



# VIEWS&VISIONS

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## Creating Stronger, Healthier Places to Work and Live

Dennis J. Broderick, Executive Vice President, General Counsel and Secretary  
Macy's, Inc.

Dennis J. Broderick is executive vice president, general counsel and secretary of Macy's, Inc. (formerly known as Federated Department Stores, Inc.), a position to which he was elected in May 2009.

Mr. Broderick joined the company in 1987 when he was appointed vice president and deputy general counsel. He was named senior vice president and general counsel in 1990 and secretary in 1993.

Before joining Macy's, Mr. Broderick was assistant general counsel at The Firestone Tire & Rubber Co. in Akron, Ohio. Prior to that, he practiced with the law firm of Hahn, Loeser, Freedhaim, Dean & Wellman (now Hahn, Loeser & Parks) in Cleveland, Ohio.

He is a member of CBA-BLAC Roundtable and a member of the Cincinnati Symphony Diversity Committee. He is a director on the board of the Leadership Council on Legal Diversity (LCLD), and a former member of the Cincinnati Symphony Board of Trustees.

A native of Pittsburgh, Mr. Broderick is a graduate of the University of Notre Dame. He earned a law degree from the Georgetown University Law Center in 1976.

As a company, Macy's, Inc. believes in giving back to our local communities. Our contributions, leadership and volunteer efforts help create stronger, healthier places to work and live.

Last year, Macy's employees gave more than 122,000 hours of community service in structured volunteerism projects, including educational projects and school partnership activities, such as mentoring. Our employees also helped drive our charitable giving through Macy's Matching Gifts program, which matches their contributions dollar-for-dollar. In total, our company, its Foundation, employees and customers contributed about \$60 million to worthwhile causes nationwide. Included was Macy's Earning for Learning grants-for-schools program that matches financial contributions with our employees' volunteer time spent tutoring and mentoring.

Since 2007, the Macy's, Inc. law department has been an active participant in the Street Law Corporate Legal Diversity Pipeline Program. This joint project of Street Law, Inc. and the Association of Corporate Counsel provides high school students from diverse backgrounds with basic education about the law and fosters awareness about opportunities for careers in the legal profession.

Last spring, lawyers and paralegals at Macy's five regional law offices gave focused presentations on law and legal careers to students at local high schools and hosted groups of students at Macy's offices for lunch and half-day workshops on a range of legal topics:

- The Cincinnati and Mason, Ohio law offices hosted 19 students from Withrow University High School at Macy's corporate offices. The students negotiated a mock contract for a performer in Macy's Thanksgiving Day



parade and questioned witnesses in a mock trial exercise. They also received presentations from the Chief Criminal Counsel for the U.S. Attorney General's office in Cincinnati and the Executive Director for the Cincinnati-based Summer Work Experience in Law program (SWEL), including information about how to apply for the opportunities available through the SWEL program.

- Macy's New York City law office hosted 64 students from Brooklyn Technical High School. The students rotated through one-hour workshops on intellectual property, product safety, employment law, contracts law and social networking. They explored free speech vs. commercial use, infringement, illegal content, privacy, defamation and trade secrets issues, framed in the context of everyday situations they encounter using social media.
- The Atlanta law office hosted 24 ninth and tenth graders from South Atlanta High School at Macy's Lenox Square Mall store, where they received a slide presentation entitled "Contracts 101" and participated in mock contract negotiations for the Macy's Great Tree Lighting Event.
- The St. Louis law office hosted 30 students from Northwest Academy of Law. At the workshop, the students viewed a Glamorama video featuring Beyoncé. With the video as a backdrop, the students participated in hands-on exercises about employment law, litigation and contract negotiations/real estate.



*Macy's, Inc. Law Department actively participates in the Street Law Corporate Legal Diversity Pipeline Program with local high school students to provide awareness about opportunities for careers in the legal profession*

- The San Francisco law office hosted 29 students from Balboa High School, providing students with background information on employment and intellectual property issues, and teaching contract principles in a game show format. Kent Anderson, President of Macys.com, spoke to the students about current issues in internet retailing and what is foreseen for its future development.

At lunch, the teams of lawyers, paralegals and administrative assistants sat among the students, engaging in discussions about the students' aspirations and college plans and answering questions about their own careers, "typical" work days, and the practice of law. Macy's employees enjoyed these Street Law events as much as their guests!

Macy's law department has received the Matthew J. Whitehead II Diversity Award from the Association of Corporate Counsel for Outstanding Diversity Efforts within the in-house counsel community for achieving the highest level of commitment to diversity, and strives to serve as an example of how companies can inspire students who may not otherwise see law as a career option.

For more information about Macy's law department's participation in Street Law and Macy's continued commitment to the communities we serve, please visit Macy's Diversity Leadership website at [www.macysinc.com/diversitymanagement](http://www.macysinc.com/diversitymanagement).

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## CONTRIBUTING TO THE VITALITY OF OUR COMMUNITIES



**Spencer D. Noe**  
Lexington, KY

Spencer is a board member of both the New Cities Foundation and Cardinal Hill Rehabilitation Hospital. He is a past president of the Kentucky Higher Education Assistance Authority Board, by appointment of the Governor.



**Fazal A. Shere**  
Charleston, WV

Fazal is a past president and member of the board of directors of the Kanawha Pastoral Counseling Center. He is member of the Class of 1998, Leadership Charleston and Leadership West Virginia, Class of 2002.



**Edward D. McDevitt**  
Charleston, WV

For several years, Edd has been volunteering his time at Manna Meal, a non-profit program that feeds the hungry in Charleston. His work usually involves meal preparation and cleanup. He is a former member of the Community College of Philadelphia Board of Trustees.