



ENTREPRENEURS
FOUNDATION
CORPORATE COMMUNITY CONNECTIONS

Government Affairs and Community Relations: Aligning Policy and Community

Session Description

In this session, we will explore how local government activities can compliment your community work and cover related topic such as; engaging government officials in your community programs, elected officials as key community stakeholders.

Moderator: Erin Brennock, Senior Manager, Corporate Public Affairs, Synopsys, Inc

Speakers: Cecily Joseph, Director of Corporate Responsibility, Symantec Corporation
Douglas G. Pinkham, President, Public Affairs Council,

Erin Brennock

Erin Brennock is senior manager of corporate public affairs at Synopsys, Inc, where she focuses on community relations and government affairs. She oversees employee community involvement and philanthropy programs around the world. She has held the position for nine years.

Erin is president of the Synopsys Foundation, which works to inspire the next generation of technology leaders through hands-on science and math education. In Silicon Valley, more than 700,000 students and teachers have participated in Synopsys sponsored science fairs in the past ten years.

Currently, Erin is on the board of directors of the Mountain View Chamber of Commerce and City Year San Jose/Silicon Valley. Erin also serves as chair or the Steering Committee for Entrepreneurs Foundation. Additionally, she is active with many NGO's and trade associations globally.

Synopsys is a leading semiconductor design software company and in tandem with its business focus around enabling new generations of advanced electronic devices the company's community relations program inspires and fosters the next generation of the world's technologists—many of whom will become its future employees, partners and customers. Synopsys and the Synopsys Foundation support hands-on science and math education programs around the world and the Synopsys Outreach Foundation enables science fair engagement for 125,000 teachers and students annually.

Synopsys maximizes our community relations efforts by empowering the creativity and energy of our dynamic employee base through our Synopsys Shares program—giving them the organizational support and individual freedom they need to have the greatest possible positive impact on their communities. Synopsys employees are actively involved at the strategic level by leading regional committees, organizing community involvement efforts, and contributing thousands of volunteer hours annually around the world.

Cecily Joseph

Cecily Joseph is Director of Corporate Responsibility at Symantec Corporation, and oversees Symantec's global corporate social responsibility program, which includes environmental, social, and governance program development, integration, and alignment. Cecily manages stakeholder relations, oversees the company's CSR reporting and communication efforts and coordinates Symantec's environmental stewardship effort. Cecily joined Symantec after 12 years with VERITAS Software where she managed the company's legal affairs and served as Executive Director of the VERITAS Foundation. Cecily serves on the boards of The Housing Trust of Santa Clara County, Abode Services, and The Emergency Shelter Program. She is also the US Network business

2010 Corporate Citizenship Conference
PHILANTHROPY 3.0: The New Reality for Corporate Practitioners
March 5, 2010, Oracle Conference Center, Redwood Shores, CA



ENTREPRENEURS
FOUNDATION
CORPORATE COMMUNITY CONNECTIONS

Government Affairs and Community Relations: Aligning Policy and Community

representative to the United Nations Global Compact and helps to facilitate dialogue between multinational corporations and NGO's on human rights, labor, environment, and anticorruption.

Symantec is a global leader in providing security, storage and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored.

Douglas G. Pinkham

Douglas G. Pinkham is president of the Public Affairs Council, the leading international association for public affairs professionals. Founded in 1954, the Council is a non-partisan, non-political organization that provides training and development, "best practice" information and benchmarking services to the profession. Mr. Pinkham was elected to head the Council in 1997.

Prior to joining the Council, Mr. Pinkham was vice president of communications for the American Gas Association (AGA), a major trade association representing natural gas distribution companies.

He has authored numerous articles for trade and professional magazines around the world and is a frequent speaker on public affairs issues, politics, communications and corporate management. He also writes a weekly blog on public affairs strategy, which can be found at www.pac.org/blog.

A native of Cleveland, Ohio, Mr. Pinkham graduated with honors from the College of Wooster in Ohio. While at Wooster, he was elected to the Phi Beta Kappa society.

Mr. Pinkham is an accredited member of the Public Relations Society of America. He serves on the boards of the Boston College Center for Corporate Citizenship, the European Centre for Public Affairs, the Institute for Public Relations and the Center for Ethics in Government

The Public Affairs Council is the leading international association for public affairs professionals. Its mission is to advance the field of public affairs and to provide tools and resources that enable public affairs executives and managers to achieve their business and professional goals. Launched in 1954 at the urging of President Dwight D. Eisenhower, the Council provides unique information, training and other resources to its members to support their effective participation in government, community and public relations activities at all levels. Through the Council, more than 550 member companies and associations work together to enhance the value and professionalism of the public affairs practice, and to provide thoughtful leadership as corporate citizens.

