

# [RE]DEFINE

2020 B:CIVIC SUMMIT

## SUMMIT RECAP

Highlights from the first virtual  
B:CIVIC Summit

PRESENTING SPONSORS



# [RE] DEFINING THE 2020 SUMMIT

Thank you to all who joined us on Oct. 22 for (Re)Define, B:CIVIC's first virtual Summit. We are still feeling the energy from this year's Summit. Over 300 speakers and attendees from across the country gathered virtually to focus on the business of making a positive impact in our communities. We are in awe of the engaging discussions, thoughtful questions and new ideas shared among this group of CSR leaders. Our hope is that momentum built at this year's Summit will guide and propel us as we (Re)Define the future of corporate social responsibility.



## Summit Chair

Sarah Hogan  
Principal  
Barefoot PR



## Summit Vice-Chair

Andrea Miller  
Corporate Social Responsibility Manager  
Delta Dental of Colorado



# BY THE NUMBERS

**344**   
SUMMIT ATTENDEES

**293**   
ORGANIZATIONS

**21**   
INDUSTRIES  
REPRESENTED

**GREECE**   
FARTHEST ATTENDEE  
VIRTUALLY TRAVELED



# WORKSHOPS AND SPEAKERS

## KEYNOTE SPEAKERS



### **Unleashing the Virtuous Cycle Between Social Impact and Business Impact**

Erin Reilly

Chief Social Impact Officer of Twilio



### **The Corporate Social Mind**

Derrick Feldmann

Managing Director of INFLUENCE | SG and The Ad Council

## SUMMIT SESSIONS

### **Building the Business Case**



**Leveraging the Pandemics to Build a Lasting Business Case and Executive Buy-In for CSR**

Steve Rochlin, CEO and Founder of Impact ROI



**A Multi-Stakeholder Approach to Corporate and Brand Purpose**

Anne Erhard, SVP, Business + Social Purpose of Edelman

# WORKSHOPS AND SPEAKERS

## Community Impact



### **Creating an Economy that Works for All**

Kelly Brough, President and CEO of the Denver Metro Chamber of Commerce  
Raju Patel, Market President, Denver Market of Bank of America



### **Pivot: A Guide to Innovating and Being Nimble in the Wake of COVID-19**

Lauren Lambert, Head of Government Affairs and Public Policy of Southwest U.S., Google



### **Five Steps to Developing a Community Crisis Plan**

Adeeb Khan, VP of CSR of Delta Dental of Colorado and Executive Director of Delta Dental of Colorado Foundation  
Andrea Miller, CSR Manager of Delta Dental of Colorado



### **Fresh Ideas on Partnership Activations**

Jennifer Bronner, Senior Manager, Community Relations, Corporate Social Responsibility of Cox Enterprises  
Michele Egan, Vice President of For Momentum

## Employee Experience



### **The Role of Chaos and Innovation in Diversity and Inclusion (D&I)**

Pam Jeffords, Sr. Partner, Diversity and Inclusion of Sapient Insights Group



### **Eliminating Talent Barriers Through Equity**

Demesha Hill, Community Relations Manager of Janus Henderson Investors and Managing Director of Janus Foundation

# WORKSHOPS AND SPEAKERS



## **Re-Defining Pro Bono & Skills-Based Volunteering for Current Needs**

Husna Ali-Khan, Associate Director of Pyxera Global

Casey Cortese, Managing Director of Charles Schwab

Veronica Hayden, Corporate Giving Representative of Xcel Energy

Elizabeth Schwan-Rosenwald, Chief Program Officer of Common Impact



## **A Community Conversation**

Sayu Bhojwani, Founder and President of New American Leaders

Savinay Chandrasekhar, CEO of Minds Matter Colorado

Lauren Guthrie, Vice President of Inclusion and Diversity, Americas of VF Corporation

