



FIELD REPORT : Q3 2020

# PENNSYLVANIA BUSINESS LEADERS: WE CAN'T COMPETE IF WE CAN'T GET ALONG

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**BUSINESSFORWARD**  
FOUNDATION

# INTRODUCTION



In today's economy, communities compete with one another to attract new talent and investment. They compete with their schools, workforce, and infrastructure. They also compete with the strength of their community.

Winning states grow and create new jobs, which pay for better schools, roads, and parks. New investment attracts more new investment, and so on. On the other hand, states that fail to bring in new investment can spiral as their shrinking economy causes young workers to move away.

For years, business leaders in Pennsylvania have shared a simple, powerful point with their employees, suppliers, customers, and neighbors: We cannot compete if we cannot get along. We need to work together, respect one another, protect one another, and bring out the best in one another.

The 2020 election will be among the most contentious in recent history. It's okay for citizens of good faith to disagree strongly, but we must commit ourselves to protecting the most vulnerable among us -- and we must reject those trying to divide us.

This report features comments, recommendations, and advice on diversity, inclusion, and tolerance from many of Pennsylvania's most successful business leaders, as well as the CEOs of Fortune 500 companies operating here. Some relate to recent events, like the murder of George Floyd. Others relate to business coalitions making a positive social impact, including Lancaster's "In Good Company." And some relate directly to comments made by President Trump.

If you are interested in learning more, Business Forward is working with community organizations and faith leaders to share ways to manage the discord online, in the news, and on our streets. We encourage you to learn about our program, contribute your own ideas, and participate in one of our trainings.

If we work together, Pennsylvania can compete with anybody.

# PENNSYLVANIA BUSINESSES CONDEMN HATE & VIOLENCE...

“

We have to say out loud that systemic racism against African-Americans is at the root of why he was killed. It's the same systemic racism that killed Breonna Taylor and Ahmaud Arbery, and far too many other Black Americans whose names we have heard over the past several years – and countless others whose names we don't know.

”

- MIGUEL PATRICIO  
CEO, KRAFT HEINZ  
PITTSBURGH, PA<sup>1</sup>

**KraftHeinz**

“

Racism, injustice and violence have no place in our society and cannot be tolerated. Yet we continue to be unable to make enough progress in this country – so at this moment it is critical to step back, face the hard subjects and try to reflect.

”

- BRIAN L. ROBERTS  
CEO, COMCAST  
PHILADELPHIA, PA<sup>2</sup>

**COMCAST**

“

The death of George Floyd and the actions against Christian Cooper underscore a reality that generations of Black Americans know all too well - racism, inequality and fear can be commonplace in everyday life. But that reality does not exist for some of us, and it should not exist for any of us. It's not fair. And it's not right.

”

- MICHELE BUCK  
CEO, THE HERSHEY COMPANY  
DERRY TOWNSHIP, PA<sup>3</sup>

**HERSHEY**  
THE HERSHEY COMPANY

“

First, let me be clear: racism, injustice and intolerance have no home in the Rite Aid organization or in our communities. I do not accept anything other than the notion that diversity and inclusion make us better as a country and as an organization... And while I don't have the answers, I know the worst thing we can do is stay silent.

”

- HEYWARD DONIGAN  
CEO, RITE AID  
CAMP HILL, PA<sup>4</sup>

**RITE  
AID**

“

We are living in one of the most important civil rights movements of our time. Each of us has a role to play in combating racism and discrimination, and PNC is committed to driving real change in areas in which we can make the greatest impact.

”

- WILLIAM S. DEMCHACK,  
CEO, PNC FINANCIAL SERVICES  
PITTSBURGH, PA<sup>5</sup>

**PNC**

# PENNSYLVANIA BUSINESSES CONDEMN HATE & VIOLENCE...

“

We are deeply saddened by the senseless deaths over the past few weeks that symbolize the deep-rooted issues of racism and injustice in our country. We neither tolerate nor condone racism, and we commit to be part of the change.

”

- DICK'S SPORTING GOODS  
CORAOPOLIS, PA<sup>6</sup>



“

These protests are necessary to address a painful past and present... We are contributing to the cause in the best way we know how: with our time and with our money... The work for justice will continue long after the protests are over, and the fight requires resources. Solar States is committed to supporting that work.

