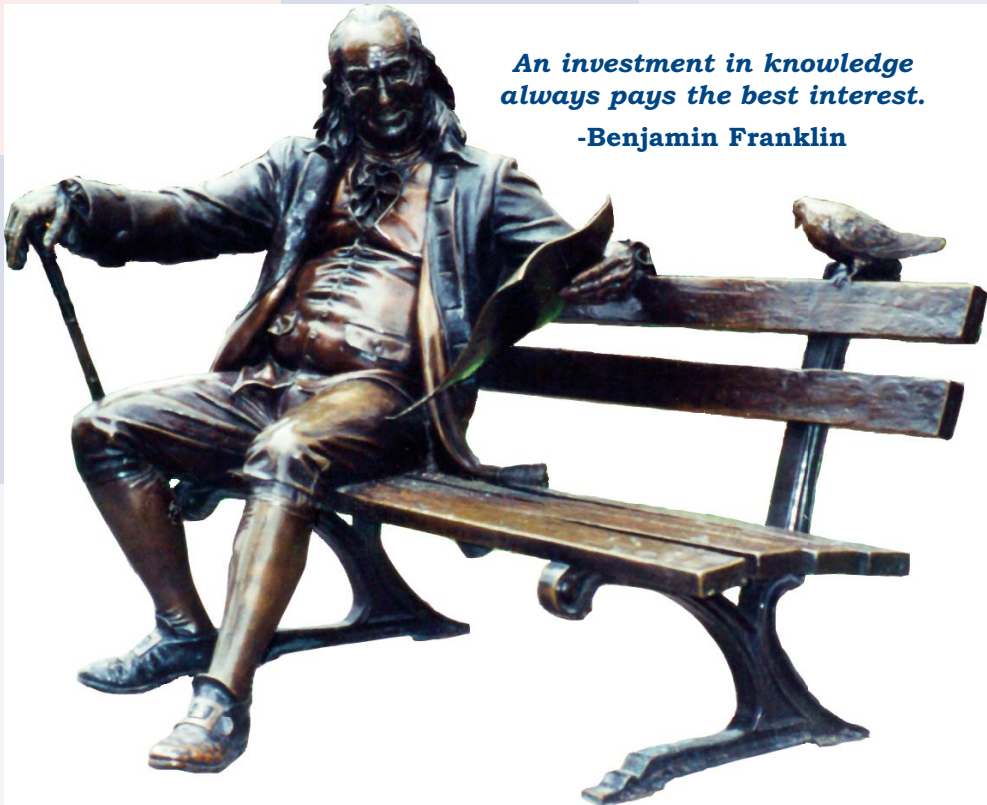


**FIRST ANNUAL
BENJAMIN FRANKLIN LEADERSHIP SYMPOSIUM**

Wednesday, October 19, 2005

The Studio Theater at Annenberg Center
3680 Walnut Street
Philadelphia, PA 19104

PROGRAM



*An investment in knowledge
always pays the best interest.*

-Benjamin Franklin



Message from the President

For more than two centuries, the University of Pennsylvania has been committed to excellence in scholarship, research and service. From its highly regarded undergraduate, graduate and professional schools to its wide-ranging program of interdisciplinary research and scholarship, Penn takes pride in being a place where students and faculty can pursue knowledge without boundaries, a place where theory and practice combine to produce a better understanding of our world and ourselves.

It is my pleasure to welcome you to our great University for the first annual Benjamin Franklin Leadership Symposium, sponsored by the School of Social Policy & Practice. This interactive conference for senior executives will address some of the challenges of leading nonprofit organizations, while providing innovative, applicable solutions for change.

Best wishes for an exciting and informative day!

Amy Gutmann, Ph.D., President, University of Pennsylvania



Message from the Dean

Two hundred eighty-two years ago this month, Benjamin Franklin arrived in Philadelphia from Boston. When the University of Pennsylvania began to plan for the celebration of Franklin's 300th birthday, I, another transplanted Bostonian, could think of no more fitting an event than to launch the School of Social Policy & Practice Benjamin Franklin Leadership Symposium. The Symposium builds on Franklin's vision that a college should teach "ornamental knowledge" and practical skills. While very

little of what we teach could be considered ornamental, our School does place considerable emphasis on practical skills. Today we celebrate the inauguration of a new degree program—the Masters of Science in Nonprofit/ Non-Governmental Leadership. This new degree program is a collaboration among our school, The Wharton School, and the School of Arts and Sciences.

It is my distinct pleasure to welcome you to our conference and our School.