2010 Corporate Citizenship Conference
PHILANTHROPY 3.0: The New Reality for Corporate Practitioners
March 5, 2010, Oracle Conference Center, Redwood Shores, CA

Aligning Community with Policy

EF 2010

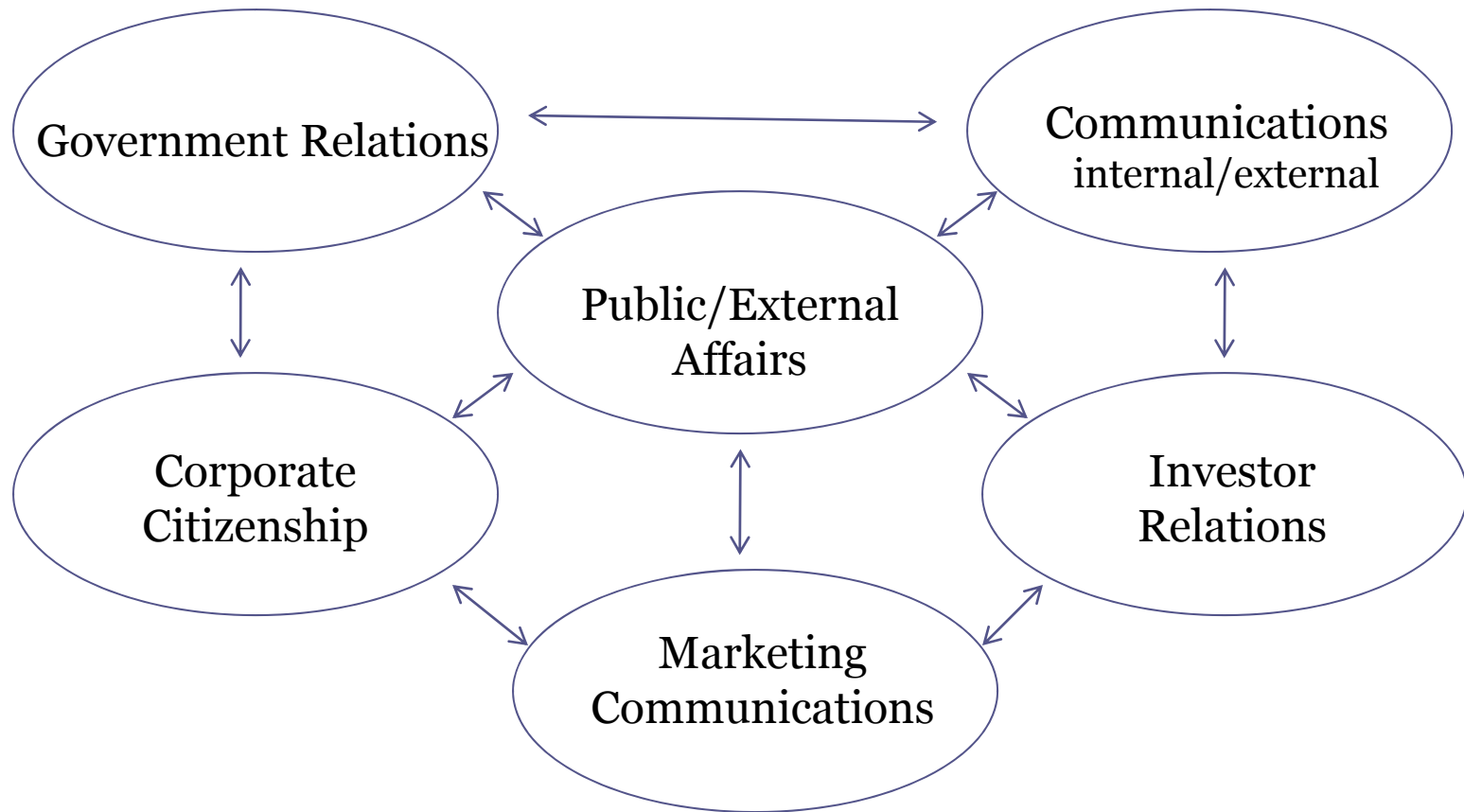
Corporate Citizenship Conference

Doug Pinkham

President, Public Affairs Council

dpinkham@pac.org

Web of Communications



Why We Don't Work Together

- It's easier to look through a tunnel
- Many companies don't integrate activities
- We've been told to decentralize
- Senior executives come from different backgrounds
- Departments want to "own" issues

Why Coordination is Important

- The public doesn't read org charts
- Brands and reputations are valuable and fragile
- Media like stories of contrast and conflict
- Power in taking integrated approach
 - Reinforced messages
 - Developing “community of allies”
 - Focusing on objectives, not activities

Where Do We Start?