Ramona Houston Ph.D., PMP, Principal of Kalirah Strategies

Derek Hubbard, External Communications of Southwest Airlines

## **Telling Our Story**



### **How to Strengthen Social Impact Programs and Communications by Addressing Diversity, Equity and Inclusion Issues**

Mark Feldmann, Founder, Principal and Managing Director of Cause Consulting

Nikki Korn, Principal and Chief Strategy Officer of Cause Consulting



### **Social Impact Storytelling**

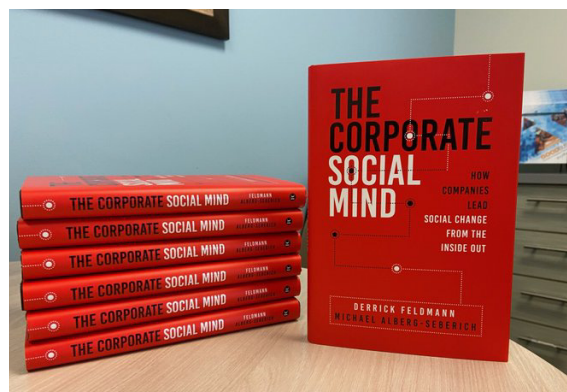
Sarah Hogan, Principal of Barefoot PR

Cori Streetman, Principal of Barefoot PR

# SUMMIT HIGHLIGHTS

“This conference gives me hope. There are hundreds of people who have a mindset to incorporate business as a force for good.”

- Vicki Carey-Davis, Twiggs & Co.



“As a nonprofit ED, my wheels are spinning ... thank you for the possibilities.”

- Tyg Taylor, Wholly Kicks

**Our Pro Bono pivots**

FROM	TO
In person event	All virtual event
Three consulting sessions in a single half-day event	Three consulting sessions across three days
Scaling up number of projects	Scaling down number of projects
Recruiting targeted at more senior level employees	Expanded employee levels for recruitment and participation
Projects targeted on longer-term nonprofit solutions	Projects more responsive to current world events
No issue focus	One challenge with issue-based focus

“Really practical, applicable and informative. Great session even for someone who doesn't work in human resources. Provided very specific, actionable and measurable tools and tactics to share with my colleagues.”

- Micah Gurard-Levin, Liberty Global

**Understanding Unconscious Bias**

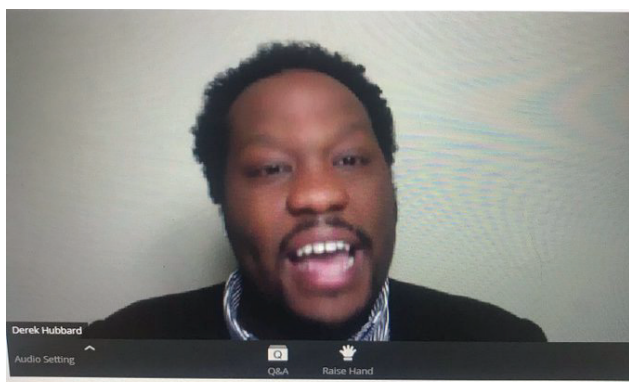
**Types of Unconscious Bias**

- Availability Bias** - Believing examples that come to mind easily are the most representative
- Confirmation Bias** - Focusing on information that affirms one's views and rejecting contradictory information
- Halo/Horn Effect Bias** - Assuming someone is generally good or bad based on a single trait
- Ingroup Bias** - Favoring members of one's own group(s) over groups considered to be outsiders
- Recency Bias** - Relying on recent events because they are easier to recall
- Stereotypic Bias** - Relying on oversimplified perceptions because of an individual's membership in a particular group

