

2011 DIVERSITY & INCLUSION CONFERENCE & EXPOSITION

D&I GAME CHANGERS

Reinventing the Playbook

Washington Marriott Wardman Park
Washington, D.C.

24-26
OCTOBER
2011



SHRM[®]
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

CONFERENCE PROGRAM

WELCOME TO THE SHRM 2011 DIVERSITY & INCLUSION CONFERENCE

Greetings and welcome to the SHRM 2011 Diversity & Inclusion Conference & Exposition. I am pleased to be your host again this year and am excited to share all that we have in store for you.

Over the next three days you will learn how to incorporate workplace diversity as a catalyst for integrating D&I into your organization's strategic objectives; identify new ways of thinking and executing D&I strategies that will enable you to reinvent the playbook and become a Game Changer in your organization, all while collaborating and networking with diversity thought leaders, practitioners and other business leaders like you.

Our keynoter lineup features several outstanding professionals who have "changed the game" in their respective industries and companies, including **Robert L. Johnson** (Founder and Chairman of The RLJ Companies, and Founder and former Chairman of Black Entertainment Television [BET]); **Susan O'Malley** (the first female President of a professional sports franchise); **Freeman A. Hrabowski, III, Ph.D.** (President of the University of Maryland, Baltimore County; one of the most diverse universities in the country); **Patricia Sowell Harris** (Global Chief Diversity and Inclusion Officer for McDonald's Corporation, and author of *None of Us Is as Good as All of Us: How McDonald's Prospers by Embracing Inclusion and Diversity*); and **Erik Weihenmayer** (World-Class Adventurer and the only blind man in history to reach the summit of Mount Everest). Plus, **Howard Ross**, one of last year's most popular general session speakers, will be conducting a special session on the evening of Sunday, October 23 as he unveils his new book, *Reinventing Diversity: Transforming Organizational Community to Strengthen People, Purpose and Performance*, co-published by SHRM.

In addition to our impressive keynote speaker lineup, we are pleased to offer a new series of sessions entitled **Game Changers**. These sessions will feature senior executives from companies such as McDonald's Corporation, Harpo, Inc., University of Pittsburgh Medical Center, TD Bank, Merck, Life Meets Work, Georgetown University, Cornell University, Catalyst, Roosevelt Thomas Consulting, the Department of Veterans Affairs and officers in the U.S. Armed Forces. These Game Changers will share their D&I stories, strategies, setbacks and successes about how they reinvented their D&I playbook.

I encourage you to take full advantage of the endless educational opportunities available to you through our concurrent sessions, our keynote speakers' experiences, and networking with your colleagues.

Sincerely,



Shirley A. Davis, Ph.D.
Vice President of Diversity & Inclusion
SHRM

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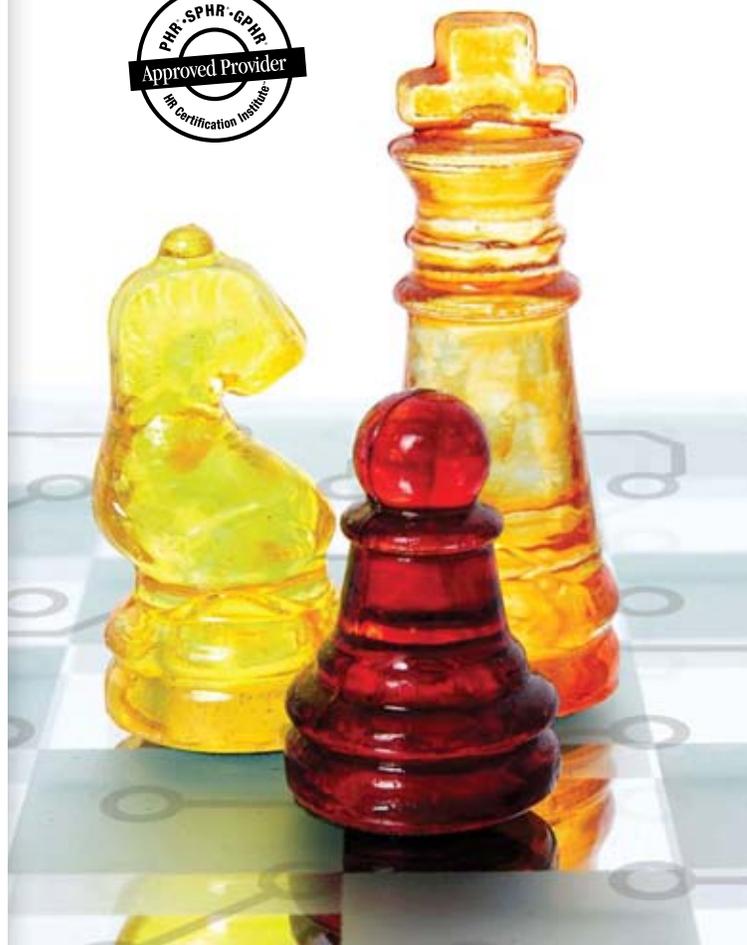
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Download the PowerPoint Slides

Concurrent session PowerPoint presentations are available online. Visit: www.shrm.org/confsessions and use password: Divattendee11

THE SITE IS ACCESSIBLE FOR SIX MONTHS AFTER THE CONFERENCE.



