

Business Leaders Summit

Corporate Responsibility

Workbook

The Institute for Healthy Communities and
The Hungarian Association of Healthy Cities

February 2, 2004

“The world has found that there are tasks which one man cannot do alone; the day of isolated individual labor is forever gone. There are also tasks in our world of medicine which no man can accomplish alone...cooperation! What a word! Each working with all, and all working with each. Can anyone doubt that we shall win our battle against low standards, indifferent laws and deadly disease if all work as one.”

--Edward C. Register, 1915

The Business Leaders Summit is provided through a grant opportunity from the American International Health Alliance (AIHA) and the United States Agency for International Development (USAID).



Agenda

- 9:00–10:00 am - Registration and Continental Breakfast
- 10:00–10:30 am - Welcome, Introductions, and Expectations of the Business Leaders Summit
- Antonio de Blasio, Secretary General, The Hungarian Association of Healthy Cities and World Health Organization
 - David E. Davis, President, Kilmorrey, Inc. and Board Chairman of The Institute for Healthy Communities
 - Barbara J. Terry, President and CEO, The Institute for Healthy Communities
- 10:30 am–12:30 pm - Part I: Presentations by Pennsylvania Business Leaders
- A) Engaging Business in Improving Health as a Corporate Value and Strategic Focus
- Pete Butler, Engineering Manager, Procter & Gamble
- B) Engaging Business in Improving Health as a Good Business Decision and Return on Investment
- John Claypool, Executive Director, AIA Philadelphia (representing the Pennsylvania Chamber of Business and Industry)
- C) Engaging Business to Improve Health Based on Personal Commitment and Involvement
- David E. Davis, President, Kilmorrey Inc., and Board Chairman of The Institute for Healthy Communities
- D) Engaging Business to Improve the Economic Health of Your Community
- Tim F. Twardzik, Executive Vice President, Ateco, Inc. (Mrs. T's Pierogies)
- 12:30–2:00 pm - Part II: Luncheon/VIP Keynotes (invited)
- Ministry of Health, Jakab Ferencné, Honorary Under-Secretary
 - Ministry of Economics, Dr. Magyar László, Honary Under-Secretary
 - Hungarian Association of Healthy Cities, Dr. Perjési Klára, President
 - Ministry of Culture (invited)
 - National Health Promotional Centre (invited)

- over -

February 2, 2004: (continued)

2:00–3:00 pm - Part III: Interactive Dialogue

3:00 pm–4:00 pm - Strategies for business leaders' engagement to enhance sustainability of HAHC women's health initiatives

Dr. András Márton, DLA, Director, Hungarian Cultural Center New York

- Many small community cultures in US...Hungary has one common unique culture

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4:00 pm - Closing remarks and adjournment

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Business Leaders Summit

Corporate Responsibility

Budapest, Hungary
Monday – February 2, 2004

Business Leaders Summit Overview:

The Business Leaders Summit is designed to bring together business leaders from the United States and Hungary to conduct critical dialogue around insights and strategies for enhancing business involvement in improving health.

In today's competitive market, return on investment is vital to the long-term viability of every type of organization – private, public, or nonprofit. Companies want to know that the allocation of coveted resources, whether they are human, monetary or other, is in the best interest of the company and its stakeholders. There is a way to improve a business' return on investment and the solution involves starting at home in local communities. By utilizing assets such as time, expertise, reputation, and leadership to build a healthier community, an organization can impact the bottom line by stimulating economic development, reducing turnover, increasing employee productivity, and cultivating a dynamic buyer's market. These are outcomes that make the difference between organizations that sustain economic competitiveness and organizations that don't.

Local communities not only provide a geographic setting for business investment, but it is in the local community that business organizations can anticipate reaping prosperity and financial gain. Deciding on the location for a business is a key step in starting a business or establishing corporate headquarters. New businesses want to be sure they are going into an area that has a healthy economy, a focus on economic development, a reasonable cost of living, a healthy buyer's market, and an infrastructure that attracts competition and business. There is a name for this type of an area and everyone wants one: **a healthy community**. A truly healthy community requires a collaborative effort by all of the stakeholders in the community, including the business community. Does your business contribute to the health of your community? If not, you may be overlooking an opportunity to not only improve your company image, but a very fundamental way to improve the way your organization does business.