”

- SOLAR STATES  
PHILADELPHIA, PA<sup>7</sup>



“

Like so many of you, we are heartbroken over the recent events in our country.

The senseless death of George Floyd, Breonna Taylor, Ahmaud Arbery and too many others reflects the tragic reality of racial injustice in our communities. At Wawa, we condemn these acts and all acts of racism, violence or injustice. But we realize words without action do little. This is an issue that affects all of us, and we have a responsibility to address this head on.

”

- CHRIS GHEYSSENS  
CEO, WAWA  
WAWA, PA<sup>8</sup>



“

We stand with our communities of color by continuing to focus on empowering entrepreneurs from within those communities to start and grow businesses, and by equipping all types of businesses to create a more diverse and inclusive workforce that will decrease the economic disparities caused by systemic racism.

”

- LANCASTER WORKS AT ASSETS  
LANCASTER, PA<sup>9</sup>



# PENNSYLVANIA BUSINESSES CONDEMN HATE & VIOLENCE

“ We have a responsibility to join the strong voices around us in speaking up that enough is enough. Change is not only needed, but a necessity for our collective future. We stand in solidarity with our Black teammates, friends, partners and clients and condemn the systemic racism, inequality and judicial injustice plaguing our country. ”

- AE WORKS  
PITTSBURGH, PA<sup>10</sup>

“ As a mission-driven, value-based company Advanced Metrics takes our responsibility to be an agent of change and equity in our community seriously... we stand united with the Black community, our customers, community partners, board members and employees in opposition to racism, hatred, violence, prejudice, and social inequity. ”

- ADVANCED METRICS  
MOUNTVILLE, PA<sup>11</sup>

“ We promise never to settle for good enough when it comes to doing the work as a company and to focus on providing educational opportunities and resources to our staff and community around racism and how we can dismantle the cultural mindset of white supremacy. We also promise to continue our work of providing a safe, welcoming space to our community. ”

- VAULT + VINE  
PHILADELPHIA, PA<sup>12</sup>

“ In this moment, our values compel us to stand in solidarity with the Black community, and intensify our work to create equitable and just communities... We are failing our neighbors if we do not stand in solidarity with them in this moment, and always. We are failing them every day that we don't work to change this reality. ”

- EVOLVE ENVIRONMENT ARCHITECTURE  
PITTSBURGH, PA<sup>13</sup>

“ We stand against the racial injustice that affects every black person in this country... We invite all leaders to listen with empathy to the experiences of their black colleagues at all levels... While we do not have all the answers and we have much to learn, we are committed to building equitable, inclusive, and diverse organizations for ourselves and for others. ”

- PRAXIS CONSULTING GROUP  
PHILADELPHIA, PA<sup>14</sup>

# AN INCLUSIVE WORKPLACE IS A COMPETITIVE ADVANTAGE

“We believe diversity of thought, background, experience and people drive innovation. It is through our inclusive culture that we can attract the best employees, empower our customers, and help our communities achieve great things.”

- LINCOLN FINANCIAL GROUP: RADNOR, PA<sup>15</sup>

“We believe the best teams not only share common goals and values, but they also need a diverse set of skills, perspectives and experiences to truly succeed.”

- DICK’S SPORTING GOODS: CORAOPOLIS, PA<sup>16</sup>

“The more that a team is representative of the actual population, the more you get that diverse thinking, and we see that every day.”

- THE HERSHEY COMPANY: DERRY TOWNSHIP, PA<sup>17</sup>

“One of PPG’s greatest strengths is the diversity of our people... Their unique perspectives enable us to meet challenges quickly, creatively and effectively, providing a significant competitive advantage in today’s global economy.”

- PPG INDUSTRIES: PITTSBURGH, PA<sup>18</sup>

## 51 COMPANIES HEADQUARTERED IN PENNSYLVANIA HAVE COMMITTED TO CEO ACTION’S PLEDGE:

“As leaders of some of America’s largest corporations, we manage thousands of employees and play a critical role in ensuring that inclusion is core to our workplace culture and that our businesses are representative of the communities we serve. Moreover, we know that diversity is good for the economy; it improves corporate performance, drives growth and enhances employee engagement.

