ServiceNation is a campaign for a new America; an America where citizens come together and take responsibility for the nation’s future. ServiceNation unites leaders from every sector of American society with hundreds of thousands of citizens in a national effort to call on the next President and Congress, leaders from all sectors, and our fellow Americans to create a new era of service and civic engagement in America, an era in which all Americans work together to try and solve our greatest and most persistent societal challenges.

The ServiceNation Summit brings together 600 leaders of all ages and from every sector of American life—from universities and foundations, to businesses and government—to celebrate the power and potential of service, and to lay out a bold agenda for addressing society’s challenges through expanded opportunities for community and national service.
SEPTEMBER 11, 2008
9/11 DAY OF SERVICE
&
PRESIDENTIAL FORUM

11:00-2:00 pm  9/11 DAY OF SERVICE
Organized by myGoodDeed
LOCATION
PS 124, 40 Division Street

4:00-6:00 pm  REGISTRATION
LOCATION
Columbia University

6:00-7:00 pm  OUR ROLE, OUR VOICE, OUR SERVICE
101 Young Leaders Building a Nation of Service
LOCATION
Columbia University
Usher Raymond, IV • RECORDING ARTIST, SUMMIT YOUTH CHAIR

7:00-8:00 pm  PRESIDENTIAL FORUM ON SERVICE
Opening Program
LOCATION
Columbia University
Bill Novelli • CEO, AARP
Laysha Ward • PRESIDENT, COMMUNITY RELATIONS AND TARGET FOUNDATION
Lee Bollinger • PRESIDENT, COLUMBIA UNIVERSITY
Governor David A. Paterson • NEW YORK

8:00 pm  PRESIDENTIAL FORUM
LOCATION
Columbia University
MODERATORS
Richard Stengel • MANAGING EDITOR, TIME MAGAZINE
Judy Woodruff • SENIOR CORRESPONDENT AND 2008 POLITICAL EDITOR, “THE NEWSHOUR WITH JIM LEHRER”, PBS

SPEAKERS
Senator John McCain • ARIZONA
Senator Barack Obama • ILLINOIS
7:00-8:30 am  **REGISTRATION & CONTINENTAL BREAKFAST**

8:30-10:00 am  **MORNING PLENARY: A Unique Moment**

Vartan Gregorian • PRESIDENT, CARNEGIE CORPORATION OF NEW YORK
Alma Powell • CHAIR, AMERICA’S PROMISE ALLIANCE
Admiral Michael Mullen • CHAIRMAN, JOINT CHIEFS OF STAFF
Mayor Michael Bloomberg • CITY OF NEW YORK
First Lady Laura Bush
Anne Finucane • CHIEF MARKETING OFFICER, BANK OF AMERICA
Senator Orrin Hatch *(Invited)*
Senator Edward Kennedy *(Invited)*

10:30-11:45 am  **THE CASE FOR TAKING SERVICE TO SCALE PANELS**

Helping Students Succeed in School:
The Role of National Service and Community Volunteering

In Times of Great Need:
The Role of Service in Responding to Disasters

Stewards of the Planet:
The Role of Service in Protecting Our Natural Resources

The Land of Opportunity:
Creating Pathways Out of Poverty Through Service

Building Bridges Beyond Our Borders:
Service Around the World
12:00-2:00 pm
**LUNCH & SERVICENATION SUMMIT TOWN HALL**

**MODERATOR**
David Gergen • SENIOR POLITICAL ANALYST, CNN;
PROFESSOR OF PUBLIC SERVICE AND DIRECTOR OF THE CENTER
FOR PUBLIC LEADERSHIP, HARVARD KENNEDY SCHOOL;
EDITOR-AT-LARGE, US NEWS & WORLD REPORT

2:15-3:45 pm
**BECOMING A NATION OF SERVICE**

**PANELS**

**THE WISDOM OF EXPERIENCE:**
The Extraordinary Potential of Americans Over 50

**PARTNERS IN SERVICE:**
The Role of the Private Sector

**BUILDING BROAD BI-PARTISAN SUPPORT**
for a New Commitment to National and Community Service

**THE NEXT GENERATION OF LEADERS FOR AMERICA:**
The Role of Higher Education in Supporting Students to Serve

**A MATTER OF FAITH:**
Service and Faith-Based Institutions

**ON COMMON GROUND:**
Forging Links Between Military and Civilian Service

4:15-5:30 pm
**CLOSING AND CALL TO ACTION**

**KEYNOTE**
Governor Arnold Schwarzenegger • CALIFORNIA
Senator Hillary Rodham Clinton • NEW YORK
Caroline Kennedy • VICE-CHAIR, NEW YORK CITY FUND FOR PUBLIC SCHOOLS
Richard Stengel • MANAGING EDITOR, TIME MAGAZINE

5:30 pm
**COCKTAIL RECEPTION**

7:00 pm
**YOUNG LEADERS RECEPTION**

Presented by ServiceNation and Mercy Corps

LOCATION
6 River Terrace
Battery Park City, Lower Manhattan
On September 27th, thousands of communities in all 50 states will mobilize on the Day of Action to demonstrate the impact that service has—and could have—upon our country and the power of citizens to create large scale change. The Day of Action events will launch the 12-month grassroots campaign to highlight the need for national and community service.

