

2009 marks a year of unprecedented challenge for the Corporate Contributions field.

Today, increasing food and fuel costs coupled with a financial and housing crisis have caused recession-like conditions in key markets globally. Rising unemployment rates overwhelm individuals and communities placing increased demand for corporate contributions in this country and worldwide.

Now more than ever, companies can expect to feel pressure from the government and non-profit sectors to help pick up the pieces of a weakened economy. Businesses will play an instrumental role in addressing a dearth of social issues beyond the capacity of one sector. The need for resiliency and collaboration will be the mantra for 2009.

The Annual Conference on Corporate Contributions is designed to determine how contributions managers can best address **Philanthropy in a Changing Economy**.



THE ACCP ANNUAL CONFERENCE ON CORPORATE CONTRIBUTIONS
PHILANTHROPY
In a Changing Economy

March 8 - 11, 2009

INTERCONTINENTAL MARK HOPKINS HOTEL
ONE NOB HILL, SAN FRANCISCO



THE 2009 ACCP CONFERENCE ON CORPORATE CONTRIBUTIONS CONFERENCE SCHEDULE *San Francisco*

Sunday, March 8

PRE-CONFERENCE ACTIVITIES



- ACCP Golf Outing - One of the staple pre-conference activities, the sixth annual outing will be held at the Presidio golf course (one of Northern California's top-rated public courses, managed by Arnold Palmer Golf Management). Lunch included.
- ACCP NatureWalk - The second annual nature walk will explore the Muir Woods National Monument. Just a few miles north of San Francisco, the ancient coast redwood forest provides a beautiful scenic daytrip. Lunch included.
- Newcomer Reception *sponsored by Sage Publications*
Back by popular demand, ACCP will welcome those first-time Conference attendees with a private reception hosted by the Association's Board of Directors .

OPENING RECEPTION & DINNER

reception sponsored by InterContinental Hotels Group

dinner sponsored by Wachovia

keynote speaker sponsored by Wells Fargo

Following a welcome reception and an introduction to the historic Mark Hopkins InterContinental Hotel, the opening dinner will feature Cecil Williams – a dynamic speaker with an enlightening story who will share his journey as one of the first African American graduates of Perkins School of Theology and pastor of Glide Memorial Church in San Francisco. He is a respected minister, leader, author, lecturer and spokesperson for the poor and marginalized. Williams is well known for bringing together a community of people in a common search for acceptance and social justice.



Monday, March 9

BREAKFAST

AUDIENCE RESPONSE SYSTEM (ARS)

Our industry continues to move toward data-driven decision making, furthering the need for timely and relevant quantitative analysis about trends in the corporate contributions field. For the first time, ACCP will integrate an Audience Response System (ARS) throughout the 2009 Annual Conference on Corporate Contributions. Wireless keypads will be assigned to each attendee for the three-day event. The system allows participants to respond to questions about sessions, speakers and trends in corporate giving and see the results immediately – in a safe and secure environment. Individual responses are confidential and a summary report will be provided to attendees at the conclusion of the conference.

OPENING PLENARY

Facing the Challenges of Economic Uncertainty:
Mark Shamley, President & CEO, ACCP



ACCP President Mark Shamley opens up the 2009 Annual Conference by outlining the current state of Corporate Social Responsibility as it relates to the slumping global economy and stakeholder expectations. Taking a look back over the past year of economic insecurity, Shamley will review the recent trends in corporate giving and consider how things will shape up in the year that lies ahead.

MORNING BREAK - EXHIBIT BOOTHS OPEN

sponsored by Horizon Blue Cross Blue Shield of New Jersey

LATE MORNING: INDUSTRY GROUP BREAKOUTS



In response to overwhelming feedback from participants of the 2008 Annual Conference, ACCP will convene Industry Group breakouts on day one to foster connectivity among members. These small meetings will allow attendees to focus on topics unique to their specific industry and explore tactical issues and opportunities. The sessions will include a portion of time dedicated to reviewing trends relevant to your company's industry, discussing "hot button" items and planning for the Industry Group's agenda for the coming year.

- Hospitality & Lodging
- Insurance
- Manufacturing
- Petroleum & Chemical

NETWORKING LUNCH

sponsored by Genentech Free time for networking and exhibitor visits.

