



8:00-9:00 a.m.

KPMG · 345 Park Ave

Welcome Breakfast & Networking

Sign-in, open networking session, and breakfast

9:00-9:15 a.m.

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Welcome Speech by Kyle Zimmer

Kyle Zimmer (Co-Founder, President, & CEO, First Book)

9:15-9:35 a.m.

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Welcome and KPMG's Commitment to Lifelong Learning

Rob Arning (Chair, KPMG Foundation)

9:35-9:55 a.m.

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The Next Slice: Pizza Hut's Expanded Commitment to Literacy

Artie Starrs (CEO, Pizza Hut)

9:55-10:05 a.m.

Break

10:05-10:20 a.m.

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Business & Politics: How Brands Lead with Purpose in 2020

Julie Hootkin (Partner, Global Strategy Group)

10:20-10:35 a.m.

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Playing the Long Game: Athlete Engagement in the New Decade

Nicole Woodie (Executive Director, The Chris Long Foundation)

10:35-10:55 a.m.

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Full STEAM Ahead: Inspiring the Next Generation of Diverse Leaders

Joe Ávila (Manager, US & Latin America, Ford Motor Company Fund) & Van Freeman (Director, Future Workforce Development & Strategy, Aerospace Industries Association)



10:55-11:15 a.m.

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It Takes a Village: Supporting Bereaved Communities

Maria Collins (Vice President, New York Life Foundation & Corporate Vice President, New York Life) and Laura Geringer Bass (Author, First Book Publishing Committee Member)

11:15 a.m. -

12:00 p.m.

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First Book Beneficiary Panel

Cherie Craft (Founding CEO & Executive Director, Smart From the Start), Jane Fleming (Director of Literacy, Chicago Public Schools), Anthony Harmon (Director of Staff, Assistant to the President, Director of Community & Parent Outreach, United Federation of Teachers, New York), and Alicia Skovera (Director of Camping and Year-Round Programs, Fresh Air Fund)

12:00-12:45 p.m.

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Lunch & Issue Area Tables

Eat lunch while learning about and discussing one of the following key issue areas: Celebrities/VIPs/Influencers, Social Emotional Learning, Literacy, Stories for All, or Hyperlocal Impact.

12:45-1:00 p.m.

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Sharing the Magic of Storytelling

Dana Baccino (Director, Brand Strategy, Disney Publishing Worldwide)

1:00-1:30 p.m.

RMA Transportation

Transportation to Mobile Book Fair

Attendees are shuttled to nearby P.S. 111 to attend a Mobile Book Fair.

1:30-3:00 p.m.

P.S. 111 · 440 W. 53rd St.

Mobile Book Fair

Attendees will get to witness and participate in a Mobile Book Fair live demo at a nearby elementary school.

3:00-5:00 p.m.

RMA Transportation · KPMG

Return to KPMG & Cocktail Hour

Shuttle returns to KPMG for informal network cocktail hour.