To participate in the Day of Action, please visit http://events.servicenation.org.
Thank you to our sponsors and partners who made the ServiceNation Summit possible:

CONVENED & UNDERWRITTEN BY A GRANT FROM

PRESENTED BY

LEAD SOCIAL MEDIA PARTNER

CO-SPONSORED BY

PARTICIPATING SPONSORS

Charina Endowment Fund
Dear Friends of ServiceNation,

Welcome to the 2008 ServiceNation Summit! Thank you for being a part of this historic event. Together, we will focus our nation’s attention on the important role that service and volunteering can play in addressing America’s most pressing problems.

Today, leaders from every sector of American life are joining together in New York City—a national center of service as well as diversity and unity—to call on the next President and Congress, leaders from all sectors, and our fellow Americans to create a new era of citizenship and service in America, an era in which all Americans work together to address and try to solve our greatest and most persistent societal challenges. We are honored to be joined here today by many of America’s innovative policy makers, corporate leaders, social entrepreneurs, philanthropic leaders, educators, and young leaders who are committed to making service a common opportunity and experience for every American.

Together, we will all witness the historic signing of a new Declaration of Service—a pledge to work together to create opportunities for every American to serve their communities, their country and the world. The Declaration of Service will be at the heart of the thousands of grassroots events across the country on September 27, 2008, when the ServiceNation Day of Action will mobilize hundreds of thousands of Americans to demonstrate the impact of service and the power within all of us to create large scale change.
We know that service can unleash the energy critical to addressing our most pressing problems. We know that service can be a transformational experience both for participants and the communities they serve. And we know that this broad, bi-partisan coalition of Americans from all walks of life represents a true beginning and a new hope for building a true ServiceNation.

Thank you for joining us and most importantly, thank you for lending your passion, your commitment, and your voice to ServiceNation.

Sincerely,

Caroline Kennedy  
VICE-CHAIR  
New York City Fund for Public Schools

Vartan Gregorian  
PRESIDENT  
Carnegie Corporation of New York

Alma Powell  
CHAIR  
America’s Promise Alliance

Laysha Ward  
PRESIDENT  
Community Relations  
and Target Foundation

Richard Stengel  
MANAGING EDITOR  
TIME

Bill Novelli  
CEO  
AARP
Dear Friends,

Welcome to the ServiceNation Summit 2008.

Thank you for joining more than 100 young leaders from across the country to celebrate the power of service in making a difference in children’s lives and communities. Together—no matter what age—we can work hand in hand to make a difference in a child’s life and use our own talents, passion and resources to impact the lives of young people and ultimately their families and communities in positive ways.

Across the country young people are serving at the highest rates in generations—volunteering with local nonprofits, hospitals, or faith-based institutions, or serving full-time in the military and AmeriCorps, teaching in disadvantaged schools, or leading disaster relief efforts in New Orleans. Young leaders are an inspiration to us all, and serve as a reminder that America’s youth have incredible talents and are committed to serving.
Service, volunteering and civic action are integral in transforming the lives of disadvantaged children, empowering youth to be more active in their communities and solving some of the real problems facing our nation.

I know we face many challenges ahead, but our bottom line is about our hearts and our conscience—about doing and not just watching.

It’s about making something happen that’s good, right and needed.

Thank you for your support and your shared belief in service.

Yours in service,

Usher Raymond, IV
Carnegie Corporation of New York was created by Andrew Carnegie in 1911 to promote “the advancement and diffusion of knowledge and understanding.” For more than 95 years the Corporation has carried out Carnegie’s vision of philanthropy by building on his two major concerns: international peace and advancing education and knowledge. As a private grantmaking foundation, the Corporation will invest more than $100 million this year in nonprofits to fulfill Mr. Carnegie’s mission, “to do real and permanent good in this world.” The Corporation’s capital fund, originally donated at a value of about $135 million, had a market value of $3 billion on September 30, 2007.

AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. Nearly half of AARP’s 40 million members volunteer regularly and more than 9 million give back through AARP initiatives. AARP is committed to engaging more Americans in volunteering and community service. Visit www.AARP.org/CreateTheGood to find ways to make a difference.
Minneapolis-based **Target** serves guests at 1,648 stores in 47 states nationwide by delivering today’s best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Since 1946, the corporation has invested five percent of its income in the communities it serves. Target gives more than $3 million a week to its local communities through grants and special programs. Target partners with nonprofit organizations, guests and team members to help meet community needs.

