



The Business Benefits of Early Care & Education & School Readiness

November 17, 2009

Master of Ceremonies



Louis R. Cestello is regional president for the Greater Baltimore region for PNC Bank. Cestello is responsible for PNC's Corporate Bank, Commercial Bank, Wealth Management and Institutional Investment business development across the State of Maryland, excluding Montgomery County and parts of Prince George's County.

Cestello has many years of broad experience with PNC. He joined the bank as a management trainee and had held varying levels of responsibility in Corporate Banking, Corporate Finance and Credit. Prior to being named to his current position in January of 2008, Cestello was executive vice president and regional manager for PNC's Corporate Banking and Corporate Finance business in Western Pennsylvania and Eastern Ohio.

Cestello currently serves on the board of trustees of the Baltimore Community Foundation, Loyola College in Maryland, is a director of the Greater Baltimore Committee and is the chairman of the Maryland Ready At Five Partnership.

Speakers



Dr. Nancy S. Grasmick is Maryland's first female state superintendent and the U.S.'s longest serving appointed schools chief. Dr. Grasmick is known for her strong focus on student achievement, teacher quality, parent involvement, public school funding, and early childhood education.

Under Dr. Grasmick's leadership, Maryland is nationally recognized for its many achievements. In January 2009, *Education Week*—the U.S.'s leading education newspaper—ranked Maryland's public school system 1st—in the nation stating that Maryland is the country's *most consistently* high-performing state. Many of the pioneering policies enacted over Dr. Grasmick's 17-year tenure—instituting an explicit preK–12 curriculum; developing statewide assessments and holding schools and school systems accountable for their results; disaggregating performance data by race, poverty, disability, and English fluency—have become commonplace in American classrooms.

Dr. Grasmick received her doctorate from the Johns Hopkins University, her master's degree from Gallaudet University, and her bachelor's degree from Towson University. She has received many awards for her visionary leadership, including the Harold W. McGraw, Jr. Prize in Education; the Civitas International Leader Award for her commitment to expanding civic literacy throughout the world, Loyola College's President's Medal in honor of her professional accomplishments and service to the community. She was also named a 2009 Influential Marylander by *The Daily Record*.



Lydia M. Logan is Vice President and Executive Director of the Institute for a Competitive Workforce (ICW), a nonprofit affiliate of the U.S. Chamber of Commerce that promotes high educational standards and effective workforce training systems so that they are aligned with each other and with today's business demands.

In this capacity, Logan leads ICW in helping chambers of commerce, businesses, and trade associations address their education and workforce needs. Her primary focus is to represent the business perspective nationally on issues of education reform and workforce development. Logan works with business leaders to keep them abreast of current issues, state and federal policies, and promising practices. She also advises corporate philanthropy executives, chambers, and other organizations on public-private partnership development and strategic investments.

Logan sits on the board of directors for the American Youth Policy Forum and the ePals Foundation for youth literacy. She is a member of the Endorsing Partners Committee of the Data Quality Campaign, the Trustees Council of Penn Women, and Leadership Washington's Class of 2005.

Prior to joining the Chamber, Logan served as vice president of programs for the Kimsey Foundation. During her six-year tenure there, she was responsible for developing new policies, partnerships, and initiatives and for managing the foundation's \$10 million education grant portfolio.

Logan has more than 10 years of experience in nonprofit management, education reform, philanthropy, and public-private partnership development. She earned her B.A. in English from the University of Pennsylvania. She completed the Executive Leadership Program at Georgetown University's McDonough School of Business and graduate course work in marketing, public policy, organizational behavior, and project management at The George Washington University's School of Business.

Sara Watson is a senior officer in the Pew Center on the States, a division of The Pew Charitable Trusts. She co-created and directs the Partnership for America's Economic Success (www.PartnershipforSuccess.org), a collaboration of business leaders, economists and philanthropists that is mobilizing business to advocate for proven investments in young children. From 2001-2008 she directed (and now advises) Pew's national campaign to advance high quality early education for all 3 and 4 year olds. With a total budget of over \$90 million, she managed 20 national organizations supporting campaigns in more than half the states. State spending on prekindergarten has risen by over \$2 billion in the past five years. She also designed and is now advising the Trusts' newest children's initiative, to encourage states to offer proven home visiting programs to at-risk families.