CONFERENCE AT-A-GLANCE*

SUN
OCTOBER
23

8:00 a.m. – 5:30 p.m.
8:00 a.m. – 5:00 p.m. **SOLD OUT**
1:00 p.m. – 5:00 p.m.
5:30 p.m. – 7:00 p.m.

Registration/SHRMStore®
The Diversity Practitioner of the 21st Century: What New Practitioners Need to Know**
Preconference Workshop: Applying a Six-Level System to Measure the Impact of Your Diversity Training**
A Conversation with Howard Ross

MON
OCTOBER
24

8:00 a.m. – 6:30 p.m.
8:00 a.m. – 7:00 p.m.
8:45 a.m. – 10:30 a.m.
10:30 a.m. – 10:45 a.m.
10:30 a.m.
10:45 a.m. – Noon
Noon – 1:30 p.m.
1:30 p.m. – 3:00 p.m.
3:00 p.m. – 3:15 p.m.
3:15 p.m. – 4:30 p.m.
4:00 p.m. – 7:00 p.m.
7:00 p.m. – 9:00 p.m.

Registration
SHRMStore®
Opening General Session *Featuring Henry G. (Hank) Jackson, CPA, Shirley A. Davis, Ph.D. & Robert L. Johnson*
Coffee Break
Book Signing with Howard Ross
Concurrent Sessions
Lunch on Your Own
General Session *Featuring Susan O'Malley*
Coffee Break
Concurrent Sessions
Exhibit Hall Opening Reception
"From the Rough" Film Screening

TUES
OCTOBER
25

7:00 a.m. – 5:00 p.m.
7:00 a.m. – 8:30 a.m.
8:30 a.m. – 9:45 a.m.
9:45 a.m.
9:30 a.m. – 1:30 p.m.
9:45 a.m. – 10:15 a.m.
10:15 a.m. – 11:30 a.m.
11:30 a.m. – 1:30 p.m.
1:15 p.m.
1:45 p.m. – 3:00 p.m.
3:00 p.m.
3:00 p.m. – 3:15 p.m.
3:15 p.m. – 4:30 p.m.
6:30 p.m.

Registration/SHRMStore®
Continental Breakfast
General Session *Featuring Freeman A. Hrabowski, III, Ph.D.*
Book Signing with Freeman A. Hrabowski, III, Ph.D.
Exhibit Hall Open
Refreshment Break in the Exhibit Hall
Concurrent Sessions
Lunch & Table Topics in the Exhibit Hall
Prize Drawing in the Exhibit Hall
General Session *Featuring Patricia Sowell Harris*
Book Signing with Patricia Sowell Harris
Refreshment Break
D&I Game Changer Sessions
Meet to Eat (By Industry)

WED
OCTOBER
26

7:00 a.m. – Noon
7:00 a.m. – 1:00 p.m.
7:00 a.m. – 8:00 a.m.
8:00 a.m. – 9:15 a.m.
9:15 a.m.
9:30 a.m. – 10:45 a.m.
10:45 a.m. – 11:00 a.m.
11:00 a.m. – 12:15 p.m.
12:15 p.m.

Registration
SHRMStore®
Continental Breakfast
Concurrent Sessions
Book Signing with Fiona Citkin
D&I Game Changer Sessions
Coffee Break
Closing General Session *Featuring Erik Weihenmayer*
Book Signing with Erik Weihenmayer

NOTE: The statements, views and opinions expressed in the educational programs offered at the SHRM Diversity & Inclusion Conference & Exposition are those of the speakers, not of SHRM, and do not necessarily reflect the views and opinions held by SHRM or its affiliates.

11-0473

*Schedule subject to change.

**Additional fee required.

CONFERENCE MAPS



SUNDAY, OCTOBER 23 (PRECONFERENCE)

8:00 A.M. – 5:00 P.M.

THE DIVERSITY PRACTITIONER OF THE 21ST CENTURY: WHAT NEW PRACTITIONERS NEED TO KNOW*

(Additional fee and preregistration is required. If interested in attending, please check availability at registration.)

LOCATION: PROVIDED ON TICKET YOU RECEIVED AT REGISTRATION.