**TIME** is a global multimedia brand that includes **TIME** magazine, the world’s largest weekly newsmagazine, with a domestic audience of more than 20 million and a global audience of 27 million; five worldwide editions of **TIME** magazine, including **TIME** U.S., **TIME** Canada, **TIME** Asia, **TIME** South Pacific, and **TIME** Europe, Africa & the Middle East; **TIME.com**, which draws nearly 6 million unique visitors a month; and **TIME**’s other brand extensions, including **TIME Style & Design** and **TIME For Kids**.
**Facebook**

Facebook gives people the power to share and makes the world more open and connected. Founded in February 2004, Facebook helps people communicate more efficiently with their friends, family and coworkers. More than 90 million people around the world use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet. Facebook is open to anyone with a valid email address and enables people to interact with the people they know in a trusted online environment. Facebook is a privately-held company and is headquartered in Palo Alto, Calif.

**CO-SPONSORED BY**

Founded by the senior chairman of The Blackstone Group with a personal commitment of at least $1 billion, the Peter G. Peterson Foundation is dedicated to increasing public awareness of the nature and urgency of several key challenges threatening America’s future, and to accelerating action on them. To address these challenges successfully, we work to bring Americans together to find sensible, long-term solutions that transcend age, party lines and ideological divides in order to achieve real results. For more information, please see www.PGPSF.org.
The Home Depot Foundation is dedicated to building affordable homes for working families that are healthy to live in and affordable to own. In 2007, The Home Depot Foundation committed to investing $400 million in grants over the next 10 years, which will result in the development of 100,000 affordable, healthy homes for working families and the planting and preservation of more than three million community trees in urban areas. While maintaining that focus, the Foundation is also committed to improving the overall health of our communities through partnerships and volunteerism.

At Bank of America, we believe that healthy communities are places where all of us want to live and work. Last year, the Bank of America Charitable Foundation gave more than $200 million in charitable grants, making the bank the most generous financial institution in the world and the second largest donor of all U.S. corporations in cash contributions. Through a strategy we call “neighborhood excellence”, we focus on developing community leaders, building the capacity of key nonprofits and celebrating the richness of our diversity and the heritage of our nation. We are committed to improving the economic and social health of the communities we serve by supporting access to quality education, affordable health care & human services, arts and culture, and financial education. For more information about Bank of America Corporate Philanthropy, please visit www.bankofamerica.com/foundation.
The Case Foundation was created by Steve and Jean Case in 1997. The Foundation invests in individuals, nonprofits, and social enterprises aiming to connect people, increase giving, and catalyze civic action. For more information, visit www.casefoundation.org.

The Charina Endowment Fund

The Charina Endowment Fund makes grants to educational, medical, scientific, and cultural organizations principally in New York City.

The Laurie M. Tisch Illumination Fund works to increase access and opportunity by supporting efforts that illuminate minds, spark imagination and build community. Established in 2007, The Laurie M. Tisch Illumination Fund builds on a longstanding commitment to enable more New Yorkers to take advantage of the rich opportunities that New York City has to offer. The Laurie M. Tisch Illumination Fund will play an engaged and active role in supporting strong leaders and organizations that have a positive and lasting effect on individual well-being and community life.

The Jenesis Group

Established in 1986, the Jenesis Group is a private family foundation bringing innovation and an entrepreneurial ethos to philanthropy. Jenesis aspires to improve the quality of life for America’s young people by investing in opportunities for youth and young adults to realize their full potential. Social entrepreneurs are their change agents of choice. The Jenesis Group considers it a privilege to include entrepreneurial organizations such as Ashoka, College Summit, Interfaith Youth Core, New Profit, Positive Coaching Alliance, Sports4Kids, Year Up, and Youth Villages, amongst its list of impressive grantees.
The **McCormick Foundation** is a nonprofit organization committed to strengthening our free, democratic society by investing in children, communities and country. Through its five grantmaking programs, Cantigny Park and Golf, and three world-class museums, the Foundation helps build a more active and engaged citizenry. It was established as a charitable trust in 1955, upon the death of Colonel Robert R. McCormick, the longtime editor and publisher of the Chicago Tribune. The McCormick Foundation is one of the nation’s largest charities, with $1.2 billion in assets. For more information, please visit www.McCormickFoundation.org.

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**The Goldman Sachs Group, Inc.** is a leading global investment banking, securities and investment management firm that provides a wide range of services worldwide to a substantial and diversified client base that includes corporations, financial institutions, governments and high net worth individuals. Beyond business, Goldman Sachs has a longstanding commitment to engaging its people, capital and ideas to effect positive change in communities around the world. Through volunteer endeavors, partnerships with non-profit organizations, and financial contributions, the firm’s Office of Corporate Engagement promotes educational excellence through The Goldman Sachs Foundation, and supports a wide range of innovative philanthropic initiatives including 10,000 Women, Goldman Sachs Gives, the Public Service Program, and Community TeamWorks.
Kenneth Cole Productions, Inc. designs, sources, and markets a broad range of footwear, handbags, and accessories under the brand names Kenneth Cole New York; Kenneth Cole Reaction; Unlisted, a Kenneth Cole Production; and Tribeca, a Kenneth Cole Production; as well as footwear under the proprietary trademark Gentle Souls and under the licensed trademark Bongo. The Company has also granted a wide variety of third party licenses for the production of men’s, women’s and children’s apparel as well as fragrances, timepieces, eyewear, and several other accessory categories. The Company’s products are distributed through department stores, better specialty stores, and company-owned retail stores as well as direct-to-consumer catalogs and e-commerce. In addition, the Company owns the Le Tigre trademark and has signed a deal to launch many classifications of Le Tigre brand products at JCPenney stores nationwide. The Company also sponsors the charitable initiative Awearness, designed to raise consciousness about relevant social issues and encourage acts of service and volunteerism. In conjunction with its 25th Anniversary, the Company is publishing Awearness: Inspiring Stories About How To Make A Difference, an engaging, informative, and empowering collection of first-hand stories and conversations by over eighty individuals, who have been inspired to do their part to effect meaningful social change. Further information on the Company, its products and initiatives can be found at www.kennethcole.com.

