



Building the Economic Case for Investments in Children

The annual conference of the Partnership for America's Economic Success

**With support from PNC Financial Services Group and
the Committee for Economic Development**

March 7, 2007

8:30 a.m. to 4:30 p.m.

National Press Club

529 14th St. NW, 13th Floor

Washington, DC

March 7, 2007

8:30 a.m. Registration

9:00 a.m. Welcome & Introduction

Introduction: Susan Urahn, Managing Director, State Policy Initiatives, The Pew Charitable Trusts
Introductory Remarks:

- Rob Dugger, Managing Director, Tudor Investment Corporation

9:15 a.m. Why Does Investing in Children Matter to Business?

Introduction: Dan Pedersen, President, Buffett Early Childhood Fund
Keynote Speaker:

- George Kaiser, President & CEO, Kaiser-Francis Oil

- 9:45 a.m. Strategy Session**
Engaging State and Local Business Leaders to Act
Moderator: Rachel Jones, National Public Radio
Speakers:
- Shirley Raines, President, University of Memphis, and 2006 Chair, Memphis Regional Chamber of Commerce
 - Robbin Johnson, Senior Vice President, Corporate Affairs, Cargill Incorporated
 - James W. Dunn, President and CEO, Greater Richmond Chamber of Commerce
- 11:00 a.m. Break**
- 11:15 a.m. Panel Discussion**
Strategy: How to Sell Investments in Children in the Current Political Environment
Moderator: Michael Petit, President, Every Child Matters
Speakers:
- C. Eugene Steuerle, Senior Fellow, Urban Institute
 - Frank Luntz, Luntz Maslansky Strategic Research
 - Mike Henry, Deputy Campaign Manager, Hillary Clinton for President
- 12:15 p.m. Lunch**
- Luncheon Speaker**
Introduction: Charles E. M. Kolb, President, Committee for Economic Development
- Kenneth A. Burdick, CEO, UnitedHealthcare, and Chairman of the Board, Valley of the Sun United Way, Arizona
- 1:30 p.m. New Evidence on the Economic Impact of Investments in Young Children**
Moderator: Ann Segal, Wellspring Advisors
Speakers:
- Nicholas Burnett, Director of the Education for All Global Monitoring Report Team, UNESCO
 - Greg Duncan, Professor, School of Education and Social Policy, Northwestern University
 - Bernard Guyer, Professor of Children's Health, Johns Hopkins Bloomberg School of Public Health
- 3:15 p.m. Break Out Sessions**
1. Action steps for business leaders on how to work with policy makers, law enforcement officials and other senior leaders in the states to support investments in children
Location: Holeman Lounge
Leaders:
 - Roy Miller, President, Children's Campaign, Inc.
 - Paul O'Brien, President, The O'Brien Group, Inc., Chair, Early Education for All Campaign, and former Chair, New England Telephone
 - Carolyn Lyons, Chief Operating Officer, Strategies for Children

2. Generating media impact for corporate support of investments in children

Location: First Amendment Lounge

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Leader:

- Carrie Schum, Senior Vice President, Porter Novelli

3. For business leaders and others interested in working with the Partnership for America's Economic Success to explore the economic value of investments in children – action steps:

Location: White Room

Leaders:

- Sara Watson, Senior Officer, State Policy Initiatives, Pew Charitable Trusts
- Rob Dugger, Managing Director, Tudor Investments

4:15 p.m. Closing Remarks – moving forward, building a coalition, action steps for business

- Brian A. Gallagher, President and CEO, United Way of America

4:30 p.m. Adjourn

The Partnership for America's Economic Success was created by a group of funders, business leaders, economists, policy experts and advocates to lay the groundwork for making the success of every child the nation's top economic priority. It is funded by the Buffett Early Childhood Fund, Robert Dugger, [George Gund Foundation](#), [Horace Hagedorn Foundation](#), Paul Tudor Jones, [Ohio Children's Foundation](#), The Peppercorn Foundation, [The Pew Charitable Trusts](#), [PNC Financial Services Group](#), [Scholastic, Inc.](#), Schott Foundation for Public Education and an anonymous donor; and it is managed by The Pew Charitable Trusts.