- Know your stakeholders
- Know your reputation
- Cross-train staff so they recognize threats and opportunities
- Set up issues management system

Opportunities for Coordination

- Advocacy for the public good
- Community outreach
 - Host public forums on CSR-related policy issues
 - Invite policy-makers to participate in projects, serve on advisory boards or hand out awards
 - Organize site visits
- Ally development
 - Conduct stakeholder surveys to find common ground
- Grassroots communication
 - Track corporate giving and volunteerism

Case Study #1: Target

- \$2 million/week donated to charities
- Robust volunteerism program
- Collaboration with communities on siting and architectural issues
- Assistance to state government in public policy problem-solving

Case Study #2: ARAMARK

- Stakeholder Relationship Manager System
 - Employees and lobbying firms
 - Suppliers and business partners
- Train people to be bridge to the company
 - Mission and economic impact
 - Uniqueness/values/differentiators
 - CSR platforms
- Areas of focus
 - Employee advocacy (workforce readiness)
 - Environmental stewardship
 - Health and wellness (food safety)
 - Community involvement (local partnerships)

Aligning Community with Policy

EF 2010

Corporate Citizenship Conference

Doug Pinkham

President, Public Affairs Council

dpinkham@pac.org



Aligning Community Relations & Government Affairs

**Cecily Joseph, Director Corporate Responsibility
March 5, 2010**

Goal of today's presentation

- An overview of how government affairs and community relations work together at Symantec
- Some of our challenges...
- Some of the opportunities we have...

Who is Symantec?