Before joining the Trusts, she was a program manager and the director of the Better Results Group for The Finance Project in Washington, D.C., where she directed multi-site foundation initiatives and wrote publications on financing and results-based accountability. She has worked for the Family Policy Council in Olympia, Washington, supporting a state-wide network of community collaboratives. She was also the manager of the Improved Outcomes Project for the Center for the Study of Social Policy in Washington, D.C., where she consulted with states and cities on reforming family and children's services. Dr. Watson has published dozens of articles and monographs on family and children's services reform and disability policy. She is a board member of Maryland Advocates for Children and Youth, was a founding board member of Virginia's Action Alliance for Children and Youth and was selected as an emerging leader by the Children's Defense Fund. She has a B.A. (magna cum laude) from Carleton College, and Master of Public Policy and Ph.D. degrees from Harvard University's John F. Kennedy School of Government.

Eva Tansky Blum is senior vice president and director of Community Affairs for PNC Bank. She also serves as chairwoman and president of The PNC Foundation.



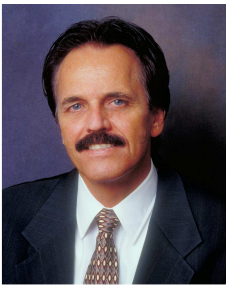
In this role, Ms. Blum collaborates with PNC's businesses and regional presidents to harness the strength of PNC to be a positive force in the community's it calls home. She directs the company's philanthropic programs, including PNC Grow Up Great, a ten-year, \$100 million program to support quality early childhood education with a focus on school readiness.

Blum joined PNC's Legal division in 1977. She became vice president in 1986 and was elected senior vice president and chief compliance counsel in 1990. She served as senior vice president and deputy general counsel/ director of Regulatory Affairs for PNC, and recently served as senior vice president and director, Comprehensive Risk Management and Compliance. She was named to her current position in July 2002.

Blum is a member of both the Pennsylvania and Allegheny County bar associations. She serves on the board of directors of the Business Civic Leadership Center (BCLC), a national business organization that studies industry issues and provides a forum for discussion. Blum also holds several roles with her alma mater, the University of Pittsburgh. She serves on the school's board of trustees; she co-chair's Pitt's \$2 billion capital campaign; she is on the board of visitors for the university's school of law; and she is past president of the University of Pittsburgh Alumni Association. Blum is also a member of the honor board of WQED Multimedia, serves on the advisory board of the Carnegie Science Center and is a board trustee for the Jewish Healthcare Foundation.

In 2001, Blum was honored as a Carlow College Women of Spirit®; in 1999, she was honored as one of Pennsylvania's Best 50 Women in Business; in 1998, she received the YWCA's Tribute to Women award; and in 2007 was named the University of Pittsburgh's Distinguished Alumnae of the Year. Blum received a bachelor of arts degree in 1970 from the University of Pittsburgh and graduated from that University's School of Law in 1973.

Robert J. Shuman is President and Chief Executive Officer of Maryland Public Television. Mr. Shuman joined Maryland Public Television in late 1996 with an already-distinguished career in business, broadcasting, and community service. Prior to coming to MPT, he founded and was president and CEO of Civic Network Communications, Inc., a nonprofit satellite communications network. In the early 1980s, Mr. Shuman co-founded and served as president of The Learning Channel (TLC), a cable television channel which reaches an estimated 45 million subscribers. Under his 10-year leadership, The Learning Channel grew to be one of cable's most prestigious channels, providing educational programming nationwide.



Mr. Shuman was active in the early development of distance learning when he served from 1972-79 as deputy director of the federally funded Appalachian Educational Satellite Project. This telecommunications initiative helped pioneer use of satellite technology to serve teachers and schools in isolated regions.

Mr. Shuman is nationally recognized for his leadership in the public television industry. He is past chairman of the Public Television Major Market Group (PTMMG), a confederation of the nation's top public TV stations, and he is a board member of the National Educational Telecommunications Association (NETA). He is a member, and served on the boards, of the Association of the Public Television Stations (APTS), the Organization of State Broadcasting Executives (OSBE), and the Affinity Group Coalition. He served as chairman of the Affinity Group Coalition and presently chairs its education committee as part of public television's nationwide initiative on education.

Mr. Shuman is a board member of the Boys and Girls Clubs of Greater Washington; a member of the Education Committee of the Greater Baltimore Committee and past governor of the National Academy of Cable Programming. Among his programming awards is the Cable ACE award for *The Independents* of which he was executive producer.

