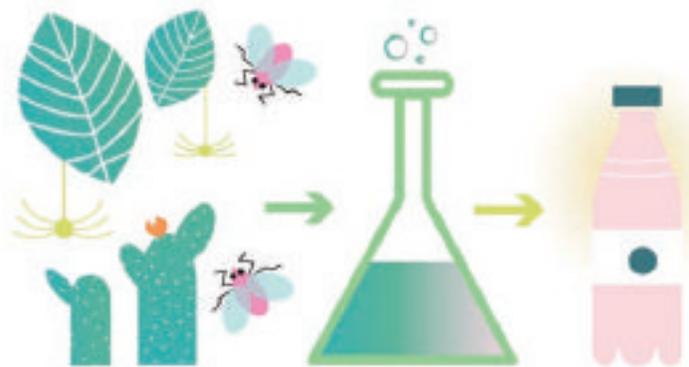


PROBLEM SOLVED

All across Northeast Ohio, you'll find organizations hard at work finding solutions to a wide variety of industry and community challenges



UNIVERSITY OF AKRON

Learning from nature

As a public research university that specializes in science and technology, the University of Akron has long been a favorite partner of the region's leading industries and companies, not only as a source of talent but also for help with research and product development. According to interim president John Green, "The University of Akron has always contributed to the local economy as well as the economy of Ohio through technical innovation of one kind or another."

For example, Akron's history as a world center for the rubber and tire industry has seen the university similarly emerge as a global leader in polymer science and polymer engineering. It established the first academic program devoted to the study of the field, while polymer faculty research has generated more than 300 issued and pending patents.

Along the same lines, the University of Akron has also launched programs in the fast-growing field of corrosion engineering, and is becoming increasingly recognized for its work in biomimicry, where researchers draw inspiration from natural organisms to develop new solutions in adhesives and construction techniques, among other areas. One such success has been in the study of hedgehogs—in particular, learning how their spikes cushion them as they fall out of trees, and transferring that knowledge to the development of safer helmets for football players, fighter pilots or race car drivers.

Adds Green, "Biomimicry's new here, but it's very much an indication of the University of Akron that plays into technical innovation, entrepreneurship and the application of science to real-world problems."



OUR STATED PURPOSE IS TO HELP OUR CLIENTS AND OUR COMMUNITIES TO THRIVE

BETH MOONEY



KEYCORP

Community banking

One of the largest bank-based financial services companies in the United States, with assets of approximately \$138 billion, KeyCorp provides banking services to individuals and businesses across a network of more than 1,100 branches in 15 states, from Maine to Alaska—always steadfastly devoted to a relationship-based strategy and giving back to those it serves.

"Our stated purpose is to help our clients and our communities to thrive," says chairman and CEO Beth Mooney, the first woman to be named CEO of a top-20 U.S. bank. "So there's this balance of mission and margin, to really make sure we do the right thing by our customers and that we do the right thing by our communities."

In 2017, the company lived up to its words when it announced the launch of a national community benefits plan, in which it set out a five-year, \$16.5-billion commitment to communities across its footprint. During the first year, it invested more than \$2.8 billion in affordable housing, small businesses in low-to-moderate-income communities, mortgages for low-income borrowers, and what it calls transformative philanthropy around the pillars of education, workforce and neighbors.

"I would want to have Key known as a bank that is the long tentpole in every community we proudly serve," says Mooney. "Our community benefits plan is something that we made very public to underscore that it is not just how we talk about ourselves, but how we expect to conduct ourselves and act, as a good community partner."