PricewaterhouseCoopers (PwC) combines unique perspectives, skills, and diverse backgrounds to create innovative solutions to today’s most complex business issues. Industry-focused professionals in the fields of
assurance, tax, human resources, transactions, performance improvement and crisis management help to resolve complex client and stakeholder issues worldwide. PwC also brings experience and talents to help educational institutions, the federal government, non-profits, and international relief agencies address their unique business issues. More than 146,000 people in 150 countries across PwC’s network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

Founded in 1940, the Rockefeller Brothers Fund encourages social change that contributes to a more just, sustainable, and peaceful world. The RBF’s grantmaking is organized around four themes: Democratic Practice, Sustainable Development, Peace and Security, and Human Advancement and four pivotal places: New York City, South Africa, Western Balkans, and Southern China. On

October 12, 2006, the RBF trustees approved a new cross-programmatic grantmaking initiative on energy.

The United Nations Foundation is an advocate for the UN and a platform for connecting people, ideas, and capital to help the United Nations solve global problems. We build partnerships, grow constituencies, mobilize resources and advocate policy changes to support the UN’s work for individual and global progress. The UN Foundation’s work - focused on select global problems - is decreasing child mortality, improving disaster relief, protecting diverse cultures and environments, creating a clean energy future, empowering women and girls, and improving U.S.-UN relations. For more information, visit www.UNFoundation.org.
City Year unites young people of all backgrounds for a year of full-time service, giving them the skills and opportunities to change the world. As tutors, mentors, and role models, these young leaders make a difference in the lives of children and transform schools and neighborhoods across the United States and in South Africa. City Year is a proud member of AmeriCorps. For more information, please visit www.cityyear.org.

Be the Change, Inc. is a non-profit inspired by Gandhi’s philosophy: "You must become the change you seek in the world.” The mission of Be the Change, Inc. is to strengthen our democracy by connecting the service and social entrepreneurship movements to policy development and advocacy. We leverage "grass tops” and "grass roots” engagement to build citizen movements for change. We tap the wisdom, experience, and networks of practitioners, social entrepreneurs, service alumni and leaders from all sectors, to craft bold, new post-partisan policy agendas, build coalitions, mobilize citizens, and unite Americans behind ideas that can truly transform our nation and create a better future for all Americans. For more information, please visit www.bethechangeinc.org.
Civic Enterprises is a public policy development firm dedicated to informing discussions on issues of importance to the nation. Working on issues ranging from the high school dropout crisis to malaria, national parks, and civic engagement, we were created to enlist the private, public and nonprofit sectors to help address our toughest problems. For more information, please visit www.civicenterprises.net.

Points of Light Institute inspires, equips, and mobilizes people to take action that changes the world. The Institute advances innovative civic strategies and provides leadership for the sector to shape bold new ideas for national policy, achieve impact through service and build an engaged citizenry. HandsOn Network is the activating branch of the Institute, and includes 370 Action Centers in local communities that connect citizens to opportunities to serve. For more information, please visit www.pointsoflight.org.
ServiceNation Summit Co-Chairs

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CAROLINE KENNEDY, Vice-Chair, New York City Fund For Public Schools
BILL NOVELLI  CEO, AARP
ALMA POWELL  Chair, America’s Promise Alliance
USHER RAYMOND, IV  Recording Artist, Summit Youth Chair
RICK STENGENGEL  Managing Editor, TIME
LAYSHA WARD  President of Community Relations and Target Foundation