The field of Workplace Diversity & Inclusion is a challenging and exciting career for individuals who seek to create positive changes in organizations. If you make this career choice you must be more than “passionate believers.” You must also possess effective leadership, business savvy, knowledge of organization change and group dynamics, self-awareness, and the ability to negotiate and influence.

For those who are new to the field or those who wish to begin a career in Diversity & Inclusion management, this one-day workshop introduces the broad range of knowledge, tasks and competencies necessary to practice effectively in the twenty-first century. This is an interactive session based on cutting-edge research, best practices, and real-life case studies. It is led by dynamic, expert facilitators with more than 10 years of experience in the field.

Presenters: Shirley A. Davis, Ph.D., vice president of Diversity & Inclusion; and Eric Peterson, MSOD, manager of Diversity & Inclusion, SHRM, Alexandria, Va.

* Please note that this certificate program has been approved by the HR Certification Institute for 7.5 hours of strategic business management credit.

1:00 P.M. – 5:00 P.M.

APPLYING A SIX-LEVEL SYSTEM TO MEASURE THE IMPACT OF YOUR DIVERSITY TRAINING*

(Additional fee and preregistration is required. If interested in attending, please check availability at registration.)

LOCATION: PROVIDED ON TICKET YOU RECEIVED AT REGISTRATION.

This interactive workshop is designed to provide you with practical yet comprehensive tools and techniques for effectively planning and conducting ROI-based diversity training evaluations. For most organizations, the issue is how to invest in the right diversity training interventions that will provide the best possible return on investment (ROI). When literally hundreds of employees are trained in diversity, senior leaders and others will want to know what is the financial return for doing this? Are you able to show the value-added impact in terms that make sense to them? This workshop will show you how!

Presenter: Edward E. Hubbard, Ph.D., president & CEO, Hubbard & Hubbard, Inc., St. George, Utah

* Please note that this preconference workshop has been approved by the HR Certification Institute for 4 hours of strategic business management credit.

5:30 P.M. – 7:00 P.M.

A CONVERSATION WITH HOWARD ROSS

An interactive discussion with the author of the new book (co-published by SHRM), *Reinventing Diversity: Transforming Organizational Community to Strengthen People, Purpose and Performance*

LOCATION: DELAWARE

Most diversity programs fail because they are built on a faulty premise of fixing unenlightened individuals rather than fixing exclusionary organizational cultures. Howard's new book, filled with compelling stories, hard data, and new research, describes new and proven strategies for overcoming persistent obstacles and creating opportunity and advancement for all.



Presenter: Howard J. Ross, founder and chief learning officer, Cook-Ross, Inc. a corporate consulting firm.

Ross is one of the nation's leading diversity training consultants and a nationally recognized expert on diversity, leadership and organizational change.

FOCUS AREAS

Our concurrent sessions reflect some of the best thinking on D&I and offer creative new ideas and solutions to help you become a game changer. The content-rich concurrent sessions cover an extensive and inclusive range of diversity-related topics. Sessions are categorized by the following focus areas:

MANAGING WORKPLACE DIVERSITY & INCLUSION

These sessions will provide you with tactics to help you manage Diversity & Inclusion practices in your workplace and keep your organization at the cutting edge of D&I initiatives. These sessions will also demonstrate the best ways to handle the delicate requirements of a diverse workforce, and will show you how to see diverse groups as pools of untapped talent who can help you gain a competitive edge in the marketplace.

SESSIONS IN THIS FOCUS AREA INCLUDE:

- Leveraging Generational Diversity: Best Practices in Engaging Gen Y's (Page 9)
- Corporate Diversity as a Competitive Advantage (Page 10)
- Taking the Plunge: Religious Diversity, Your Workplace and You (Page 13)
- Adverse Impact/Systemic Investigations and Federal Enforcement Agencies: The Rules Have Changed ... Is Your Organization Ready? (Page 16)
- Increasing the Effectiveness of Your Multicultural Workforce (Page 17)
- It's a Multigenerational Workforce! Are You Ready? (Page 21)
- Successfully Navigating the Revised Laws and Policies to Include People with Disabilities in the Workforce (Page 21)

DEMONSTRATING THE VALUE OF YOUR DIVERSITY & INCLUSION PROGRAM

These sessions show you how to alter your thinking and spot qualified candidates in diverse groups you may not have considered. Speakers will also talk about how to make your organization more attractive to diverse talent and show you how to measure the ROI of your diversity initiatives.