*Richard J. Gelles, Ph.D., Dean, Penn School of Social Policy & Practice
Joanne and Raymond Welsh Chair of Child Welfare and Family Violence*

Benjamin Franklin Leadership Symposium

Program

- 8:30 - 9:00am** **Continental Breakfast, Registration**
- 9:00 - 9:15am** **Welcome**
Richard J. Gelles, Ph.D.
Joanne and Raymond Welsh Chair of Child Welfare and Family Violence
Dean, Penn School of Social Policy & Practice
- 9:15 - 10:30am** **The Nonprofit Sector:
The Challenges of Leadership in Uncertain Times**
Donny Deutsch, Moderator
Chairman & CEO, Deutsch Inc.
- 10:30 - 11:00am** **Coffee Break**
- 11:00 - 12:00pm** **Challenges of Leadership Panel: Conclusion**
- 12:00 - 1:30pm** **Luncheon**
- 1:00 - 1:30pm** **Luncheon address**
Ronald Marks, Ph.D.
Dean, Tulane University School of Social Work
- 1:30 - 3:00pm** **Educating the Leaders of Tomorrow**
Richard J. Gelles, Ph.D., Moderator
- 3:00 - 3:30pm** **Coffee Break**
- 3:30 - 3:45pm** **Benjamin Franklin Leadership Award**
Amy Gutmann, Ph.D.
President, University of Pennsylvania
- 3:45 - 4:30pm** **Keynote address**
Michael J. Fox
Founder and Chairman, The Michael J. Fox Foundation for Parkinson's Research
- 4:30 - 5:30pm** **Reception**

2005 Recipient of the Benjamin Franklin Leadership Award



Cynthia F. Figueroa
Executive Director, Women Against Abuse, Inc.

Cynthia F. Figueroa currently serves as the Executive Director of Women Against Abuse, Inc., the largest domestic violence agency in the Commonwealth of Pennsylvania. Women Against Abuse operates the only domestic violence shelter in Philadelphia County and also provides legal services, including representation as well as transitional housing services to victims of domestic violence. Figueroa serves as a Board member for the Pennsylvania Coalition Against Domestic Violence and was appointed by Mayor John F. Street to the Mayors' Task Force on Domestic Violence where she co-chairs the social services sub committee.

Most recently, Figueroa served as the lead in a collaborative process to develop the Philadelphia Domestic Violence Hotline. The new Hotline has enhanced the domestic violence resources while streamlining access and information for City systems. In addition, Figueroa has played an instrumental role in securing

new federal resources for the City through the Department of Justice, Office of Violence Against Women. This leadership resulted in over 1.3 million new dollars for 2006.

Prior to Figueroa's tenure at Women Against Abuse, she was an employee at Congreso de Latinos Unidos for five years, serving first as the Manager of the Women's Wellness Department and then as a member of its Executive Team developing and leading the Division of Behavioral Health Services. Before coming to Philadelphia, Figueroa held various social service positions in Detroit, MI, involving H.I.V. counseling, domestic violence, and work with incarcerated women.

Figueroa was born in Puerto Rico and raised in Miami, Florida. In addition her work at Women Against Abuse, she currently serves as the Second Vice Chair of the Board for Planned Parenthood of South Eastern Pennsylvania and is the Secretary of the Board for Congreso de Latinos Unidos. She is married and lives in Mt. Airy and holds a degree in Fine Arts from Spring Hill College in Mobile, Alabama.

Donny Deutsch - Panel Moderator
Chairman & CEO, Deutsch Inc.

As Chairman of Deutsch Inc., Donny Deutsch has propelled the Agency into one of the nation's top 10 advertising agencies. Both *Advertising Age* and *Adweek* have chosen the \$2.8 billion agency time and again as "Agency of the Year."

Deutsch hosts the CNBC talk show "The Big Idea with Donny Deutsch," which has been lauded as hip and irreverent. His daily show examines the hottest issues in media and pop culture with an electrifying mix of celebrity, business, sports and political guests. In 2005 Harper Collins published his business motivation book, *Often Wrong, Never in Doubt*, based upon his career experiences. He also had a brief turn in politics as a lead member of the Clinton/Gore communications team in 1992.

A graduate of the Wharton School at the University of Pennsylvania, Deutsch now serves on two prestigious boards: the Penn School of Social Policy & Practice's Board of Overseers and the Michael J. Fox Parkinson's Foundation's Board of Directors.

Michael J. Fox - Keynote Speaker
Founder and Chairman, The Michael J. Fox Foundation for Parkinson's Research

Michael J. Fox was born in Edmonton, the capital of the Canadian province of Alberta. Fox debuted as a professional actor at 15, co-starring in the sitcom "Leo and Me" on Canadian Broadcasting Corp. Fox moved to LA in 1979 where he spent three years in a series of small television parts before winning the role of Alex P. Keaton on NBC's popular "Family Ties" (1982-1989) for which he earned three Emmy Awards and a Golden Globe. After "Family Ties," Fox continued to work in television and international film starring in over a dozen feature films, including the Back to the Future Trilogy. Fox returned to television in 1996 with ABC's "Spin City," portraying Michael Flaherty, New York's deputy mayor. He won critical praise, garnering one Emmy Award and three Golden Globes.

Though he maintains a strong commitment to his acting career and running Lottery Hill Entertainment, Fox has shifted a good deal of his focus and energies toward The Michael J. Fox Foundation for Parkinson's Research, which he launched in year 2000, and its efforts to raise much-needed research funding for and awareness about Parkinson's disease.

Fox wholeheartedly believes that if there is a concentrated effort from the Parkinson's community, elected representatives in Washington, DC, and (most importantly) the general public, researchers can pinpoint the cause of Parkinson's and uncover a cure within our lifetime.

