

AFP Chicago June 12, 2009 Luncheon & Educational Program

"Corporate Social Responsibility: Social Conscience or Bottom Line?"

Speaker Biographies

Brad Ballast, Managing Director Community Affairs, Harris Bank

Brad Ballast is Managing Director, Community Affairs for Harris Bank in Chicago. Since June 2007, Brad has been responsible for managing the relationships between Harris Bank/BMO Capital Markets and the nonprofit community. Brad is responsible for most of the bank's charitable giving, nonprofit sponsorships, the bank's nonprofit board training and placement program, the bank's volunteer programs, its tutoring, mentoring and financial education initiatives and the bank's various internal fundraising campaigns. He also serves as a primary advisor to the bank's executives about their own philanthropic involvement.

Prior to joining Harris Bank, from 2001-2007, Brad was Senior Vice President and Director of Corporate Contributions for LaSalle Bank in Chicago. In that role, Brad was responsible for all of LaSalle Bank's charitable contributions and sponsorships, nonprofit board placements, volunteer programs and internal fundraising campaigns. From 1997-2001, Brad was Associate Director of Community Affairs at LaSalle Bank. Between 1993-1997, Brad served in various banking roles at Harris Bank in Chicago.

Brad is a graduate of Hope College and has an MBA in Marketing from Michigan State University. Brad has served as a trustee for many nonprofit organizations, including the Illinois Arts Alliance, the Donors Forum of Chicago, the University of Chicago Comer Children's Hospital's Pediatric AIDS board, Lookingglass Theatre, and as an active committee member on the Committee on Photography at the Art Institute of Chicago and the Leadership Council at Chicago United.

Paula Oyer Berezin, President & Chief Strategist, Social Capital Partnerships

Paula Berezin is a recognized leader in the nonprofit sector with an unparalleled track record creating value and measurable impact through innovative strategic partnerships worldwide. Since founding Social Capital, Berezin has served as chief strategist to blue-chip social causes including American Red Cross, America's Second Harvest-The Nation's Food Bank Network, KaBOOM!, Special Olympics, StoryCorps, Susan G. Komen for the Cure, United Way of America, United States Fund for UNICEF, USO and Women's Sports Foundation.

Prior to forming Social Capital, Berezin established and served as President of IEG Consulting, a leading sponsorship consultancy, for 12 years. Berezin has advised hundreds of organizations and corporations on how to successfully use strategic marketing partnerships and create strategies for maximizing resources. Berezin is credited for helping clients in the nonprofit, sports and entertainment sector achieve six- and seven-figure increases in revenue as a result of implementing her recommendations.

Past nonprofit clients include: AARP, American Bar Association, American Cancer Society, American Heart Association, American Library Association, American Marketing Association, American Medical Association, CARE, Children's Miracle Network, The Franklin Institute Science Center, The Kennedy Center, MADD, March of Dimes, National Geographic Society, The Nature Conservancy, NCAA, Olympic Governing Bodies, Reading Is Fundamental, Rotary International, Special Olympics, Smithsonian Institution and World Wildlife Fund.

Past corporate clients include: adidas, Allstate, American Express, AOL Time Warner, AT&T, Audi, Bank One, Canon USA, ChevronTexaco, CNA, Compaq, Disney, Ericsson, Ford Motor Company, General Motors, Harley-Davidson, Janus, Kraft, LaSalle Banks, Leaf, MasterCard, Mercedes-Benz, MCI, Molson, National City Bank, Nissan, Ocean Spray, PepsiCo, Pfizer, Procter & Gamble, The Prudential, Quaker.

Berezin also served as Executive Director of two national, nonprofit Olympic Governing Bodies: The United States Rowing Association and United States Synchronized Swimming. Berezin introduced sponsorship to both organizations and during her tenure at each, revenues increased more than 300 percent. Prior to that, Berezin worked at PepsiCo in the sports marketing department. She also has served on many nonprofit boards of trustees including the Women's Sports Foundation and FISA, the international Olympic rowing federation. Berezin earned her B.A. in marketing from Indiana University's School of Business.

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Tenia Davis, Vice President of Human Resources, Harpo Inc.

As Vice President of Human Resources at Harpo Inc., Tenia Davis is focused on the company's biggest asset, its workforce. Her mission is to attract, develop and retain outstanding talent for Harpo, and provide them with the knowledge and the work environment that enables all employees to contribute at optimum levels towards the success of all Harpo business goals.

Three years ago, Davis joined Harpo's executive team to oversee all aspects of Human Resources for Harpo's major business groups; The Oprah Winfrey Show, The Oprah Winfrey Foundation, Harpo Films, Harpo Studios, Oprah & Friends Radio, Oprah.com, Development, and The Oprah Store.

Under her leadership, she develops and implements the strategic direction for the Human Resources function. She is responsible for the company's talent management, leadership development, employee relations, labor relations, diversity, compensation, benefits and operational excellence.

Davis brings to the role 20 years of experience as a Human Resources professional working in the Aerospace/Defense, Healthcare and Insurance industries. Earlier in her career, she gained extensive HR experience focusing on Organizational Development & Training and Organizational Behavior, employee relations and benefits. Davis maximized her six-sigma training by driving process efficiencies within the organizations. She currently serves on the Atreverte A Sonar (American Association of University Women) board and is a consultant to various Welfare to Work and Job Readiness programs. Davis will complete her MBA in February 2009 at Loyola University, Chicago.

Jason Saul (Moderator), Chief Executive Officer, Mission Measurement

Jason Saul is a leading expert on strategy and performance measurement in the social sector. He has written and spoken extensively on the topics of corporate social responsibility, foundation effectiveness and nonprofit performance. Jason serves on the faculty of [Northwestern University's Kellogg School of Management](#) as a Lecturer of Social Enterprise. He also teaches at Boston College's Center for Corporate Citizenship. Jason is the author of [Benchmarking for Nonprofits: How to Manage, Measure and Improve Performance](#), awarded Best Business Book of the Year in 2005 by the Independent Publishers Association.

Jason is the Founder and CEO of Mission Measurement, LLC, a strategy consulting firm focused on the social sector. The firm has advised leading corporations and nonprofits, including: McDonald's, Kraft Foods, Levi Strauss & Co., Easter Seals, American Red Cross, the Humane Society of the U.S. and the Smithsonian. Prior to founding Mission Measurement, Jason co-founded the Center for What Works, a national nonprofit organization. He began his career as an attorney, most recently at Mayer Brown LLP in Chicago where he represented government and nonprofit clients in public finance transactions.

Jason holds a J.D. from the University of Virginia School of Law, an M.P.P. from Harvard University's John F. Kennedy School of Government, and a B.A. in Government and French Literature from Cornell University. He was awarded the Harry S. Truman Scholarship for leadership and public service and was selected as a Leadership Greater Chicago fellow. In 2008, Jason was recognized as one of Crain's Chicago Business "40 under 40" business leaders.