Business leaders from Pennsylvania will share key perspectives, best practices, and models for successful engagement. Business leaders will participate in facilitated discussion on integrating community health as a corporate value which translates to a return on investment.

Purpose:

Engage business leaders in critical dialogue regarding their corporate responsibility for improving health and quality of life.

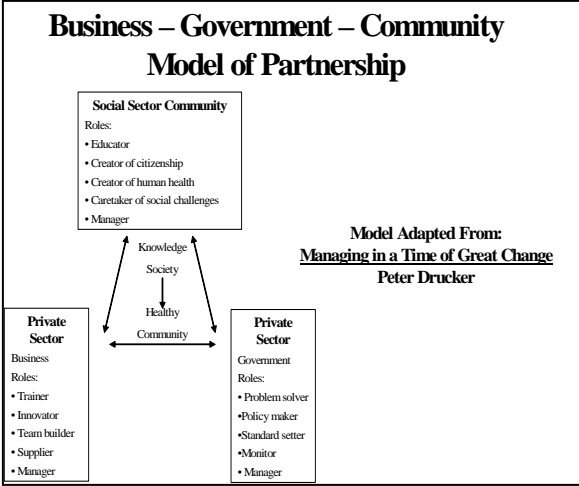
Goals:

- ❖ Understand the value and impact of improved health and health choices on your business or company and how to capture a return on your investment
- ❖ Better understand the role of business in improving health, with an emphasis on women's health
- ❖ Provide corporate leadership in the development of sustainable infrastructures that build capacity and maximize resources to the community/city
- ❖ Using multi-dimensional and collaborative approaches, help develop a community environment that promotes health and wellness
- ❖ Integrate health status improvement within your mission, strategic and operational plans
- ❖ Gain knowledge of how improving health influences your public image and community perception
- ❖ Assist in development of strategies based on best practices and successful models
- ❖ Discuss barriers and perspectives that lead to the misunderstanding of business engagement in community health

Involvement by Business, Government, Community

Presented by:

Barbara J. Terry
President and CEO
The Institute for Healthy Communities



Notes: _____

- ### Why Get Involved?
- Personal commitment
 - Strategic planning
 - Good business decision
 - Healthy workforce
 - Decreased absenteeism
 - Reduced employee turnover
 - Improved employee morale
 - Increased productivity
 - Well trained employee pool

Notes: _____

- ### Roles for the Business Community
- Motivator
 - Networker
 - Teacher
 - Integrator
 - Mentor
 - Expert
 - Leader
 - Service provider
- 

Notes: _____

Common Themes

- Altruism
- Public Perception
- Trust
- Acceptance
- Increased Market Share
- Financial Gain
- Healthy Business

Notes: _____

What Business Leaders Expect

- A clear business agenda
- Strong partners committed to change
- Investment by both parties
- Rootedness in the user community
- Links to other community organizations
- A long-term commitment to sustain and replicate the results

"From Spare Change to Real Change" by Rosabeth Moss Kanter
Harvard Business Review, May-June, pp. 122-132

Notes: _____

How to Make the Entire Organization Corporately Responsible

- Engage shareholders
- Define values, codes and policies
- Assign executive responsibility
- Integrate social issues into strategic planning
- Communicate and train
- Measure what counts
- Report and verify results

Notes: _____

Part I:

**Presentations by
Pennsylvania
Business Leaders**

Discussion and Dialogue:

1. What is your organization’s philosophy or strategic focus regarding its corporate and social responsibility to the community/city?

2. What role(s) does your company/business play in the community/city?

3. Explain how corporate responsibility links to the company’s strategic mission.

Question and Answer Period

Discussion and Dialogue:

1. Describe a successful program(s) or relationship(s) that your company or business has in collaboration with other public, private and non-profit organizations.

2. How does your company or business evaluate a return on investment based on its involvement in programs and services provided to the community/city?

Question and Answer Period

Discussion and Dialogue:

1. Describe, in your own words, your personal commitment to improving health. What role(s) do you play in the community, (i.e., volunteer, serving on non-profit boards, etc.)?

