

Women in Leadership Seminar Highlights

10/19/2007



Topic: “Corporate and Personal Philanthropy: The Call to Women” – featuring Ann Cramer, Director, IBM North America, Corporate Community Relations & Public Affairs. One of Atlanta’s most humble AND most respected leaders. Throughout her stellar career in business and community service, she’s received over 20 leadership awards (including “The Legacy of Leadership Award”); has served on more than 22 education and nonprofit boards and commissions in GA; and on 7 national boards. This seminar highlights how businesses are impacting social issues around the world and the role women play.

Ann’s message re Philanthropy:

Why give?

- Habit – you’re in the habit of giving
- It’s the right thing to do
- There’s a mutual responsibility and benefit – you give because you want to be viewed as a good person
- You get so much from giving – it feeds you – and finally the habit becomes who you are
- Besides, “It’s not yours anyway.”

Sequence of giving:

1. Decision to give – comes out of your values
2. Answering the question – what can I give?
3. Recognize the power of giving – and give in a way that is
 - Relevant
 - Wise
 - Aligned

Social Responsibility important for business

- Social Responsibility Index a key measure for businesses; ethics, governance – paying attention to so much more – how you manage the supply chain critical now
- Important for attracting and retaining young employees – they are asking
 - What are you doing for the community?
 - For the environment?

Civic Engagement Starts with You

- Are you registered to vote?
- Do you know your neighbors?

Ann's background:

"I grew up in Jacksonville, FL and I recognized early on that I was a child of faith and a blessed child...it seemed that giving was in my DNA. By the grace of God I saw everyone as the same. Always willing to take leadership role and 'take charge' – class president in elementary school and beyond."

"When volunteering, I was always willing to work on committees and I realized that I had organizational gifts. I was the one who brought business techniques and skills to the volunteer effort. I was also always a "connected person," always working to connect things."

As a math and elementary education major at Salem College, a women's college in Winston Salem, NC, she wasn't sure what she would do other than teach. But a friend referred her to IBM and that's where she began her corporate career...and remains today. However, she moved around since the 70's. Left the corporate world to raise children and devote time to her family (1979). While away from the world of work, she got very involved in every community and educational activity there was! In 1989, she was asked to come back to IBM and it was the beginning of ATL's bid for the Olympics in which she also got very involved.

Since then she's been the first woman to chair most of Atlanta's civic and community organizations – certainly those having anything to do with children and education. Is known for her persistence and personal commitment...and credibility.

Strong alignment / "natural" alignment between her personal values and her corporate responsibilities.

Ann's passion is children – she is chair of the board of Voices for Georgia's Children - <http://www.georgiavoices.org/> - Ann is committed, with Voices for Georgia's Children, to helping all children be:

- Healthy
- Safe
- Educated
- Connected
- Employable

Ann is also on the board of [Georgia Partnership for Education](#) - She suggested everyone should look at the reports on the website.

Ann has long worked with [Communities in Schools](#) (on the board now) – big push to connect parents to schools – coaches connect parents to schools – "No blame – No excuses"

She is now also passionate about the arts – she always feels a desire to help the underdog, and the arts don't seem to be getting enough support now – Ann is on the board of PBA - http://www.pba.org/about/pba/aetc/aetc_board/

Ann's perspective on how women can make an impact: "We bring our brain power to the table; our professional skills, our resources including money, people, relationships, material, equipment, etc. etc. And, women are really good at making connections and building relationships."