Monday, March 9 *(continued)*

AFTERNOON PLENARY

Expanding Capacity through Pro-Bono & Skill-Based Volunteerism: As the economic landscape shifts and non-profits search for ways to sustain operations as demand for services increase, we know that value-added volunteerism is an important part of the corporate giver's asset portfolio. The afternoon plenary speakers will address ways you can access human capital. Discussions will explore concrete examples of how to utilize your employees' knowledge and expertise, what pitfalls to avoid, and how to structure partnerships with charities that yield results. Aaron Hurst, President & Founder, The Taproot Foundation will join a panel of ACCP member company experts to outline programs and share experiences.



LATE AFTERNOON PLENARY

In the Trenches: Providing Local Solutions: Dr. Mimi Silbert, Delancey Street Foundation, headquartered in San Francisco, is considered one of the country's most effective social entrepreneurial programs. It serves ex-felons, former substance abusers and others who have hit bottom. The Foundation operates five national centers located in New York, New Mexico, North Carolina, and California offering proven solutions that transform its residents from a life of drugs, alcohol and crime to positive contributing members of society.



Dr. Mimi Silbert examines a successful approach to rehabilitation and economic development that can become a model throughout the United States. This innovative program offers opportunities for corporations to engage in creative solutions that can help counter the social impact of an economic downturn.

NETWORKING RECEPTION, DINNER, & ACTIVITY

Delancey Street Foundation reception and dinner sponsored by Bank of America At this year's Networking Dinner, attendees will experience, first-hand, the work of the Delancey Street Foundation. The site of the ACCP Monday Night Dinner allows Conference attendees to experience what Dr. Silbert has done for the lives of so many.

networking activity sponsored by The Walt Disney Company Following the Reception & Dinner, networking activities take a new and adventurous twist as participants head to an internationally acclaimed San Francisco institution. Yet to be revealed, the ACCP Conference attendee exclusive event will have you laughing and entertained beyond your imagination.

Tuesday, March 10

BREAKFAST

OPENING PLENARY

Investing in Teachers: Building a Competitive Global Workforce



Regardless of the economic downturn, school districts continue to educate the same amount of, if not more, students each year. More students with fewer resources mean deep budget cuts – in many cases to the detriment of this country's ability to compete in a global economy. ACCP member companies will provide insight on programs that address education funding gaps through teacher-driven investments. Hear how these programs are designed, managed and measured.

MORNING BREAK - EXHIBIT BOOTHS OPEN

sponsored by McKesson

LATE MORNING PLENARY

Charting A New Course: Gail McGovern, President & CEO, American Red Cross



ACCP is excited to welcome Gail McGovern, newly elected President & CEO of the American Red Cross, to conference attendees. McGovern, following a longstanding tradition of previous ARC leaders, will discuss partnerships, disaster relief strategies, and what changes are taking place at the ARC.

NETWORKING LUNCH

Free time for networking and exhibitor visits.

Tuesday, March 10 *(continued)*

AFTERNOON: RESOURCE GROUP BREAKOUTS

In today's economy, a myriad of issues fall on the laps of contributions managers. Using the ACCP network of members, the Resource Group breakout sessions allow attendees the opportunity to meet by focus area and discuss current obstacles. Information sharing will be presented by experts such as Randy Cohen, VP Policy & Research, Americans for the Arts; Jill Friedman Fixler, Principal, JFFixler & Associates; Kieran Murray, President, E-Philanthropy Solutions Inc.; and Ann Ure, Executive Director, Red Tab Foundation.



- Africa
- Arts & Culture
- Disaster Relief
- Education
- Environment
- Hunger
- Taskforce on Poverty
- Technology
- Volunteerism

In addition, the cross-industry topical groups will work together to set an agenda for the upcoming year so that the ideas and energy created in these meeting may be harnessed and released over the next twelve months.

CORPORATE CONTRIBUTIONS RECEPTION AND DINNER

The Asian Art Museum Of San Francisco
sponsored by Target



The Asian Art Museum is one of the largest museums in the Western world devoted exclusively to Asian art. Its collection includes more than 15,000 objects ranging from tiny jades to monumental sculptures. With nearly 2,500 artworks spanning 6,000 years of history on display, the museum's galleries provide an introduction to the major traditions of Asian art and culture.

