

**Breakout Session:
More Than Fluff: Tying Community Engagement to Business Goals**



Session Description

Beyond employee engagement and the “right thing to do,” is a world of corporate philanthropy that allows you to tackle serious social causes while meeting strategic business objectives. You’re in a unique role to lead this transformation within your company, and in this session you will learn from others who have done the same, as well as give you tools to move to the next level.

Speakers: Bryan Breckenridge, Salesforce.com
Michelle Mann, Adobe
Lora Phillips, Symantec
Moderator: Tonie Hansen, NVIDIA



Symantec is the global leader in information security providing a broad range of software, appliances and services designed to help individuals, small and mid-sized businesses, and large enterprises secure and manage their IT infrastructure.

Symantec's Norton brand of products is the worldwide leader in consumer security and problem-solving solutions.

Headquartered in Cupertino CA, Symantec has operations in more than 40 countries.



Bryan Breckenridge

Bryan started in technology 12 years ago after studying Journalism at Kansas University. He is currently Director of the Nonprofits and Education Vertical group at salesforce.com. Bryan joined salesforce.com 7 years ago in part because of their CSR program. For six years he celebrated great success as an Account Executive and the company's Global Sales Training Manager. Bryan volunteered with 18 organizations during one of his busiest and most successful years in sales. He was awarded Global Volunteer of the Year that year.

Last year, Bryan helped hatch salesforce.com's Nonprofits and Education Vertical team to drive success for the social sector and sustainability for the salesforce.com Foundation. Bryan also advises an exciting new fitness retreat based in Marin County called the PATH Retreat (www.pathretreat.com). Bryan and his wife Linzi are raising a future social entrepreneur. She's only 2, but really excited about it and ready to improve the world.

Michelle Mann

Michelle Mann is the executive director of the newly-established Adobe Foundation and Director of Corporate Social Responsibility at Adobe Systems Incorporated. In her role, Michelle is responsible for worldwide corporate philanthropy, corporate citizenship, community relations and employee giving programs.

Michelle was the driving force behind the creation and launch of Adobe Youth Voices, the Adobe Foundation's signature philanthropy initiative, which currently includes 75 sites in four countries.

Prior to joining Adobe in 2004, Michelle was a consultant to private high tech companies and non profit public benefit corporations. From 1996–2001, Michelle was the Public Affairs Manager for Intel Corporation in Santa Clara. She oversaw a team of nine professionals in the areas of community relations, government relations, K-12 education and media relations. She developed and implemented strategies to position Intel as a leader in local public policy issues and corporate philanthropy.

Michelle also served as the Director of External Affairs for Kaiser Permanente from 1990 – 1996 where, among other successful campaigns, she secured community and government support for a \$350 million replacement of the Santa Clara Medical Center.

Prior to Kaiser Permanente, Michelle worked in the public sector and was responsible for public information programs, intergovernmental relations, special events and community relations for cities in Silicon Valley.

Lora Phillips

Lora Phillips, Senior Manager Community Relations & Corporate Philanthropy, is responsible for Symantec Corporation's philanthropic and community outreach strategy. She oversees both corporate and Foundation contributions, as well as employee engagement programs including employee matching gifts, "Dollars for Doers," and volunteerism.

Ms. Phillips also oversees Symantec's Software Donation Program, which contributes over \$15 million retail value in software to small nonprofit organizations throughout the United States, Canada, the UK, Ireland, and elsewhere throughout the world. She also directs Symantec's grassroots-level outreach program in communities where Symantec has a business presence, building collaborative relationships that contribute to a high quality of life in those communities.

Areas of expertise include strategic philanthropy, community advocacy, and employee engagement program development. She holds seats on the Boston College Center for Corporate Citizenship's Community Leadership Roundtable, and Conference Board's Community & Public Issues Council.

Ms. Phillips holds a bachelor's degree in Professional Writing and Editing and is pursuing a Masters in Public Administration.

Tonie Hansen

Tonie Hansen drives NVIDIA's community engagement and social responsibility initiatives. Under her leadership, NVIDIA and its employees and partners have delivered record donations to organizations such as Second Harvest and Silicon Valley Education Foundation, helping them to raise the bar with their fundraising strategies. Tonie is also involved in NVIDIA's Visualize Green initiative which drives environmental practices into NVIDIA's business operations, supply chain and product development.

She has seventeen years of marketing and program management experience and earned her MBA in 2000 from Babson College. She is passionate about the environment and is currently driving the development of neighborhood-led green investment programs through her volunteer work with Joint Venture Silicon Valley.