Dr. Ronald Marks - Luncheon Speaker
Dean, Tulane University School of Social Work

Dr. Ronald Marks has dedicated his life to using educational and scholarly dialogue to shape positive, social change and to help those marginalized by society. This is captured in an open letter he wrote to the National Association of Social Workers one week after Hurricane Katrina was devastated by New Orleans:

The lessons to be learned from this disaster are just beginning to surface, and I'm sure there are many more to come. They are both personal and professional. I hope this episode will go beyond the "tipping point," providing a "bursting point" for national discussions on our "two Americas." The disenfranchised are so often invisible to so many Americans. It is unfortunate that it seems to take a disaster of this proportion to get the attention they so rightly deserve.

At a time when he could have dwelled on his own personal losses, Marks was thinking about educating his fellow citizens about the vast socioeconomic divide that disenfranchises so many people. This speaks to his deep commitment to the intersection between scholarship, education, social welfare, and personal connections.

PANEL I: THE NONPROFIT SECTOR: THE CHALLENGES OF LEADERSHIP IN UNCERTAIN TIMES

Mr. Donny Deutsch – Moderator, Chairman & CEO, Deutsch Inc.
(University of Pennsylvania Graduate)

Ms. Deborah Brooks, President & CEO, The Michael J. Fox Foundation for Parkinson's Disease

Ms. Gloria Guard, President, People's Emergency Center

Ms. Feather O. Houstoun, President, William Penn Foundation

Dr. Donald F. Kettl, Stanley I. Sheerr Endowed Term Professor in the Social Sciences, University of Pennsylvania; Director, Fels Institute of Government, University of Pennsylvania; Nonresident Senior Fellow, Washington's Brookings Institution

Mr. Laurence A. Levy, Director, Giuliani Partners, L.L.C.

Mr. Benjamin R. Pierce, Executive Director, Vanguard Charitable Endowment Program

Sister Mary Scullion, Executive Director, Project H.O.M.E.

PANEL II: EDUCATING THE LEADERS OF TOMORROW

Dr. Richard J. Gelles – Moderator, Dean, The Joanne and Raymond Welsh Chair of Child Welfare and Family Violence, School of Social Policy & Practice, University of Pennsylvania

Ms. Frances Barchi, Student, Masters Program in Nonprofit/NGO Leadership, School of Social Policy & Practice, University of Pennsylvania

Mr. Benjamin Davies, Student, Masters Program in Nonprofit/NGO Leadership, School of Social Policy & Practice, University of Pennsylvania

Mr. John G. Loeb, Senior Vice President, Philadelphia Health Management Corporation

Dr. Femida Handy, Associate Professor, School of Social Policy & Practice, University of Pennsylvania; Academic Advisor, Penn's Masters Program in Nonprofit/NGO Leadership

Mr. Thomas M. McKenna, Director, The Fels Certificate Program in Nonprofit Administration, Fels Institute of Government, University of Pennsylvania; former National Chief Executive Officer, Big Brothers Big Sisters of America

Mr. William A. Meyer, Chairman, Meyer Jabara Hotels (University of Pennsylvania Graduate)

Mr. Alan D. Simon, Chairman & CEO, Omaha Steaks International Inc. (University of Pennsylvania Graduate)

Dr. Kenwyn Smith, Associate Professor, School of Social Policy & Practice, University of Pennsylvania

LUNCHEON TABLE HOSTS

Ms. Deborah Brooks, President & CEO, The Michael J. Fox Foundation for Parkinson's Disease

Mr. Ronald J. Daniels, Provost, University of Pennsylvania

Mr. Donny Deutsch, Chairman & CEO, Deutsch Inc. (University of Pennsylvania Graduate)

Mr. Steven M. Feldman, Chairman of Real Estate Alternative Investments, Goldman Sachs Asset Management (University of Pennsylvania Graduate)

Mr. Joe Field, Chairman and Founder, Entercom Communications Corporation (University of Pennsylvania Graduate)

Mrs. Marie Field, Chairwoman, One Book One Philadelphia

Dr. Patrick T. Harker, Dean, The Reliance Professor of Management and Private Enterprise, The Wharton School, University of Pennsylvania (University of Pennsylvania Graduate)

Mr. Laurence A. Levy, Director, Giuliani Partners, L.L.C.; President, Giuliani Safety and Security

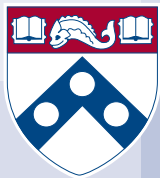
Mr. John G. Loeb, Senior Vice President, Philadelphia Health Management Corporation

Mr. Benjamin R. Pierce, Executive Director, Vanguard Charitable Endowment Program

Ms. Bonita Stowell, Program Officer, Pew Fund for Health and Human Services in Philadelphia, Pew Charitable Trusts

Mr. Raymond H. Welsh, Senior Vice President, UBS Financial Services; Interim CEO, Bancroft Neuro Health (University of Pennsylvania Graduate)

Mr. John H. Zeller, Vice President for Development and Alumni Relations, University of Pennsylvania



Penn

Social Policy & Practice

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