A global leader in **security** and **management solutions**

Fast facts

World's fourth largest independent software company

More than 17,500 employees

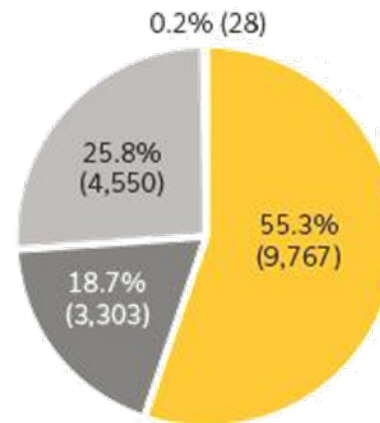
Operations in more than 40 countries

99 percent of Fortune 1000 companies are customers

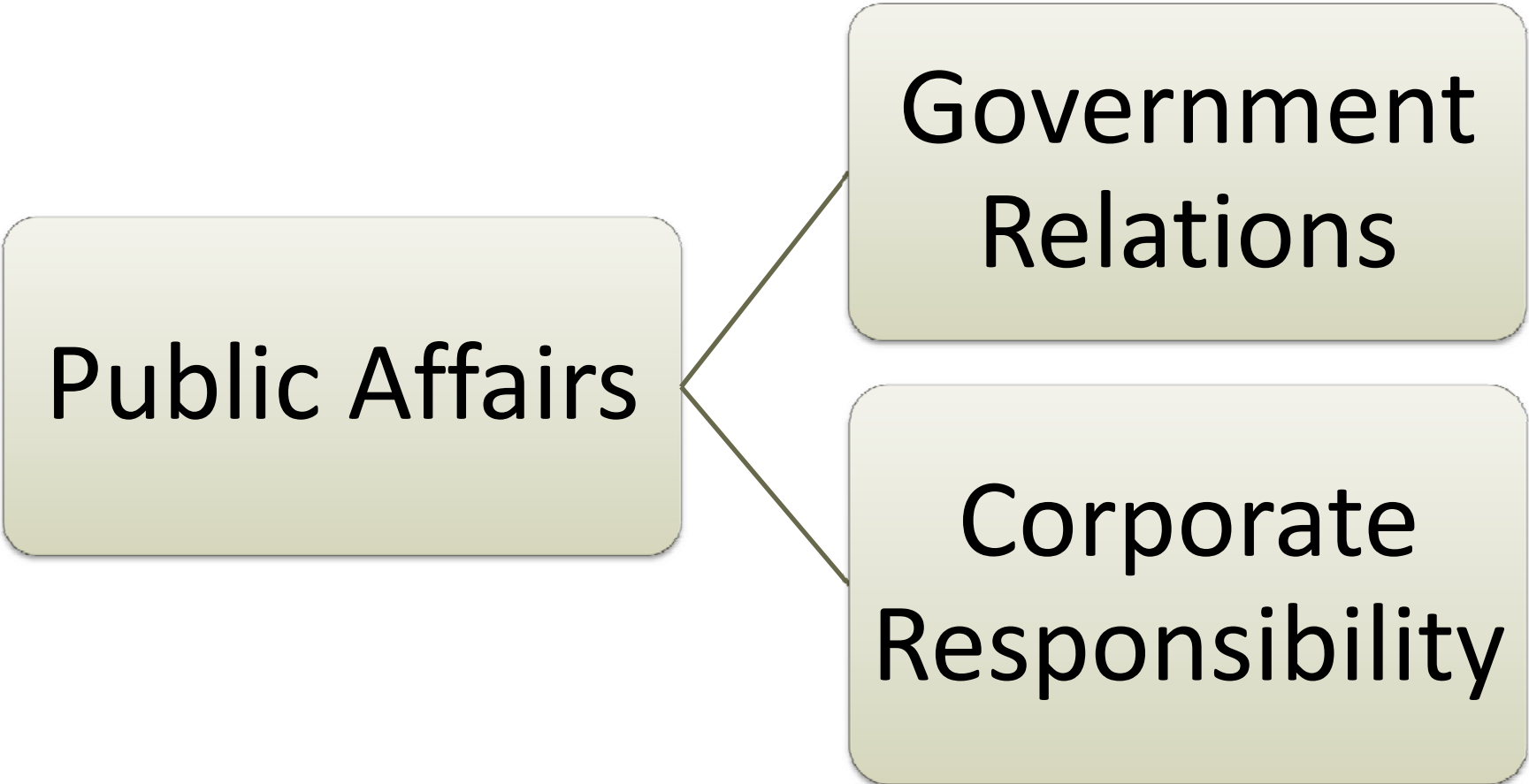
Most well known for Norton Antivirus

Global presence

- Americas
- EMEA
- Asia Pacific & Japan
- Other



Our Structure



Public Affairs

We build the company's relationships with government, community and industry leaders

We develop programs to meet stakeholder needs

Two Functional Areas:

- Government Relations
- Corporate Responsibility
 - Community Relations

Public Affairs – What Do We Do?

- As Symantec's Public Affairs department, we...
 - Promote thought leadership on emerging trends (Innovation)
 - Drive key internal programs (Action)
 - Focus on our customers' needs (Customer-Driven)
 - Enhance Symantec's reputation (Trust)

Promote Thought Leadership on Emerging Trends

- Key Public Policy Issues (tied directly to our business)
 - Patent Reform
 - Software Liability
 - Privacy and Data Protection
 - Online Safety
- Define CR for the Software Industry

Drive Key Programs

- Cyber Awareness & Education
 - Partner with nonprofits
 - Educate families, teachers and government officials
- Environmental Stewardship
- Political Action Committee (PAC)
- Mobilizing Employees
 - Volunteering
 - Matching gifts
 - Local site committees