Simply put, organizations with diverse teams perform better.”<sup>19 20</sup>



# CASE STUDY: LANCASTER BUSINESS LEADERS PARTNER AGAINST RACISM



Launched in February, In Good Company is a business partnership with the following mission: “To inspire and educate businesses to positively impact their customers, suppliers, employees, and the natural environment—and to celebrate the businesses making the greatest strides toward making our community stronger.” In July, In Good Company published a letter committed to “dismantling racism in our businesses and in our community.”<sup>21</sup>

## EXCERPT FROM THE LETTER:

*“As business leaders, we believe racism and brutality have no place in America and no place in Lancaster County. We grieve for the families, friends and communities of George Floyd, Ahmaud Arbery, Breonna Taylor, and countless others. These tragedies are but the latest chapter in a centuries-long legacy of racial injustice in our country.*

*“In Good Company” partners throughout Lancaster County condemn the acts of violence, hatred, racism, and injustice that Black Americans and people of color have experienced for generations and continue to experience today. We affirm the worth of every individual and pledge our support to end systemic racism in all its manifestations.*

*As business leaders, we also specifically acknowledge the vast disparities in economic opportunity that exist in our community. We commit to using our companies to better address these disparities through our hiring policies, our advancement opportunities, our purchasing decisions, and our pay practices...*

*Our businesses are only as strong as the communities we serve. As we look to the future, we want to do more. We have an obligation to do more. We will do more.”*

## “LANCASTER COUNTY BUSINESSES PARTNER AGAINST RACISM”<sup>22</sup>

LNP | LancasterOnline

## MORE THAN 65 BUSINESS LEADERS SIGNED THE LETTER, INCLUDING:

- Jon Zuo**, President, Advanced Cooling Technologies
- Steven Herr**, CEO, Advanced Metrics
- Susan Eberly**, President, Alegre Events
- Mary Renner**, CEO, The Digital Workshop
- Debora Brandt**, Owner, Fig Industries
- Jennie & Jonathan Groff**, Owners, The Lancaster Sweet Shoppe
- Tyrone Miller**, CEO, Lancaster Works
- Roger North**, President, North Group Consultants
- Stephen Massini**, CEO, Penn State Health
- Jon Devoy**, Owner, Tellus360

PART OF A NATIONAL TREND

“THE COST OF SILENCE:  
WHY MORE CEOS ARE SPEAKING  
OUT IN THE TRUMP ERA”<sup>23</sup>

The Washington Post

“A WATERSHED MOMENT  
IN CEO ACTIVISM”<sup>24</sup>

THE WALL STREET JOURNAL

“WHY CEOS CAN’T STAY  
SILENT IN THE WAKE OF EVENTS  
LIKE CHARLOTTESVILLE”<sup>25</sup>

Harvard Business Review

“CEOS LONG AVOIDED POLITICS.  
TRUMP IS CHANGING THE CALCULUS”<sup>26</sup>

“Fomenting racial unrest is not in the nation’s  
interest and it’s not in businesses’ interest,”  
[Jeffrey Sonnenfeld] said. “Divide and conquer  
has always been Trump’s strategy, and  
somehow it has worked until now. The way to  
take a bully down is through collective action.

The New York Times

CEOS ACROSS THE U.S.

1000+  
COMPANIES

ACROSS 85 INDUSTRIES  
HAVE COMMITTED TO CEO  
ACTION’S PLEDGE.<sup>27</sup>

NORTH CAROLINA BATHROOM BILL

200+  
COMPANIES

SIGNED ONTO A LETTER URGING THE  
GOVERNOR TO REPEAL THE LAW  
THAT REQUIRED TRANSGENDER  
PEOPLE TO USE BATHROOMS BASED  
ON THEIR BIRTH SEX.<sup>28</sup>

SEPARATION OF FAMILIES

120 companies opposed the policy  
of separating refugee children  
from parents at the border.

More than 60 CEO members of  
BRT wrote a letter to DHS stating  
the government “must avoid making  
changes [to immigration policies]  
that disrupt the lives of thousands of  
law abiding and skilled employees,  
and that inflict substantial harm  
on U.S. competitiveness.”<sup>29</sup>

MUSLIM TRAVEL BAN

127  
COMPANIES

JOINED LAWSUITS AGAINST  
THE TRAVEL BAN<sup>30</sup>

# CASE STUDY: RESPONSE TO CHARLOTTESVILLE

In the aftermath, more than 30 CEOs from major companies resigned from or voted to disband 2 White House advisory panels.

