



Breakout Session: Easy Activities—Big Splash

Session Description:

EASY ACTIVITIES—BIG SPLASH

This interactive session will cover such topics as: volunteer activities that are cheap and easy to run and will have a big impact; easy wins to help position the company's community program; a simple check list to make sure all your volunteer activities are successful and lessons learned from past experiences. We will ask attendees to add to the discussion with ideas and questions.

Speakers: Lianna Adatao, National Semiconductor
Scott Hetherington, LoopNet
Melissa Wright, O'Melveny & Myers, Silicon Valley Office

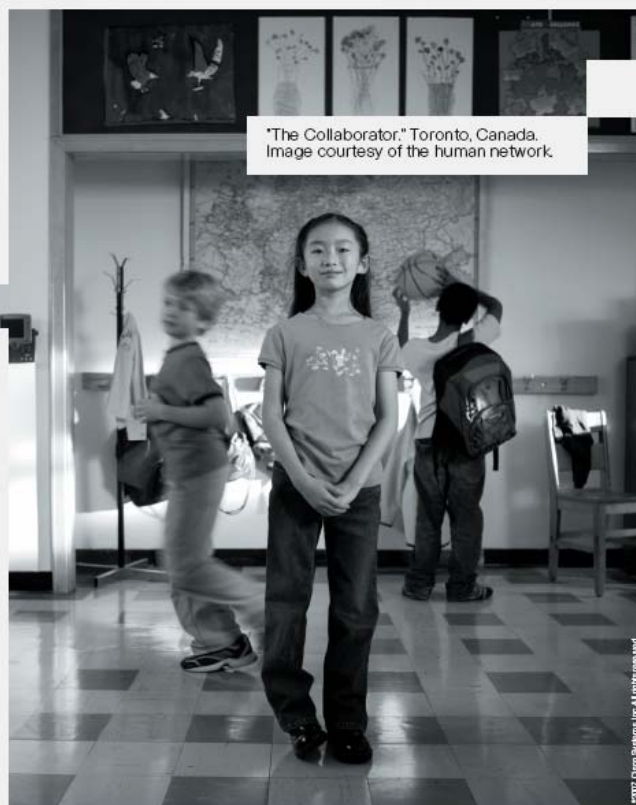
Moderator: Jill Blackburn, The Volunteer Center
Facilitator: Julie Moore, Applied Materials

On the human network, collaboration is suitable for ages 2 to 102.

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welcome to
the human network. 



Lianna Adatao

Lianna Adatao has been a Community Relations Specialist at National Semiconductor for almost two years now. She focuses on employee volunteerism by helping to get employees involved in the community through on-site events and off-site opportunities. She also facilitates the Giving Program as the main contact for employees who have questions regarding how they can help local schools and non-profits benefit from company matches and Dollars for Doers grants. Prior to National, she worked at Silicon Valley Community Foundation where she processed corporate and international grants. Lianna is also an active member of the Rotaract Club of Silicon Valley, a social service group for young professionals. She was recently the co-chair of their Giraffe Bed Benefit which helped raise \$50K for the Neo-Natal Intensive Care Unit at Valley Medical Center.

Programs Description: National Semiconductor Community Relations

One of National Semiconductor's goals is to be an asset in the community. The company does this through the donation of money, volunteer time, in-kind services and leadership.

Since 2000, the National Semiconductor Foundation (a fund at the Silicon Valley Community Foundation) has granted over \$8M to organizations that improve science and math education and address critical needs in National's global communities.

In addition to Foundation grants, the company matches employee donations up to \$1,500 per employee each year and provides \$500 Dollars for Doers grants to organizations in which National employees volunteer their time.

Employee volunteerism is at the heart of National's community efforts. Hundreds of employees, their family and friends volunteer their time through quarterly "done in a day" projects as well as larger company-wide efforts including the Family Giving Tree, Human Race, Share Your Lunch Campaign and educational partnerships. Employees learn about ways to get involved in the community through a quarterly online newsletter (Volunteer Voice) and the Dare to Care Fair which includes over 70 health, environmental and community organizations.

Scott Hetherington

Scott Hetherington is the Director of Online Marketing at LoopNet, Inc. and one of 4 core members of the LoopNet community involvement team. An Entrepreneurs Foundation member since 2004, LoopNet has won the EF 2005 "Rookie of the Year" award and 2006 "Company of the Year". In 2007 alone, LoopNet employees volunteered more than 540 hours and generated more than \$21,000 in cash and in-kind donations to a variety of great causes including helping feed the homeless, providing school supplies and toys for needy children, and cleaning the environment. LoopNet has been successful with their programs by creating competitions, creative promotions and celebrating volunteerism with a lot of fun.

Melissa Wright

Melissa Wright is an associate in O'Melveny & Myers LLP's Silicon Valley office and a member of the Mergers & Acquisitions Practice. Melissa focuses on general corporate and business law, including venture capital financings, private and public securities offerings, mergers and acquisitions, and corporate governance. Melissa is also the head of the office's Community Involvement Committee, which coordinates the office's community-oriented activities and involvement.

A brief description of O'Melveny & Myers Silicon Valley Office community involvement program follows:

O'Melveny & Myers LLP is a values-driven law firm, guided by the principles of excellence, leadership and citizenship. The Community Involvement Committee in our Silicon Valley office exemplifies our commitment to those values locally. Our Community Involvement Committee, which is made up of attorneys and staff, plans our office's community activities for the year and coordinates with other office committees and with the firm as a whole on community involvement endeavors. Although we are a global firm, we focus our community involvement activities on our local community and aim to provide opportunities for our attorneys and staff to participate in a variety of ways in activities that impact issues they have identified as important to them. We also work with a variety of local community-oriented organizations to make our events more effective. Recent initiatives include:

- holding an annual silent auction and food drive to raise funds for Second Harvest Food Bank
- providing breakfast for elementary school students during annual testing week
- participating in the RAFT/Family Giving Tree Backpack Drive and volunteering at RAFT's warehouse
- volunteering with the Special Olympics and in Buildable Hours through Habitat for Humanity
- hosting a blood drive through Stanford Blood Bank
- participating in AIDS Walk San Francisco
- collecting clothing for PARCA
- holding an office bake sale to raise funds for Save the Bay
- collecting toys for the Menlo Park Fire Department's Holiday Toy Drive
- collecting cell phones for domestic violence victims at Battered Women's Shelter,
- collecting needed items for service men and women in the "Don't Bug Me" campaign through Adopt-A-Platoon
- holding a pet drive to collect new and used items needed for Peninsula Humane Society

Jill Blackburn

Jill Blackburn currently serves as the Consulting and Training Manager of The Volunteer Center Serving San Francisco and San Mateo Counties. In addition to managing the day-to-day operations of The Volunteer Center's Consulting and Training Practice, Jill delivers The Volunteer Center's standardized and customized trainings; leads her team in consulting contract efforts for nonprofits and businesses; and leads the newly launched Nonprofit Volunteer Leaders Council - a professional association for nonprofit volunteer program leaders.

Over thirteen years ago, after her studies at the University of Pittsburgh, Jill moved to the Bay Area and worked in the private sector. Her move to the nonprofit sector nearly eight years ago involved volunteering and working as a consultant to provide nonprofit event coordination assistance. Jill was hired by The Volunteer Center to provide volunteer outreach and volunteer management and has since developed her professional skills to include volunteer program development, implementation, management and service capacity building for both nonprofit organizations and employee volunteer programs in the business sector.