Source: Conflictor, Managers' Perception of Bias in Performance Management

Janus Henderson

# SUMMIT HIGHLIGHTS

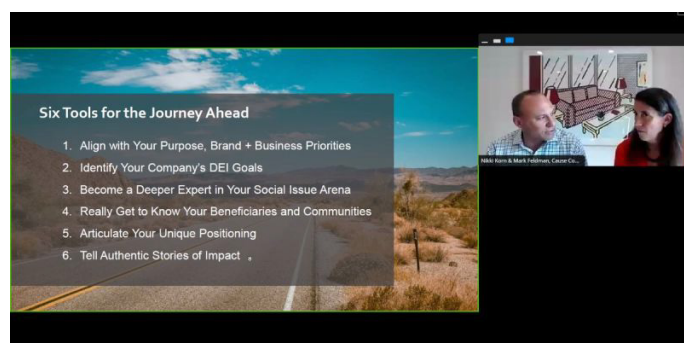


“Great session with wonderful speakers. The moderator did a really adept job navigating through this conversation by pulling on just the right threads and offering his own insights.”

- Mara Holiday, Western Union Foundation

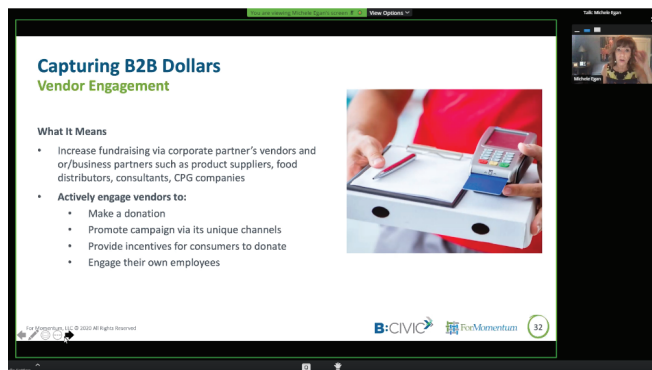
“I really enjoyed the data approach to understanding marketing and communications. I thought Feldmann's emphasis on trust in a stakeholder-corporation relationship was key to developing the most successful brands.”

- Abigail Brown



“The research level of information in this workshop was really helpful. I also enjoyed learning about specific examples of multiple levels of collaboration across sectors.”

- Garrett Braun





# SOCIAL MEDIA ENGAGEMENT

B:CIVIC Retweeted



**Mara Holiday** @holiday\_mara · Oct 22

"The corporate social mindset infuses the social and public outcomes into everything we do." -@derrickfeldmann on how CSR can add value to our communities. Heard during closing session at the #BCIVICSummit! Thank you for a great conference @BCIVIC1! 🌟🌟



1 2



**Tara Rojas** • 2nd

VP, Senior Regional Community Relations Manager  
2w • Edited •

"Chaos is energy." Despite everything going on, B:CIVIC's summit committee found a way to make collaboration and inspiration still happen virtually. Energizing to be a part of a day filled with corporate social responsibility and social impact ideas from great speakers!

Thank you to our committee members [Sarah Hogan](#), [Andrea Miller](#) [Veronica Hayden \(Brana\)](#), [Carolyn Cavicchio](#), [Laura Reese](#), [Christina Frantz \(she/her\)](#), [Paula McClain](#), [Dennis LaMantia](#), [Kaytia King](#), [Matt Kaspari](#), [Shanda Vangas](#), [John Dowling](#) and [Sally Hallingstad](#) — and our sponsors [Suncor](#) and [VF Corporation](#)!

#bcivicsummit #nailedit #community #buildingbettertogether #corporate-social-mind

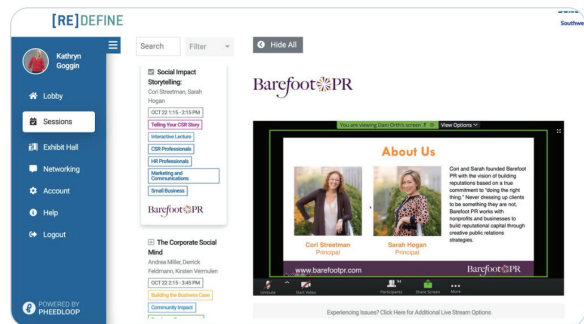


160 · 13 Comments



**Barefoot PR** @BarefootPRDen · Oct 22

Today, the Barefoot team virtually attended the @BCIVIC1 Summit where we explored all things #CSR. Best of all, @CoriStreetman & @sarahhogan led an amazing session of their own on social impact storytelling! #BCIVICSummit #businessforgood