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JOSHUA BEKENSTEIN  Managing Director, Bain Capital
ANDI BERNSTEIN
TOM A. BERNSTEIN  President and Co-founder, Chelsea Piers
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MAYOR CORY BOOKER  Newark, NJ
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JEAN CASE  CEO, The Case Foundation
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RICHARD CELESTE  President, Colorado College
RAY CHAMBERS  Amelior Foundation
RICHARD CIZIK  Vice President, National Association of Evangelicals
HENRY CISNEROS  Chairman, CityView; Former U.S. Secretary of Housing and Urban Development
GLENN CLOSE  Actress
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JANET LANGHART COHEN  Author; Founder, Citizen Patriot Organization
SCOTT COWEN  President, Tulane University
SENATOR TOM DASCHLE
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MELINDA DOOLITTLE  Recording Artist
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AL FROM  Founder and CEO, Democratic Leadership Council
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DAVID GERGEN  Senior Political Analyst, CNN; Professor of Public Service and Director of the Center for Public Leadership, Harvard Kennedy School; Editor-at-Large, US News & World Report
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MARTIN LUTHER KING, III  Chairman, Realizing the Dream
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ANTHONY MARX  President, Amherst College
BONNIE MCELVEEN-HUNTER  Chairman, American Red Cross
HER MAJESTY QUEEN NOOR OF JORDAN  Chair, The King Hussein Foundation
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SALLY OSBERG President and CEO, Skoll Foundation

DR. MEHMET OZ Director, Cardiovascular Institute and Complementary Medicine Program, New York-Presbyterian Hospital; Founder, HealthCorps; Author

BETTE MIDLER Founder, New York Restoration Project; Performance Artist

LIEUTENANT GENERAL DAVE R. PALMER (RET), Former Superintendent, U.S. Military Academy at West Point; Author

LEON PANETTA Founder, Panetta Institute

GOVERNOR DAVID A. PATerson New York

GOVERNOR TIM PAWLIENTY Minnesota

KAL PENN Actor

GREGG PETERSMEYER Former Assistant to the President; Director, Office of National Service

PETER G. PETERSON Chairman, Peter G. Peterson Foundation; Co-founder, Blackstone Group Management

CONGRESSMAN ROB PORTMAN Former Director, Office of Management and Budget

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DAVID WALKER President and CEO, Peter G. Peterson Foundation

SILDA WALL Founder, Children For Children

RICK WARREN Senior Pastor, Saddleback Church; Author, A Purpose Driven Life

SENATOR HARRIS WOFFORD Former CEO, Corporation for National & Community Service

*as of August 26, 2008*
The ServiceNation Organizing Committee is comprised of over 100 large state and national organizations and associations that collectively reach over one million Americans committed to expanding service opportunities in the communities they serve. In addition, the Organizing Committee has helped to create and drive the ServiceNation agenda. Member organizations have committed to mobilizing their constituencies in support of service and to planning a Day of Action event on September 27th.
The ServiceNation Coalition is comprised of organizations who believe in the power of service and are committed to expanding service opportunities to all Americans. Coalition members will organize Day of Action events on September 27 in their communities and mobilize their networks to participate in the campaign.

*as of August 26, 2008*
The ServiceNation Steering Committee is comprised of large state and national organizations and associations committed to expanding service opportunities in their communities. The Steering Committee helps drive the ServiceNation agenda by mobilizing their constituencies in support of service around the National Day of Action events across the country as well as throughout the upcoming year.

As of August 26, 2008

AARP
America’s Promise
AmeriCorps Alums
Be the Change, Inc.
Boys & Girls Clubs of America
Children for Children
Citizen Schools
City Year, Inc.
Civic Enterprises
Civic Ventures/Experience Corps
DoSomething
Independent Sector
Jumpstart
Keep America Beautiful
Mobilize.org
National Conference on Citizenship
National Service Learning Partnership
Points of Light Institute
Public Allies
Serve Next
Student Conservation Association
The League
Western NY AmeriCorps
YouthBuild USA
This forum features the republican and democratic presidential nominees, who will share their personal experiences with service, as well as their visions and plans for the future of national and community service in the United States. The event includes interviews with the nominees, moderated by TIME Managing Editor Richard Stengel and PBS Senior Correspondent Judy Woodruff.
9:00 – 11:00 am

The morning program highlights the history of service and demonstrates that at every critical time in our nation’s history, citizens have answered the call to serve. We face such a time now. Now is the time for a renewed culture of service, civic engagement and responsibility. Now is the time for our nation to achieve a quantum leap in the number of Americans who choose to commit time each and every year to the service of their communities and country. The event features testimonials from leaders who have not only served, but also demonstrated service as a strategy to solve our nation’s most pressing issues.
Helping Students Succeed in School: The Role of National Service and Community Volunteering

America faces a growing crisis in education. Every 26 seconds a student gives up on school, resulting in more than 1 million American high school dropouts every year. How can national service and community volunteering help keep children on track to graduation and on the path to college? This panel will explore roles that national service and volunteering can play in addressing the needs of high poverty urban and rural schools. In addition, panelists will discuss the idea of creating an Education Corps to focus on helping kids stay on track to graduate.

MODERATOR
Marian Heard • PRESIDENT AND CEO
OXEN HILL PARTNERS

PANELISTS
Michael Brown • CEO & CO-FOUNDER, CITY YEAR, INC.
Joel Klein • CHANCELLOR, NEW YORK CITY DEPARTMENT OF EDUCATION
Wendy Kopp • CEO AND FOUNDER, TEACH FOR AMERICA
Audiel Nieto • CITIZEN SCHOOLS ALUMNUS
Alma Powell • CHAIR, AMERICA’S PROMISE ALLIANCE

In Times of Great Need: The Role of Service in Responding to Disasters

National service members and community volunteers have played a key role in responding to recent disasters. Americans have stepped forward in large numbers to serve, managing volunteers and committing to short and long term assignments focused on recovery and rebuilding. Panelists will share stories of the role that national service and community volunteering played in response to Hurricanes Katrina and Rita, and the recent wildfires in California. Panelists will explore the creation of a Disaster Relief, Readiness and Response Corps and National Service Reserve Corps and other ways to mobilize Americans to serve in times of crisis.