2. Describe how your company/business contributes to improved health and women's health. What are some examples of services and programs? (group trigger-brainstorm)

Question and Answer Period

Discussion and Dialogue:

1. Is corporate responsibility an area your company and business leaders need to learn more about?

2. What environmental issues, challenges or trends may threaten your company or business resolve to corporately support the community/city?

Question and Answer Period

Part II:

**Luncheon/
VIP Keynotes**

Part III:

**Interactive
Dialogue**

Based on the lessons learned and presentations of the Business Leaders Summit:

1. Describe ways for your corporation to enhance its corporate and strategic focus on improving health with an emphasis on women's health.

2. How does your corporation evaluate its return on investment based on current/future involvement in programs and services provided to the community/city?

3. What opportunities/return on investments do these strategies present for your organization? What challenges/obstacles hinder your corporation's commitment and/or involvement? How might these challenges/obstacles be overcome?

4. How might improving health benefit your corporation's image and public relations within your community(ies)? (brainstorm)

**Strategies for
Business Leaders'
Engagement to
Enhance Sustainability
of HAHC Women's
Health Initiatives**

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- Weeden, Curt. Corporate Social Investing (1998). The Breakthrough Strategy for Giving and Getting Corporate Contributions. Berrett-Koehler Publishers, Inc. San Francisco, CA.

Biographies

Peter R. Butler

John Claypool, AIA, AICP

Executive responsibilities in managing large civic organizations with broad-based activities in economic development, public policy advocacy, neighborhood development and education reform. Sixteen years experience developing mission consensus and program implementation for private sector volunteer boards. Demonstrated success in implementing cooperative public/private campaigns for community improvement and economic development.

Professional Experience:

AIA Philadelphia, Philadelphia, PA, Executive Director 2001 to Present

AIA Philadelphia is the regional chapter of the American Institute of Architects. The Chapter provides services and program for a professional association of over 1500 members. The Chapter owns and runs a Book and Design Center retail operation and has been responsible for starting a charter high school for architecture and design and a community design collaborative for services to small and developing nonprofit and community organizations.

GivingCapital, Inc, Philadelphia, PA, Principal & Chief Charitable Officer 1999 – 2001

GivingCapital, Inc is a new for-profit venture designed to provide internet based services to non-profit organizations and charities.

Greater Philadelphia First, Philadelphia, PA, Executive Director 1987-1999

GPF provided executive leadership for the CEO's of the larger corporations in the region. This non-profit organization undertook a broad range of initiatives including regional strategic planning, economic development, public policy and education reform.

Greater Philadelphia Economic Development Coalition, Philadelphia, PA, Executive Director 1984–1987

GPEDC was a 40-member board representing the business and political leadership of the region. Its programs included implementing a regional economic development program in five activity areas: marketing, retention and expansion of existing businesses, encouragement of new ventures and the formation of venture capital and neighborhood development.

Dept of Commerce, City of Philadelphia, Philadelphia, PA, Assistant Director of Commerce 1981-1983

The Assistant Director was responsible for the administration of all Federal and City capital funds used for economic development purposes. This office designed and implemented neighborhood economic development programs, UDAG projects and the advanced technology development initiatives for the City of Philadelphia.

Office of Housing/Community Development, City of Philadelphia, Philadelphia, PA, Deputy Director 1980–1981; Director, Industrial District Programs 1979–1980; Project Coordinator, American Street Industrial Development 1977 –1979

The Office of Housing and Community Development administered all CDBG, UDAG and EDA funding for economic development in Philadelphia. These efforts included infrastructure development, business financial and technical assistance, commercial and industrial district revitalization, supports to neighborhood-based organizations and economic research and planning. The American Street program was a \$20 million inner-city infrastructure and industrial development revitalization project.