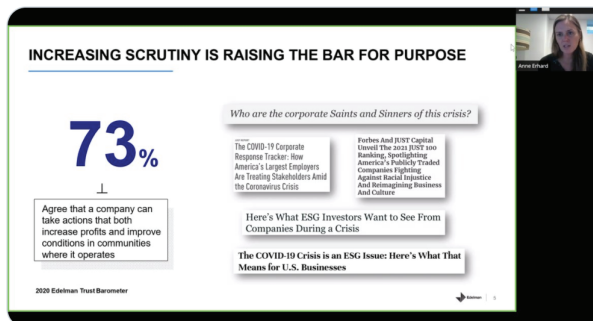


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**Lora Ledermann** @Lederwoman · Oct 22

Thanks to @BCIVIC1 for bringing together purpose-driven companies for today's summit. We loved hearing from @EdelmanPurpose and we appreciate all of the CSR research and studies that you have completed and shared with us all. #BCIVICSummit #Edelman



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**B:CIVIC** @BCIVIC1 · Oct 22

Grateful for the #candid conversation moderated by @SouthwestAir's Derek Hubbard w/ @SayuBhojwani of @NewAmericanLd, Savinay Chandrasekhar of Minds Matter Colorado, Lauren Guthrie of @VFCorp & @ramonahouston of Kalirah Strategies on race & how we can support our community.



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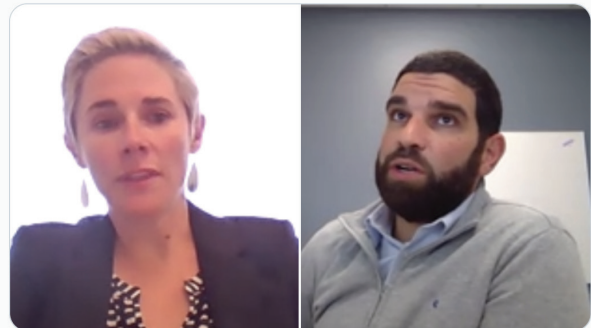
# SOCIAL MEDIA ENGAGEMENT

**B:CIVIC** @BCIVIC1 · Oct 22  
 "Make social impact a part of your core company to accelerate impact."  
 2020 #BCIVICSummit keynote @Erin\_R\_Reilly, Chief Social Impact Officer of @twilio sharing insights on unleashing the virtuous cycle between social impact & #business impact.



4 6

**B:CIVIC Retweeted**  
**LeadershipFoundation** @DenLeadership · Oct 22  
 We ❤️ hearing from our alums @BCIVIC1's #virtual summit today. Adeeb Khan, Leadership Foundation board member and Andrea Miller, #LeadershipDenver '21, are sharing tips and insights for how @DeltaDentalCO responded to #COVID19. #BCIVICSummit



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**Common Impact** @CommonImpact · Oct 22  
 Check out the resources @elizabethroot highlighted in her #BCIVICSummit session!

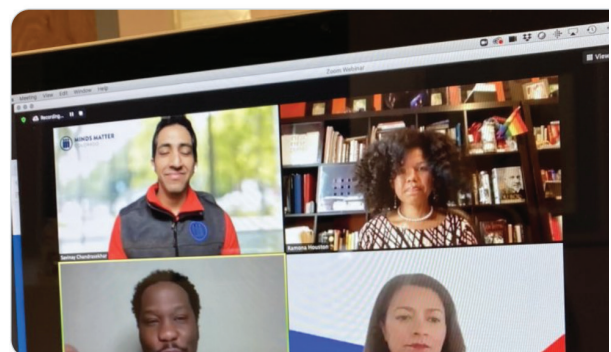
Insights & Impact 2020: Measuring the Social Impact of Volunteerism: [bit.ly/3knGKKK](https://bit.ly/3knGKKK)