MODERATOR
Amanda Ripley • SENIOR WRITER, TIME

PANELISTS
Scott Cowen • PRESIDENT, TULANE UNIVERSITY
Jawanna Henry • NCCC ALUMNA
Walter Isaacson • PRESIDENT AND CEO, ASPEN INSTITUTE
Lieutenant Governor Mitch Landrieu • LOUISIANA
Bill Novelli • CEO, AARP
Almost one in eight Americans—including 13 million children—live in poverty in the wealthiest nation on earth. Service can be a powerful strategy for addressing issues of poverty and opportunity, and for creating pathways out of poverty for young people. Panelists will explore the roles that national service and community volunteering can and do play in child care, nutrition, job training and financial literacy. The panelists will also discuss the idea of an Opportunity Corps to mobilize Americans to help achieve key goals in the fight against poverty.

Moderator
Kathy Calvin • EXECUTIVE VICE PRESIDENT & COO, UN FOUNDATION

Panelists
Geoffrey Canada • PRESIDENT AND CEO, HARLEM CHILDREN’S ZONE
Martin Luther King, III • CHAIRMAN, REALIZING THE DREAM
Sherry Lansing • CEO, THE SHERRY LANSING FOUNDATION
Sonia Perez • SENIOR VICE PRESIDENT, AFFILIATE MEMBER SERVICES, NATIONAL COUNCIL OF LA RAZA
Diana Sidiowski • AMERICORPS VISTA ALUMNA
Jeffrey Swartz • PRESIDENT & CEO, THE TIMBERLAND COMPANY
LUNCH & SERVICENATION SUMMIT TOWN HALL
12:00 - 2:00 pm

CREEATING A SERVICENATION: What Will It Take to Finally Break Through?
We envision a nation in which service is a central strategy in addressing America’s most pressing needs in education, the environment, public health, fighting poverty, disaster relief and in sharing American ideals and idealism with the rest of the world. In this interactive Town Hall Meeting, a panel will discuss what is needed to make a quantum leap in service in this country.

ANNOUNCEMENTS
Richard Brodhead • PRESIDENT, DUKE UNIVERSITY
Scott Cowen • PRESIDENT, TULANE UNIVERSITY
Gloria Larson • PRESIDENT, BENTLEY COLLEGE
Jim Stern • CHAIR OF THE BOARD OF TRUSTEES, TUFTS UNIVERSITY
PricewaterhouseCoopers

REMARKS
Senator Chris Dodd • CONNECTICUT
Partners in Service:
The Role of the Private Sector

We are witnessing an increase, both at home and globally, in the value and practice of corporate civic engagement and volunteering. Corporations are increasingly leveraging their assets, resources and core values to achieve solutions to pressing problems in partnership with nonprofits and government. This inspiring panel will explore creative strategies for unleashing the energy and innovation of the private sector to expand opportunities for Americans to serve. From pro bono service to creative new incentives for employee volunteering, panelists will explore exciting new developments in private sector service.

MODERATOR
Jean Case • CEO, THE CASE FOUNDATION; CHAIR, PRESIDENT’S COUNCIL ON SERVICE & CIVIC PARTICIPATION

PANELISTS
Kenneth Cole • FOUNDER, KENNETH COLE PRODUCTIONS
David Eisner • CEO, CORPORATION FOR NATIONAL AND COMMUNITY SERVICE
James Quigley • CEO, DELOITE TOUCHE TOHMATSU
John Rice • VICE CHAIRMAN, GE; PRESIDENT & CEO, GE INFRASTRUCTURE
Laysha Ward • PRESIDENT, COMMUNITY RELATIONS & TARGET FOUNDATION

A Matter of Faith:
Service and Faith-Based Institutions

Faith-based institutions have been at the center of civic engagement and community support for hundreds of years. This panel explores the role of faith-based service in addressing critical challenges at home and around the world. In addition, panelists will discuss strategies for mobilizing faith communities to come together around a bold new agenda for service.