“

America’s leaders must honor our fundamental values by clearly rejecting expressions of hatred, bigotry, and group supremacy... As CEO of Merck and as a matter of personal conscience, I feel a responsibility to take a stand against intolerance and extremism.

”

- KENNETH FRAZIER  
CEO, MERCK PHARMACEUTICALS<sup>31</sup>



“

I have already made clear my abhorrence at the recent hate-spawned violence in Charlottesville, and earlier today I called on all leaders to condemn the white supremacists and their ilk who marched and committed violence...

”

- BRIAN KRZANICH  
CEO, CDK GLOBAL  
FORMER CEO, INTEL<sup>33</sup>



“

There would be no GE without people of all races, religions, genders, and sexual orientations. GE has no tolerance for hate, bigotry, racism, and the white supremacist extremism that the country witnessed in Charlottesville last weekend.

”

- JEFFREY IMMELT  
FORMER CEO, GE<sup>35</sup>



“

As the events of the last week have unfolded here in the U.S., it is clear that we need to collectively stand together and denounce the politics of hate, intolerance and racism. The values that are the cornerstone of our culture: tolerance, diversity, empathy and trust, must be reaffirmed by our actions every day.

”

- GREY HAYES  
CEO, UNITED TECHNOLOGIES<sup>32</sup>



“

I strongly disagree with President Trump’s reaction to the events that took place in Charlottesville over the past several days. Racism, intolerance and violence are always wrong... There is no room for equivocation here: the evil on display by these perpetrators of hate should be condemned and has no place in a country that draws strength from our diversity and humanity.

”

- JAMIE DIMON  
CEO, JPMORGAN CHASE<sup>34</sup>



“

Racism and murder are unequivocally reprehensible and are not morally equivalent to anything else that happened in Charlottesville... I believe the President should have been -- and still needs to be -- unambiguous on that point.

”

- DENISE MORRISON  
FORMER CEO, CAMPBELL SOUP<sup>36</sup>



## CASE STUDY: BUSINESS ROUNDTABLE



The Business Roundtable (BRT) is a nonpartisan national trade group that generally supports conservative policies. The group recently issued a statement calling for unity and urgent action against inequities. BRT Chairman and Walmart CEO Doug McMillon established a special committee to advance racial equity and justice.

“

Over the past few days, I have watched with a heavy heart the violence, unrest and national outcry to end race-based injustice. ...Having spoken to many CEOs of America's leading businesses, I know they share my conviction that this is a time to act to address racial inequality... Business Roundtable CEOs do not have all of the answers. But we are committed to doing our part to listen, learn and to use our collective influence and scale to advance racial justice and equal opportunity for all Americans.

”

- DOUG MCMILLION  
CEO, WALMART<sup>37</sup>



“

As the employers of more than 15 million individuals of all backgrounds, whose diversity strengthens our institutions, Business Roundtable CEOs are deeply concerned about the racial bias that continues to plague our society. At a time of great uncertainty, when communities of color are facing deep inequities, now is a time for unity and justice. We call on national, local and civic leaders to take urgent, thoughtful action to prevent future tragedies and to help our communities heal.

”

BR Business Roundtable<sup>38</sup>

# CASE STUDY: WITH “TIME TO VOTE,” BUSINESSES PROTECT DEMOCRACY

## Time To Vote

“Time To Vote is a nonpartisan movement, led by the business community, to contribute to the culture shift needed to increase voter participation in our country’s elections.”<sup>39</sup>

“ This campaign isn’t about any particular party or candidate or issue – it’s about encouraging more people to vote without having to make the hard choice between going to work and going to the polls. ”

- CHIP BERGH  
PRESIDENT AND CEO OF LEVI STRAUSS & CO.



“ Demonstrating your company’s commitment to voting reinforces the idea that American businesses can protect our democracy. I have been heartened to see business leaders from every corner of the country and across a range of industries prioritizing the health of our democracy and I look forward to seeing this movement grow. ”

- ROSE MARCARIO  
CEO OF PATAGONIA



“ The purest expression of any person’s freedom occurs in the voting booth - it is our collective moral duty as CEOs to accommodate every citizen in pursuing that privilege. ”

- TODD CARMICHAEL  
CEO OF LA COLOMBE



MORE THAN 600 COMPANIES HAVE JOINED THE INITIATIVE, INCLUDING MANY THAT OPERATE IN PENNSYLVANIA:



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