



# Executive Briefing . . .

Tuesday, February 22, 2005 / 5:30 PM – 7:00 PM

CCI in association with the Fairleigh Dickinson University  
Office of Global Learning present...

## Community Impact at GE

Learn about GE's global volunteer efforts as part of their overall corporate citizenship function. The briefing highlights the key structural focus of the program, as well as accomplishments, challenges and future opportunities. Discussion will also outline GE's key global philanthropic initiatives in '04-'05.

**Jill Lazzaro Heinrich is the Program Manager, Volunteerism for the General Electric Company.** In this role, Heinrich works to enhance linkages between community needs and GE's capacity to help address serious community problems on a global basis through volunteerism. Prior to this role, she worked in various sales, marketing, and operations roles at AT&T and Prudential Insurance before joining GE Capital in 2000 as the Sales Effectiveness Manager in the Corporate Marketing Group. She also held positions in marketing, boundaryless selling, and operations for GE Vendor Financial Services. In 1990 she earned a MA in Corporate and Organizational Communication from Fairleigh Dickinson University.

Lenfell Hall, The Mansion, College at Florham  
Fairleigh Dickinson University, 285 Madison Avenue, Madison, NJ 07940  
*Parking in front of Mansion*

*A light supper will be served.*

For more information call 973-443-8709, E-mail [cci@corporatecomm.org](mailto:cci@corporatecomm.org) or visit our website at [www.corporatecomm.org](http://www.corporatecomm.org).

### REGISTRATION FORM

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**CCI Member: \$20 Non-Member: \$40 Graduate Student: \$15 with student I.D. FDU Faculty & Staff: No charge.**  
Reservations must be cancelled by noon the day previous to the event to receive refund or avoid credit card charges.

**Total Payment:** \$ \_\_\_\_\_ **Check:**  Enclosed  At Door **Credit Card:**  VISA  MasterCard  Amex

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**REGISTER BY . . . Fax: 973-443-8713 . . . Phone: 973-443-8709 . . . or Mail to: Corporate Communication Institute at Fairleigh Dickinson University, 285 Madison Avenue, M-MS3-01 Madison, NJ 07940**

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#### Directions to College at Florham, FDU, Madison:

From Northeast  
Take I-287 across the Tappan Zee Bridge to Exit 37 (NJ 24 East) Follow to Exit 2A (NJ510 West/ Morristown). \*Move to the left lane after exiting. At first light, Park Ave., make a left. At 4<sup>th</sup> light turn right into FDU campus (past Dolce Hamilton Park Hotel). At top of hill, at guardhouse, turn left then take 1<sup>st</sup> right and then left. Park in front of the Mansion. Enter front door.

From West on I-80  
Exit onto I-287 South to Exit 37. Follow directions from Exit 37 above (From Northeast).

From South  
Garden State Parkway North to Rt. 78 East. Take first exit on Rt. 78 (Hillside/Irvington) to U-turn onto Rt. 78 West. Follow to Rt. 24 West. Take Exit 2A (NJ510/ Morristown). Follow from \* above. Or take NJ Turnpike to Exit 10, I-287 North to Exit 35. At end of exit, turn left at light. Make quick right; go one block and make another right onto Madison Ave. (Route 124 East). The entrance to campus is approximately 2.5 miles on the left, shortly after passing the Madison Hotel. Follow road into campus. At intersection take left and quick right directly to Mansion. Park in front of the Mansion.