MODERATOR
John Dilulio • FORMER DIRECTOR, OFFICE OF FAITH-BASED AND COMMUNITY INITIATIVES; AUTHOR, THE GODLY REPUBLIC

PANELISTS
Sister Katherine Corr • EXECUTIVE DIRECTOR, NOTRE DAME MISSION VOLUNTEER PROGRAM
Rabbi Marla Feldman • DIRECTOR OF THE JOINT COMMISSION ON SOCIAL ACTION OF THE UNION FOR REFORM JUDAISM AND CENTRAL CONFERENCE OF AMERICAN RABBIS
Mayor Stephen Goldsmith
Eboo Patel • EXECUTIVE DIRECTOR, INTERFAITH YOUTH CORE
Tim Shriver • CHAIRMAN, SPECIAL OLYMPICS

On Common Ground:
Forging Links Between Military and Civilian Service

To honor the service of our nation’s military forces, many Americans have expressed a desire to serve on the home front. This panel addresses the importance of creating a greater connection between military and civilian service to unite us as a country and to address the challenges we face at home and abroad. Panelists will discuss the essential roles Americans can play in the areas of disaster relief, homeland security and other areas.

MODERATOR
Colonel Robert L. Gordon III • SENIOR VICE PRESIDENT OF CIVIC LEADERSHIP, CITY YEAR, INC.

PANELISTS
Representative John P. Sarbanes • MARYLAND (INVITED)
Major General Ronald L. Johnson (Ret.) • SENIOR VICE PRESIDENT, REFEE OPERATIONS, NATIONAL BASKETBALL ASSOCIATION
CPT(P) Kent W. Park • US ARMY
General Henry Viccilillo (Ret.) • US AIR FORCE
Colonel John Tien • US ARMY
New research commissioned by The AARP shows that Boomers and the Silent Generation are ready to increase their volunteer service, believe they are leaving the world in worse condition than when they inherited it, feel that they are not being asked to serve and express views on public policies that will enlist them to serve. This timely panel features a discussion of service opportunities that tap the talents of the Boomer, Silent and Greatest Generations, which constitute nearly 40 percent of the U.S. population. The panel will also examine motivations and barriers to greater engagement in service and policies and other paths forward to offer opportunities for these extraordinary generations to serve.

MODERATOR
Mike Cuthbert • HOST, PRIME TIME FOCUS

PANELISTS
John Bridgeland • PRESIDENT AND CEO, CIVIC ENTERPRISES, LLC
Pete Garcia • PRESIDENT, VICTORIA FOUNDATION
Gara LaMarche • PRESIDENT AND CEO, THE ATLANTIC PHILANTHROPIES
Tom Nelson • COO, AARP
Michelle Nunn • CEO, POINTS OF LIGHT AND FOUNDER, HANDS ON NETWORK

The Next Generation of Leaders for America: The Role of Higher Education in Supporting Students to Serve

Institutions of higher education have begun to create innovative new approaches that encourage students to serve by providing financial aid and other life-changing benefits. Panelists will discuss proposals for the creation of a National Service Leadership Corps and a new designation of Campuses of Service for colleges and universities that take demonstrable steps toward incorporating service as a part of campus life, especially by expanding work-study opportunities in community-based organizations.

MODERATOR
Michael Elliott • INTERNATIONAL EDITOR, TIME

PANELISTS
John DeGioia • PRESIDENT, GEORGETOWN UNIVERSITY; CHAIR, CAMPUSS CONTACT
Joann Haysbert • PRESIDENT, LANGSTON UNIVERSITY; NATIONAL BOARD MEMBER, CAMPUSS CONTACT
Katie Johnson • JUMPSTART ALUMNA
Gloria Larson • PRESIDENT, BENTLEY COLLEGE
Jerry Sue Thornton • PRESIDENT, CUYAHOGA COMMUNITY COLLEGE

Building Broad Bi-Partisan Support for a New Commitment to National and Community Service

This year marks the 75th anniversary of the Civilian Conservation Corps, through which President Roosevelt mobilized more than 3 million unemployed young men to strengthen our public lands. Since then, President Kennedy launched the Peace Corps, President Johnson created VISTA, President Nixon created the Senior Corps, President Reagan created the Office of Private Sector Initiatives, President Bush (41) created Points of Light, President Clinton created AmeriCorps and President Bush (43) created the USA Freedom Corps. Each presidential initiative made important new contributions in engaging more Americans to serve, but none has been the quantum leap that many have envisioned. This panel will discuss strategies for building bi-partisan support for a bold new service agenda and highlight the role of the Congress, Mayors and Governors in creating a nation of service.

MODERATOR
Nathan Thornburgh • SENIOR EDITOR, TIME

PANELISTS
Ann Mauria Connolly • SENIOR VICE PRESIDENT, CITY YEAR, INC.
Senator Chris Dodd • CONNECTICUT
Giselle John • PUBLIC ALLIES ALUMNA
Representative Carolyn McCarthy • NEW YORK
Representative Rob Portman • FORMER DIRECTOR, OFFICE OF MANAGEMENT AND BUDGET
Representative Chris Shays • CONNECTICUT
CLOSING AND CALL TO ACTION
4:15 - 5:30 pm
LOCATION Ballroom

KEYNOTE
Governor Arnold Schwarzenegger • CALIFORNIA

SPEAKERS
Senator Hillary Rodham Clinton • NEW YORK
Caroline Kennedy • VICE-CHAIR,
NEW YORK CITY FUND FOR PUBLIC SCHOOLS
Ann Moore • CHAIRMAN AND CEO, TIME INC
Dr. Mehmet Oz • FOUNDER AND CHAIRMAN, HEALTHCORPS
Richard Stengel • MANAGING EDITOR, TIME MAGAZINE

ANNOUNCEMENTS
Lloyd Blankfein • CEO, GOLDMAN SACHS
Jean Case • CEO, THE CASE FOUNDATION

The inspiring closing program sets forth next steps and releases the energy from within the Summit to the rest of the nation by presenting a declaration of service and announcing the ServiceNation Day of Action.