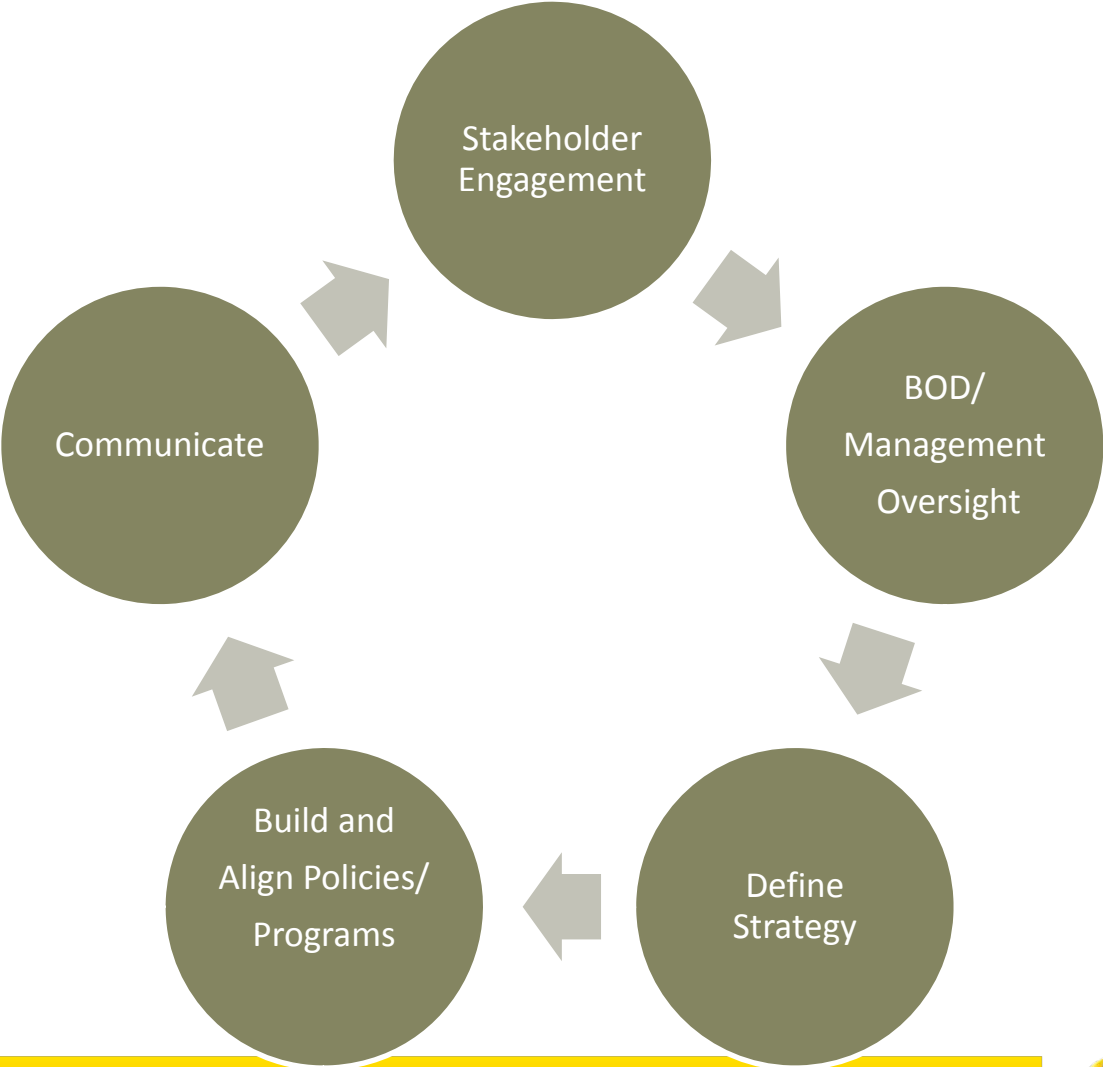
Focus on our Customer's Needs

- Public sector business development & sales support
- Green IT-how we can help our customer's lower their IT related energy use (cost/carbon reduction)
- Address customer RFP's/RFQ's with CR requirements

Enhance Symantec's Reputation

- Strategic Partnerships
 - Business Software Alliance (industry associations)
 - Internet Keep Safe Coalition (NGO's)
 - UN Global Compact
- Philanthropic investments
 - Address local community and societal needs
 - Align with Symantec business needs
 - 16 million in software donated annually
- Communicate on company's environmental, social and governance practices
- Facilitate community entrances and exits via stakeholder engagement

Shared Process for Business Alignment



Challenges-the way we brand ourselves

1

Symantec's Community Relations Program strives to have a positive impact on our local communities around the globe. We focus our activities in the areas of employee engagement and corporate philanthropy, including software donations.

2

The Symantec Government Relations program is the primary resource for interaction with all levels of government around the world on policy, legislative, regulatory and related matters.

Challenges-who we think we are influencing vs who we should be influencing



Opportunities for synergy

- Leverage each other's contacts (internal & external)
- Share knowledge on issues and topics
- Tag team to deliver site meetings and presentations
- Share “people” resources
- Use community relations to “open government doors” in foreign and emerging markets
- Turn 2 messages into 1 message
- ...
- ...



Thank you!

Copyright © 2010 Symantec Corporation. All rights reserved. Symantec and the Symantec Logo are trademarks or registered trademarks of Symantec Corporation or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners.

This document is provided for informational purposes only and is not intended as advertising. All warranties relating to the information in this document, either express or implied, are disclaimed to the maximum extent allowed by law. The information in this document is subject to change without notice.