Wednesday, March 11

BREAKFAST

OPENING PLENARY

Securing a Place at the Table:
Dr. Marshall Goldsmith,
author of *What Got You Here Won't Get You There*



Corporate contributions professionals continue to play a critical role in shaping how their companies are perceived by the outside world. However, many managers struggle with breaking through to the next level within their organizations.

Dr. Marshall Goldsmith, a *New York Times* bestselling author *What Got You Here Won't Get You There* – the Harold Longman Award – Business Book of the Year - and one of the world's top leadership gurus, will take ACCP Conference attendees through a fast-paced, interactive session on what it takes to get you to the next level. Dr. Goldsmith has worked with over 100 CEOs and their management teams and has been named as one of the five most-respected executive coaches by Forbes.

CONFERENCE CLOSING PLENARY

President's Report & Delegate Assembly
Mark Shamley, President & CEO, ACCP



ACCP is guided by its Delegate Assembly that sets broad policy and direction for the Association. ACCP encourages input from all members.

ABOUT THE INTERCONTINENTAL MARK HOPKINS



As splendid now as when it opened in 1926, InterContinental Mark Hopkins San Francisco is one of the city's finest hotels. Located at the crossing of three cable car lines, the venerable landmark is minutes from Union Square, the Financial District and Chinatown. Fisherman's Wharf and the Golden Gate Bridge are short drives away.

Welcome from the President

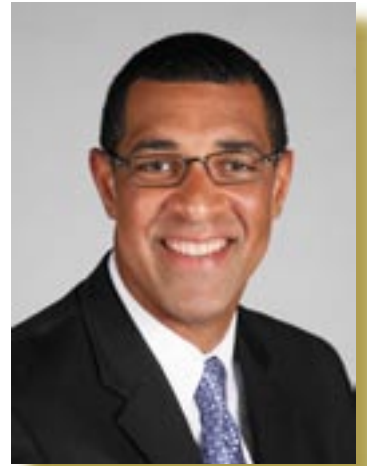
During the past year, you have provided suggestions, constructive feedback and vital input on what enhancements would improve your experience at the 2009 Annual Conference on Corporate Contributions. I am pleased to say we have taken heed to your advice and, as a result, have implemented elements that will make this year's Conference more engaging, challenging, and informative.

For example, Industry Group meetings will take place earlier in the conference and ACCP will introduce interactive technology to gather immediate feedback on content presented during plenary sessions. In addition, several Resource Group breakouts will feature topical speakers with allotted time to discuss action plans for the coming year – all designed to help you address the challenges you face back home.

Finally, the 2009 Conference tackles pressing issues surrounding how corporate giving managers can weather the effects of a challenging economy, justify your social investment, and develop plans with limited resources. As customary, we will address these issues head on with rigor and passion for the important work we do.

I look forward to seeing each of you in March.

Mark Shamley
ACCP President & CEO



Message from the Chair



Each year I look forward to the ACCP Annual Conference. Not only is it the opportunity to reconnect with those in our profession, but it is also the opportunity to stay up to date on important issues affecting our field and to be enlightened and engaged by the poignant topics addressed through the dynamic array of speakers. Each year we address the pressing issues that most affect the decisions we are making for our corporations and this year will be no different. As our economy continues to be challenged, the needs around us are escalating; how we can most effectively address these needs will certainly be one of our takeaways.

Whether or not you are an ACCP member, new to the field or a seasoned executive, I would like to invite you to join us at the 2009 Annual Conference on Corporate Contributions. It will be an opportunity to gain new perspective and return back to the office refreshed and ready to tackle the challenges ahead.

Karen Davis
Vice President Community Relations, Hasbro Corporation
ACCP Chair, 2008

ABOUT ACCP

The Association of Corporate Contributions Professionals (ACCP) is a continuing education, advocacy, and information organization open to corporate contributions, community relations and employee volunteerism managers. Its membership totals some 155 of the world's largest corporations with a combined annual giving total of more than \$20 billion. Member companies have access to an array of services and tools that assist corporate giving managers in effectively meeting the dynamic social challenges that impact their businesses and communities.



Register today for the 2009 ACCP Conference on Corporate Contributions at www.accp.org.

