



CPA • LAW SOCIETY  
OF VENTURA COUNTY

& EAST COUNTY BAR  
ASSOCIATION

*Present:*

# Corporate Giants

## Profitability... Responsibility... Philanthropy

### *Lunchtime Presentation by Holly Cole*

Friday, February 26, 2010  
Noon – 1:30 PM

The Westlake Village Inn  
31943 Agoura Road  
Westlake Village, CA 91361

**Director, Government & External Affairs, at Verizon**

Holly will speak to us about the history of Verizon and give us insights into current company projects such as the *Fiber to the Premises* and "undergrounding". She will also discuss recent regulatory changes that have impacted everything from profitability to Verizon's approach on social responsibility. Her presentation will also include examples about how a corporation as large as Verizon manages its relations with local municipalities, cities, and their organizations. She is a long-time native of Thousand Oaks and a graduate of California Lutheran University.



Mrs. Cole's responsibilities at Verizon include planning, developing, and implementing both internal and external affairs programs and communications, managing community relations events, developing strategic business plans to enhance branding, and maintaining strategic alliances with external stakeholders. She serves as key liaison to municipalities and community organizations. Additionally, she manages administration of the company's philanthropic investments in the region through the Verizon Foundation, the philanthropic arm of the company.

**Lunch choices:** (1) **Provence Cobb Salad** - Seasonal Greens with Diced Turkey, Smoked Bacon, Avocado, Gorgonzola Cheese, Tomato, Diced Egg and Cucumber, (2) **Chicken with Roasted Peppers** - Sautéed Chicken Breast with Peppers, Shallots, Garlic, Paprika, Fennel and Fresh Cream, served with Roasted Garlic Mashed Potatoes, or (3) **Vegetarian Alternative** (chef's choice)

The cost is \$35 for members of the CPA/Law Society or ECBA; \$45 for non-members. Price includes Lunch, Coffee/Tea, Dessert and MCLE/CPE credit. Please make your reservations and lunch selection by e-mailing Barbara Gutierrez at [bgutierrez@fcoplaw.com](mailto:bgutierrez@fcoplaw.com), before February 23, 2010. All reservations are considered "firm" on February 24th (at 5 pm); we will bill late cancellations and "no shows." Questions? Call Barbara Gutierrez at 805.659.6800.