

Why Reading Matters and What to Do About It

A CEO Action Plan to Support Improved U.S. Literacy Rates

Participants

Jim Goodnight



As the CEO of SAS, the world's leading business analytics software vendor, Jim Goodnight has led the company since its inception in 1976, overseeing an unbroken chain of revenue growth and prof-

itability unprecedented in the industry. He is recognized globally for being a trailblazer among companies that top great workplace rankings, including being No.1 on several country and multinational lists. Harvard Business School named Goodnight a Great American Business Leader, and he was named one of America's 25 Most Fascinating Entrepreneurs by Inc. magazine.

A champion of education reform, Goodnight sees education as critical to the success of individuals, organizations and nations.

Venessa Harrison



As President, AT&T North Carolina, Venessa Harrison leads the public policy, economic development and community affairs activities of AT&T, working closely with state and community leaders to help bring new

technology and jobs to the state and improve the quality of life for all.

In addition to her AT&T responsibilities, Harrison is very involved in community, charitable, and education activities, including serving on the Board of Trustees of North Carolina A&T State University and the Board of Directors of the North Carolina Chamber, North Carolina Business Leaders for Education (BEST NC) and Foundation for the Carolinas. She is a native of Raleigh.

A. Dale Jenkins



A. Dale Jenkins is the Chief Executive Officer of Medical Mutual Holdings. Founded in 1975, the Group's flagship company is Medical Mutual Insurance Company of North Carolina, a property/

casualty insurance company that specializes in writing professional liability insurance for physicians and health-care professionals. Additionally, the company owns MMIC Investment Holdings, Medical Security Insurance Company and the MMIC Agency. Currently, Jenkins serves as the Chairman of the Board for The University of North Carolina Health Care System and Capital Associated Industries.

Prior to joining Medical Mutual as the Chief Operating Officer in April 1994, he spent 16 years with Ernst & Young.

Michael W. Lamach



Michael W. Lamach was elected Chairman of the Board of Directors of Ingersoll Rand in June 2010, having previously been named Chief Executive Officer in February 2010 and President and Chief Operating Officer

in February 2009. He joined Ingersoll Rand in February 2004 as President of the Security Technologies sector and became President of Trane Commercial Systems after the 2008 acquisition of that business.

Previously, Lamach was Group Vice President and Managing Director for the European, Asian, South African and South American businesses of Johnson Controls' Automotive Group. He currently serves on the Board of Directors for PPG Industries, the Executive Committee of the National Association of Manufacturers, Duke University Fuqua School of Business Board of Visitors and the Board of Visitors for Davidson College.

Brian Moynihan



Brian Moynihan leads a team of more than 200,000 employees dedicated to making financial lives better for people, companies of every size, and institutional investors across the United States and around the

world. Bank of America is recognized as a top employer, including by Working Mother magazine, the Human Rights Campaign, and G.I. Jobs magazine. The company also received the Department of Defense Freedom Award for support of employees serving in the National Guard and Reserve.

Moynihan participates in several organizations, including the World Economic Forum International Business Council, The Clearing House, the Financial Services Forum and the Financial Services Roundtable (Chair of both), the Business Roundtable, and the Bipartisan Policy Center CEO Council on Health and Innovation. He is also a member of the Federal Advisory Council of the Federal Reserve Bank.

Thomas C. Nelson



Thomas C. Nelson has served as the Chairman, President and CEO of National Gypsum Company since 1999. He is a member of The Business Council, The Business Roundtable and the Council on

Foreign Relations. He also is a member of the Board of Dean's Advisors at Harvard Business School and a past Chair of the Charlotte Chamber of Commerce. Additionally, he is also a director of the Federal Reserve Bank of Richmond, Carolinas HealthCare System and Yum! Brands, Inc.

In 1992, Nelson was one of 15 people selected nationwide as a White House Fellow. He served as Assistant to the Secretary of Defense for Special Projects and received the Secretary of Defense Medal for Outstanding Public Service. Nelson graduated from Stanford University with a Bachelor of Science in industrial engineering, and he received his MBA from Harvard Business School.

Jim Whitehurst



Jim Whitehurst is President and CEO of Red Hat, the world's leading provider of open source software solutions. Since he joined the company in 2008, Red Hat has been named by Forbes as one of the World's

Most Innovative Companies, added to the S&P 500, and designated as one of the best places to work by Glassdoor.

Formerly Chief Operating Officer at Delta Air Lines and partner at The Boston Consulting Group, Whitehurst holds a Bachelor of Arts in Economics and Computer Science from Rice University and an MBA from Harvard University. He is the author of *The Open Organization: Igniting Passion and Performance*. Follow him on Twitter: @JWhitehurst.

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Special Guest

Charles Bowman



Charles Bowman is the Local Market Delivery Executive for Bank of America and the Market President for North Carolina and Charlotte. In each role, he is responsible for directing the efforts to integrate and deliver

the company's resources and expertise to communities and customers.

Bowman joined the company in 1996 as an attorney, supporting business clients within Global Corporate and Investment Banking. In 1999, he became head of Corporate Compliance, and in 2007 he was named Market President. His previous responsibilities in the company have included leadership positions in compliance, operational risk, private equity investments, corporate trust services, supplier management and regulatory relations. Bowman continues to provide advice to management on regulatory topics. Prior to joining Bank of America, Bowman was a partner in a law firm.