

THE PRIVATE SECTOR'S RISING VOICE IN GUN VIOLENCE PREVENTION

October 10, 2019

Symposium

[The Private Sector's Rising Voice In Gun
Violence Prevention](#)

8:30am-3:30pm

Spieker Forum, Chou Hall, [Haas School of
Business, UC Berkeley](#),

2220 Piedmont Ave, Berkeley

Dinner & Keynote

Levi Strauss & Co. President & Chief

Executive Officer, Chip Bergh

Sustaining a Values Driven Brand

5:00pm-8:30pm, The Wells Fargo Room,
Cheit Hall, [Haas School of Business, UC
Berkeley](#), 2220 Piedmont Ave, Berkeley

SUMMARY OF PROGRAM

Berkeley Law's Business in Society Institute and Giffords: Courage to Fight Gun Violence invite you to join us on October 10th for a symposium on the private sector's role in addressing gun violence in America. Corporate engagement on this issue is growing, yet the topic remains an under-researched and under-resourced area among companies. With gun violence prevention of great importance to employees and customers, many private sector leaders today face questions around whether and how to engage. As a leading public institution, convening thought leadership on issues of public concern is core to UC Berkeley's mission. In furtherance of that mission, we invite you to a symposium of companies, investors, policy experts, and academics to discuss and debate the private sector's recent engagement on gun violence.

OVERVIEW OF TOPICS

8:30am-9:00am	Breakfast and Registration
9:00am-9:30am	<p>Amelia Miazad Founding Director and Business Law Lecturer Business in Society Institute Berkeley Law</p> <p>Peter Ambler Executive Director, Co-Founder Giffords: Courage to Fight Gun Violence</p> <p>Welcoming Remarks and Table-setting</p> <p>In this session, we will discuss attitudes about the role of the private sector in social impact, changing public sentiment about gun violence prevention, and what's happening now in the private sector's response to gun violence.</p>
9:30am-10:30am	<p>Consumer Perspective</p> <p>In this session, Aaron McLearn, US Chair at Edelman will present the recent report, Business Leadership + Anti-Gun Violence In America. We will delve into what consumers expect from brands and business leaders on the issue of gun violence prevention, including an analysis of data and trends.</p>
10:30am-10:45am	Coffee Break
10:45am-11:45am	<p>Government Perspective, Case Study on Governor Phil Murphy's recent Executive Order No. 83 on Gun Safety</p> <p>As recently reported by the New York Times, New Jersey has adopted a novel gun strategy, to pressure banks and retailers to impose safety requirements. The Executive Order states that New Jersey will stop doing business with gun manufacturers and retailers who fail to implement expanded background checks, becoming the first state to leverage its purchasing power to take such bold action against the gun industry.</p> <p>The Executive Order will also require major financial institutions seeking information from banks that do business with New Jersey about their relationships and policies involving gunmakers and sellers.</p> <p>In this session, Bill Castner, Senior Advisor to Governor Phil Murphy on Firearms will discuss what prompted this Executive Order, the public reaction, and the mechanics of operationalizing it.</p>

11:45am-12:30pm	Lunch
12:30pm-1:45pm	<p>Company Perspective, Current Strategies, and The Next Frontier</p> <p>In this session, we will hear from corporate executives on the various strategies that companies have taken to address gun violence prevention and the opportunities and risks of each approach from the perspective of various stakeholders. Perspectives will be shared by companies including:</p> <p>Levi Strauss & Co. - Seth Jaffe, Executive Vice President & General Counsel</p> <p>Paypal - Devin Whitney, External Affairs</p> <p>Postmates - Vikrum Aiyer, Vice President of Public Policy & Strategic Communications</p> <p>ShotSpotter Inc. - Ralph A. Clark, President, and Chief Executive Officer</p> <p>TOMS - Rebecca Simon, Social Innovation Specialist</p>
1:45pm-2:00pm	Coffee Break
2:00pm-3:00pm	<p>Investor Perspective</p> <p>In this session, we will explore investor engagement on gun violence prevention including public statements, private engagement, shareholder resolutions, voting, and divestment.</p> <p>Faith-based investors have been advocating for gun violence prevention for decades, and we will hear from Sister Judy Byron from Interfaith Center on Corporate Responsibility (ICCR) and Laura Krausa from Catholic Health Initiatives who made headlines for their work on the first two successful shareholder proposals against U.S. gun manufacturers Sturm, Ruger, and Co., and American Outdoor Brands.</p> <p>We will also hear from Courteney Keatinge, from proxy advisory firm Glass Lewis, among other investor perspectives.</p>
3:00pm-3:30pm	Wrap Up Discussion and Next Steps
5:00pm-8:30pm * Seating begins at 5:00pm.	<p>Berkeley Sustainable Business & Investment Forum Dinner, Wells Fargo Room, Haas School of Business</p> <p>Keynote Discussion with Chip Bergh, President & Chief Executive Officer, <i>Sustaining a Values-Driven Brand</i></p>