Education:

University of Pennsylvania – Philadelphia, PA, Master of City Planning – 1976; Master of Architecture – 1976

Case Western Reserve University – Cleveland, OH, Bachelor of Architecture – 1970, Magna Cum Laude

Alpho Rho Chi Medal, AIA Award to Graduating Senior, Architects Society of Ohio, Award of Merit to Outstanding Graduate 1970

Personal:

Married, four children; interests include woodworking, urban economic structure, communications & new technology & international affairs

David E. Davis, III

Professional Experience

Kilmorrey LLP and Kilmorrey, Inc. Private Investment Company – 1995-Present
President and Managing Director
Computer Products, Inc. Industrial Computer Control Networks – 1991-1994
Managing Director; Product Management
Digital Equipment Corporation. Computer Systems & Networks – 1972-1990
Division Manager; Product Management
Sales & Marketing; Product Engineering & Development

Education

European Center for Advanced Management Studies (Insead), 1991, Ph.D. International Economics.
Widener University. MBA Finance, 1975
Pennsylvania State University. BS Electrical Engineering, 1971

Current Professional Board Involvement

American Guaranty & Trust Company, Board of Directors, 1998-Present
The American Gift Fund, Board of Directors, 1998-Present
Automation Solutions, Inc, Board of Directors, 1994-Present; Executive Committee, 1994-Present
Nilon Enterprises, Inc, Board of Directors, 1990-Present

Current Community Board Involvement

The Hospital and Health Systems Association of PA, Board of Directors, 1995- Present
Institute for Healthy Communities, Chairman, 1999-Present; Board of Trustees, 1995-Present
Drexel University School of Public Health, Board of Directors, 2002-Present
Borough of Downingtown KOZ Development Committee, Chairman, 1999-Present

Former Community Board Involvement

Brandywine Conservancy and River Museum, Board of Directors, 1994-2002; Executive Committee, 1994-2002; Chairman Environmental Committee, 1993-2002; Environmental Committee, 1985-2002
The Chester County Hospital, Board of Trustees, 1985-2002; Finance Committee, 1991-2002
The Chester County Historical Society, Vice-Chairman, 2000-2002; Board of Directors, 1992-2002; Executive Committee, 1994-2002
Chester County Planning Commission, Vice-Chairman, 1997-2002
Pennsylvania Chamber of Business & Industry, Board of Directors, 1999-2002
Chester County 2020 Trust, Chairman, 1999-2001; Board of Directors, 1998-2001
10,000 Friends of Pennsylvania, Advisory Board, 1999-2002
West Chester Business Improvement District, Board of Directors, 1999-2002; Finance Chairman
Philadelphia Metropolitan Policy Institute, Advisory Board, 2000-2002
Chester County Government 2000 Budget Evaluation Task Force, Member, 1999-2000
Stroud Water Research Center, Board of Directors, 1991-1998
Hospital & Health System Assoc. of PA, Board of Trustees, 1992-1995; Executive Cmte., 1993-1995
Brandywine Valley Assoc., Board of Trustees, 1978-1985; President, 1981-1984; Treasurer, 1979-1981
Chester County Government, Member, Solid Waster Advisory Board, 1981-1986
West Bradford Township Planning Commission, Member, 1977-1981; Chairman, 1979-1981
Buck and Doe Trust, Board of Directors, 1987-1991

Antonio de Blasio

Dr. de Blasio was originally a teacher. He has been working in public health since 1988 as the project manager of the Healthy City Foundation of Pécs. Dr. de Blasio has been the Secretary General of the Hungarian Association of Healthy Cities since the establishment of the organization in 1992.

As the manager of the local foundation and the responsible leader of the national healthy cities movement in Hungary, Dr. de Blasio has been involved in a number of publications as author/co-author or as the editor.

He has been the temporary advisor of WHO/EURO dealing mostly with community health, health communication, local health policy, and environmental health issues.

Dr. de Blasio has been responsible for a major World Bank public health project in Hungary on “Population Based Anti-Smoking Campaign” between 1994 and 1996, and has been active in local politics since 1990 as an elected member of the city and the county council.

János Girán

Dr. András Márton

Barbara J. Terry

Barbara J. Terry is the President and Chief Executive Officer of The Institute for Healthy Communities, whose mission is to serve as the catalyst for creating, linking, and supporting community-based partnerships that work to improve the health and quality of life of communities in Pennsylvania.

