Disposition of Electronics." He serves on the Steering Committee of the Gulf Coast Recycling Council, as well as the board of the State of Texas Alliance for Recycling.



Dr. Nicole McZeal Walters
Associate Dean of Graduate Programs
School of Education, University of St. Thomas

Dr. Nicole McZeal Walters is a skilled educator with 18 years of professional educational experience holding teaching, administrative, consulting, and instructional design positions in school and non-profit organizations. Her public school career spanned 10 years as an early childhood, elementary teacher and principal in the Aldine Independent School District. Dr. Walters presently serves as the Associate Dean of Graduate Programs at the University of St. Thomas in the School of Education, and a professor of Educational

Leadership.

Dr. Walters recently joined Fox 26 News as an educational contributor and expert, and can also be heard each Monday, 9:00 am CST as a radio co-host of NCEBC Talk Radio, an online radio talk show hosted by the National Council on Education Black Children.

Her research agenda includes developing leaders to embrace servant leadership, social philanthropy, social justice, and integrating culture and language to support academic achievement in underserved, marginalized students. She holds a bachelor of science in English and Interdisciplinary Studies from the University of Houston, and a Masters and doctorate of Educational Leadership from Texas Southern University.



The Council for Corporate Responsibility is committed to enhancing the appreciation for and understanding of the value of diversity and inclusion in today's global society. We strive to transform our workplace communities into environments where people are valued for their uniqueness and differences, and are confident that their contributions matter.



Please contact **Jane Tran** for more information about the Council
jane.tran@uscorporateresponsibility.org