COVID-19 Nonprofit Impact Report: [bit.ly/31x3G2Y](https://bit.ly/31x3G2Y)

Capacity Commons: [bit.ly/35rwXNo](https://bit.ly/35rwXNo)



**Sarah Hogan** @sarahehogan · Oct 22  
 Totally having a moment. Thank you for teaching, leading, correcting, pushing. @derekkhubbard @SayuBhojwani @ramonahouston #savinaychandrashar #laurenguthrie #bcivicsummit @BCIVIC1



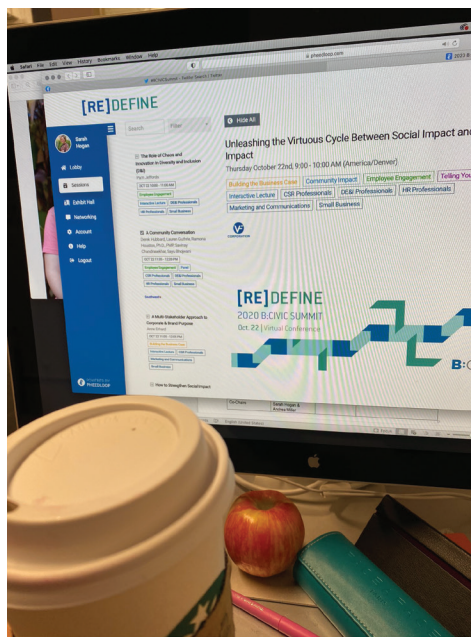
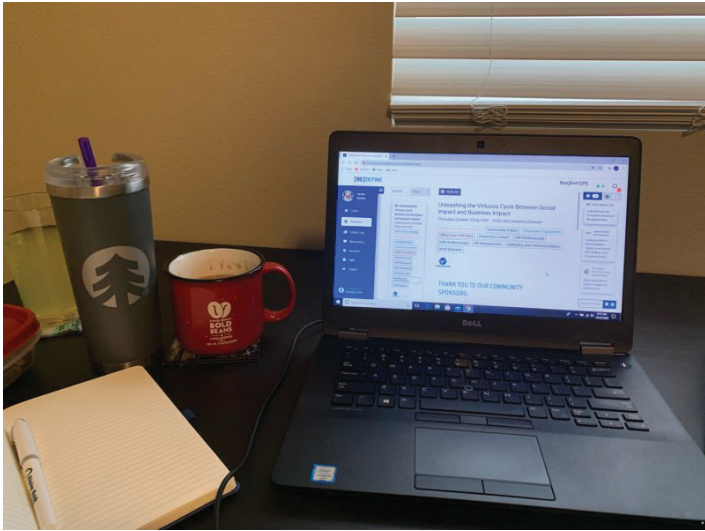
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Follow B:CIVIC and the 2020 Summit coverage with #BCIVICSummit.





# THE SUMMIT IN YOUR HOME



# THANK YOU TO THE SUMMIT COMMITTEE

**Summit Chair:** Sarah Hogan of Barefoot PR

**Vice-Chair:** Andrea Miller of Delta Dental of Colorado

## **Summit Committee Members**

Carolyn Cavicchio of S&P Global

John Dowling of Ballast Group

Christina Frantz of Twilio

Ted Gerbick of First Western Trust

Sally Hallingstad

Veronica Hayden of Xcel Energy

Matt Kaspari of Kaspo Inc.

Kaytia King of FWD.us

Dennis LaMantia of Experient

Paula McClain of Black Pearl Marketing

Laura Roese

Shanda Vangas of Fourth Wave Strategies

## **B:CIVIC Staff**

Kirsten Vermulen, Executive Director for B:CIVIC

Jess Welser, Senior Membership Specialist for B:CIVIC

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## VISIONARY SPONSORS



## COMMUNITY SPONSORS





Learn more about joining B:CIVIC at [bcivic.org](https://bcivic.org).