Mrs. Terry is a health care executive with over 25 years experience and broad-based competencies in the areas of hospital and nursing administration, strategic community development, building community partnerships, performance improvement, leadership development, and strategic planning. She is responsible for the strategic development and implementation of community health improvement services to community-based partnerships, hospitals and health systems. Mrs. Terry has served as consultant and facilitator to conduct numerous executive retreats for CEOs, boards of trustees, nurse leaders, and physicians. She interfaces with the board, senior executives, physicians, and community leaders to effectively integrate and align services.

Mrs. Terry has completed extensive training through the following consultants: Philip Crosby Quality College, Winter Park, Florida, W.E. Deming, Delorese Ambrose Associates, Paul Plsek, Kenneth Blanchard, Innovation Associates, and Goal QPC. Mrs. Terry is certified to provide facilitator/instructor training in both initial and advanced continuous quality improvement methods/concepts, leadership development, team dynamics, communication skills and organizational transformation support services. Mrs. Terry is experienced in facilitating the education, strategic planning, partnership building and implementation of community health improvement initiatives. The Institute is currently working with more than 90 community partnerships across Pennsylvania.

Mrs. Terry is a Licensed Nursing Home Administrator and an Associate of the American College of Healthcare Executives (ACHE). Mrs. Terry is a member of Sigma Theta Tau, a past president of Forum, the Southwestern Organization of Nurse Executives, and served as a member of the Pennsylvania Organization of Nurse Executives (PONE) 1988-1989. She served on the board of the American Red Cross and the Westmoreland County Community College. She completed undergraduate studies in Nursing, Pennsylvania State University, and holds a Master of Science degree from the University of Pittsburgh in Health Services Management. Mrs. Terry was recognized in the Millennium edition of *Who's Who in Executives and Professionals* and a recipient of Sisters: Take Charge of Your Health Forum sponsored by Highmark Blue Shield.

Mrs. Terry currently serves as a board member to the PinnacleHealth System, Capital Region United Way, Collaborative for a Healthier Harrisburg, Drexel University's Center for Health Equality Advisory Board, Harrisburg Public Health & Faith Partnership, PA Public Health Association, serves as faculty and on the design team with Emory University's Interfaith Health Program, and member of the National Advisory Board for the Association for Community Health Improvement. She also served as a member of Pennsylvania Attorney General Mike Fisher's Family Violence Task Force, an advisor to the Pennsylvania Department of Health's Health Policy Board, and Advisory Board of the Pennsylvania Governor's School for Health Care.

Prior to joining the Institute, Mrs. Terry was Vice President, Improvement Services at VHA Pennsylvania. Previous to that, she was an Assistant Executive Director, Patient Services, responsible for the nursing and clinical/ancillary services of a 210-bed community facility, where she promoted the health care "team" as an essential component to foster collaboration among health professionals in providing quality services.

Tim F. Twardzik

Timothy F. Twardzik is the Executive Vice President and a co-owner of Ateeco Inc., Shenandoah, PA, marketer of Mrs. T's®, the world's largest selling brand of frozen pierogies.

Tim is a graduate of Notre Dame where he was a four-year letterman in track. He serves as Chairman of the Schuylkill Economic Development Corporation (SEDCO), serves on the boards of the Manufacturers Association of Mid-Eastern Pennsylvania (MAMP), and Schuylkill County Industrial Development Authority (SCIDA). Tim is also a member of the Diocese of Allentown Board of Education.

He was a founding partner in the Schuylkill County Vision Project, and past President of the Schuylkill County (PA) and Shenandoah (PA) Chambers of Commerce, Chairman of the American Frozen Food Association's Public and Trade Relations Committee and board member of the Central Pennsylvania Foodbank.

Tim has been a frequent presenter at the International Events Group Marketing (IEG) Conference in Chicago, and named "Marketer of the Month" by Sales and Marketing Magazine. Tim was recently honored in San Diego, CA as "Competitor Magazine's Triathlon Legend" for his tireless support of the sport of Triathlon from the Ironman World Championships in Hawaii to raising the Mrs.T's Chicago Triathlon to the level of "The World's Largest Triathlon", and the sports debut as an Olympic Sport at the 1996 Atlanta Olympic Games.

Tim is married. He and his wife Carol, have three sons, Adam, age 15 Eric, age 13; and Ryan, who is 9.