YOUNG LEADERS RECEPTION
7:00 pm
PRESENTED BY
6 River Terrace
Battery Park City, Lower Manhattan

Young summit delegates are invited to take a sneak-peek at the new Mercy Corps Action Center to End World Hunger—an innovative space designed to educate and empower the public to tackle the challenges posed by global poverty and hunger.

COCKTAIL RECEPTION
5:30 pm

After the Summit, attendees come together for a celebration.
One hundred young leaders from across the country—selected for their leadership and commitment to service and volunteerism—are participating in the ServiceNation Summit. They serve their communities, America, and the world through the military, national service and service-learning programs, non-profit organizations, and as active volunteers.

Young leaders participate fully in all Summit events, and also have the unique opportunity to meet with popular recording artist Usher—who is serving as Youth Chair for the Summit—during Our Role, Our Voice, Our Service: 101 Young Leaders Building a Nation of Service at 6pm on September 11, 2008. On September 12, young leaders will also attend a special reception at the Mercy Corps’ new Action Center to End World Hunger in Battery Park at 7:00 pm.
On September 27th, thousands of communities around the nation will mobilize on the Day of Action to demonstrate the impact that service has – and could have – upon our country and the power of citizens to create large scale change. This day is about telling the story of service–how it transforms our communities while simultaneously transforming those who serve.

This day is also about celebrating a vision of an America where citizens volunteer throughout the year to address our nation’s most pressing unmet needs, and service is a core ideal of our democracy. The Day of Action events will launch the 12-month grassroots campaign to highlight the importance of voluntary national and community service in building a better future for all Americans.
Teach-Ins featuring the different service programs one can join and how they have made an impact on various communities.

Documentaries sharing a variety of community members’ stories about service and testimony on why they believe in voluntary national and community service.

Examples of Day of Action events happening across the nation include:

Service Fairs featuring representatives from different organizations, who come to talk about their service work and the impact their organization has in their community.

Local Forums + Roundtables highlighting participants who will discuss the impact of service and what it has achieved in their community.

Walk the Block event organizing friends, family, and community members to walk around the neighborhood, knocking on doors, and discussing the impact of service.

To participate in the Day of Action, please visit http://events.servicenation.org.
Declaration of Service

We believe in the ideals that define America: liberty, equality, and justice;
We believe the idea of America is ennobled, and the future of America
is strengthened when Americans come together to serve their country;
We believe there is no challenge that cannot be met with the energy,
creativity, and determination of the American people;
We believe all individuals can make a difference and anyone can be
great because anyone can serve.

To live in America is both a blessing and a responsibility, and service
to community and country is at the heart of true patriotism. Ever since
our Founders pledged their lives, fortunes, and sacred honor to each
other and the cause of independence, each generation of Americans has
stepped forward to serve in the defense of our freedom and ideals.

To honor the sacrifices of those who have gone before us, and to bequeath
a stronger and more just nation to future generations, we too stand ready
to unite and serve. We pledge to challenge cynicism, and to serve over our
lifetimes to secure a brighter future for all.

We are ready to serve.

We call on each other and leaders from all sectors of American life, private,
public, and non-profit, to work together to create ample opportunities for
citizens to serve their communities, their country, and the world.

We encourage all communities to build upon the strengths of diversity as
we unite to serve.

We are ready to get to work to meet the challenges of our time. We are
ready to do our part in America’s timeless quest for a more perfect union,
and I am ready to begin now by adding my name to this Declaration.
I further pledge myself to the ideals of service set out in this Declaration by:

Serving...

- at least 50 hours annually as a volunteer with local service agencies, non-profits, hospitals, schools, faith-based institutions or other places of need.
- in a full or part-time national service program like AmeriCorps, Senior-Corps, Peace Corps or USA Freedom Corps.
- in the active duty US Military, National Guard, or Reserves.
- Other ......................................................................................................................

Engaging America's leaders...

- by making service an issue I consider when I vote in local, state and national elections.
- by writing or calling my elected leaders to tell them about the impact and importance of service in my community.
- by running for elected office and promoting the ideal of citizen service through my own public leadership.

Spreading the word...

- by encouraging my friends and family to add their signatures to this Declaration.
- by participating in or organizing a community meeting to talk about citizen service, or by organizing a service project.
- by writing to the editor of my local newspaper, by making an online video, or by posting to a blog about a service experience or the role of service in my community or nation.

I would like to add a few personal thoughts about what service has meant to me or how I plan to address a specific problem through service: