

## Corporate Responsibility (CR) Reporting Panel Discussion – April 2008. New York City.

### Panel

**Claudia Deutsch** – Business Reporter, The New York Times

**Bruce Kahn** – Second Vice President-Wealth Management, Smith Barney (moderator)

**Peter T. Knight** – President, Context America Inc.

**Krista Pilot** – Senior Vice President, DKC (former Director of Community Affairs, United Technologies)

**Michele Sacconaghi** – VP Corporate Citizenship, Time Warner

**A 50+ audience participated in a lively debate on the benefits and drawbacks of CR reporting. These are the headlines.**

*“My goal is to work myself out of a job. That will mean CR reporting will be superfluous because CR will be ingrained in the company identity.” Michele Sacconaghi*

*“Balance and honesty are key. You need to include the good, the bad and the ugly to make your CR report credible.” Krista Pilot*

*“Companies must be good corporate citizens, but they must also make money. And a thorough report can show that they recognize these are not incompatible goals.”*  
Claudia Deutsch

*“There’s a great opportunity to make these reports more readable. Companies don’t appear to use a lot of imagination when compiling their reports.”*  
Comment from the floor

*“How do you compare CR performance from CR reports? If there is progress in setting standards it certainly does not show.”* Comment from the floor

*“CR reports are valuable because they provide a richer story than pure financial reporting. The market learns a lot about a company by what it includes and excludes from its CR report.” Peter T. Knight*

## Speaker Bios

**Claudia Deutsch – Business Reporter, The New York Times**, has had an eclectic career at the Times. Since joining the paper in 1984, she has been an assistant to the editor of the Sunday business section, a management columnist, a general business feature writer, and a commercial real estate columnist. Since June of 1996, Claudia has officially covered industrial America and environment for Business Day -- but thinks of herself more as Miscellaneous Other. Claudia came to the Times from Chemical Week magazine, where she was an editor from 1982 through 1984. Prior to that, she was with Business Week for eight years, first as environment editor and then as management editor. Earlier jobs included reporting stints with Purchasing magazine, Stores Magazine, and the now-defunct Manager's Letter. While attending Cornell University, where she majored in Child Psychology, Claudia also held down the full-time job of Tompkins County reporter for the Syracuse Post Standard newspaper. Claudia is a co-author of "Reindustrialization of America," published in 1980. She lives in Manhattan.

**Bruce M. Kahn** is a Financial Advisor with a focus on socially responsible investing. He currently advises clients ranging from non-profit organizations to individual investors in Socially Responsible Investing. Prior to joining Smith Barney, Bruce served as an investment analyst with IC Value, Inc., an independent Socially Responsible Investing research firm. He has also advised Fortune 500 companies in five major industries on strategies to improve their financial and environmental performance and reporting. Bruce holds a doctorate in Environmental Science from the University of Wisconsin, Madison. He received both a J. William Fulbright Fellowship for political ecology and a National Science Foundation Fellowship in ecological economics. Bruce served as a US Peace Corps Volunteer and Provincial Representative for four years in the Republic of Cameroon, West Africa.

**Peter T. Knight** is President of Context America, Inc and a founding director of the Context Group, a London-based consultancy that helps corporations develop corporate responsibility strategies and communicate their achievements. Established in 1997, Context works with leading multinationals in Europe and the USA, including GSK, Hewlett-Packard, Roche, Motorola, Nokia, Vodafone and WPP. For over 10 years Peter has personally worked with some of the world's top corporations, including Anglo American, Cemex, Kimberly-Clark, Shell, Unilever and United Technologies. Peter is a former UK Environment Journalist of the Year and was a regular contributor to the Financial Times throughout the 1980s and 1990s. He has worked with the World Business Council for Sustainable Development, co-authoring the organization's reports and books, including Financing Change, an exploration of the role of finance in sustainable development. Peter is the co-author of The Green Business Guide.

**Krista Pilot** joined Dan Klores Communications (DKC) in May 2007 as senior vice president for corporate accounts and business development. Prior to joining DKC she served as director of community affairs for United Technologies Corporation (NYSE:UTX). She was responsible for corporate responsibility (CR) at UTC, including creating the company's first three CR reports. Krista also handled relationships with external groups such as non-governmental organizations, socially responsible investment firms and rating agencies. She also led UTC's philanthropic activities and volunteerism on a national and international basis. Krista started with UTC in the company's Washington, DC office. Her experience in public affairs began in electoral politics. She worked on the re-election campaigns of U.S. Senator Byron Dorgan, U.S. Senator Tom Harkin, and the Senate race of then Delaware Attorney General Charles Oberly. Krista is a graduate of Colgate University and received her MBA from the Smith School of Business at the University of Maryland. She is a member of Phi Beta Kappa and received a Fulbright grant to study and teach in South Korea in 1992-1993. She was named to the Academy of Women Leaders by the YWCA of New York City in 2004.

**Michele Sacconaghi** is Vice President of Corporate Citizenship at Time Warner Inc. where she oversees the company's Corporate Social Responsibility efforts. Michele facilitated a company-wide process to identify relevant CSR issues for Time Warner and created Time Warner's first Corporate Social Responsibility Report, which was published in 2006. Her previous jobs at Time Warner include being the Executive Director of the Time Warner Foundation and a VP of Corporate Relations at America Online, Inc, where she focused on stakeholder engagement and managing the AOL Foundation. Michele has also served as Senior Advisor in the Clinton Administration, working at the White House on race and civil rights issues and as Chief of Staff to the Deputy Secretary at the U.S. Department of Education, working on education policy and strategic planning. She served as a Peace Corps Volunteer in Togo, West Africa where she developed innovative children's health programs. Michele has served on numerous nonprofit boards and most recently joined the Board of Trustees for the Central Park Conservancy. She holds a B.A. from Brown University and an M.P.P. from Harvard's Kennedy School of Government. She is the proud mother of three sons ages 3 and under.