SESSIONS IN THIS FOCUS AREA INCLUDE:

- Get It Right the First Time! How to Manage Diversity Implementation from the First Day of Your Assignment (Page 10)
- The End of Diversity as We Know It: Why Diversity Efforts Fail and How Leveraging Difference Can Succeed (Page 13)
- Building an ROI-Focused Diversity Scorecard: An Application Case Study (Page 13)
- Building Internal Capability of D&I Stakeholders: The Powerful Role of HR (Page 17)
- The Business Case for Including Veterans in Your Diversity Strategy (Page 17)
- Evaluating the Efficacy of Diversity Programs and Strengthening Them for Results (Page 21)

FOCUS AREAS



BECOMING A DIVERSITY & INCLUSION LEADER

This topic covers the fundamentals of being a Diversity & Inclusion practitioner. Speakers will explore ways in which you can make your organization more inclusive and appealing for all types of talent. With these sessions you learn specific strategies on how best to cater to different genders, generations, cultural groups, religious groups and much more.

SESSIONS IN THIS FOCUS AREA INCLUDE:

- The Loudest Duck: Moving Beyond Diversity While Embracing Differences (Page 11)
- Carpe Diem! Seeing and Seizing Opportunities for Inclusion (Page 11)
- What's Next in LGBT Workplace Inclusion? (Page 11)
- Leading Inclusive Teams from Diverse Perspectives (Page 15)
- Human Kinds Are a Function of Human Minds: Neuroscience and Why Diversity and Inclusion Is Hard Work for Human Beings (Page 14)
- The New Workforce: Social Networks, Internet Revolutions and Hypertext Thinking (Page 21)
- The Business Case for Gender-Balanced Leadership (Page 22)



FINE TUNING YOUR DIVERSITY & INCLUSION STRATEGY

These sessions will address a number of different diversity-focused topics, including how best to communicate with men and women, how to create a solid inclusion strategy, how to build global culture competence, and how to use dialogue to solve delicate diversity and inclusion issues.

SESSIONS IN THIS FOCUS AREA INCLUDE:

- What Happens When White Male Leaders Get Truly Engaged: A Rockwell Automation Story (Page 15)
- A Strategic Choice in Diversity Management: Give a Fish or Empower to Fish (Page 17)
- The Four C's of Diversity and Equity: Steps to Take When Diversity Is What You Have, But Equity Is What You Need (Page 18)
- D&I Meets L&S: Leadership & Strategy (Page 22)
- Building Cultural Competence Across Your Organization: Lessons and Best Practices from the Field (Page 22)
- Five Key Global Competencies of the Next Generation Diversity Practitioner (Page 12)
- Diversity & Inclusion and Cultural Competence: An Emerging Global Talent Management Strategy (Page 15)

8:45 A.M. – 10:30 A.M.



OPENING GENERAL SESSION FEATURING

Henry G. (Hank) Jackson, CPA

President & CEO, SHRM



Shirley A. Davis, Ph.D.

Vice President of Diversity & Inclusion, SHRM



Robert L. Johnson

Founder and Chairman, the RLJ Companies
and former Chairman and Founder, Black
Entertainment Television (BET)

LOCATION: SALONS 2 & 3

INSPIRATIONAL. ENERGIZING. ENGAGING.

These are some of the words used to describe Dr. Davis' high-energy session that officially kicks off the 2011 Diversity & Inclusion Conference. Hear about D&I trends, promising practices, and the latest cutting-edge research that is "reinventing the playbook" and changing the game in the D&I field. She has invited a few special guest experts to join her on stage to share their insights and predictions regarding the future state of the field.

ABOUT HENRY G. (HANK) JACKSON, CPA

Henry G. (Hank) Jackson, CPA is the President and CEO for the Society for Human Resource Management (SHRM). Prior to holding this position he served as the Society's Chief Global Finance and Business Affairs Officer.

ABOUT SHIRLEY A. DAVIS, PH.D.

As Vice President of Diversity & Inclusion, Dr. Davis is a well-respected thought leader on workplace diversity issues and has successfully positioned SHRM as the leader in the diversity and inclusion field.

ABOUT ROBERT L. JOHNSON

Robert L. Johnson is the Founder and Chairman of The RLJ Companies, an innovative business network that owns or holds interests in companies in numerous industries. Prior to forming The RLJ Companies, Johnson was Founder and Chairman of Black Entertainment Television (BET).

10:45 A.M. – NOON

LEVERAGING GENERATIONAL DIVERSITY: BEST PRACTICES IN ENGAGING GEN Y'S

Focus Area: Managing Workplace Diversity & Inclusion

LOCATION: WASHINGTON 1

Workplace Application: *Best-in-class organizations understand the need to recruit, retain and engage Generation Y as part of their diversity strategy. Learn the best practices you can implement to drive engagement and performance levels.*

Gain the competitive advantage by effectively engaging Generation Y. Learn how to implement generational diversity programs and positively impact your broader multigenerational workforce. At the end of this session, you will understand their characteristics; know how to describe and explain what behaviors engage or disengage Gen Ys; and apply best practices to increase their engagement levels.

Presenter: *Giselle Kovary, managing partner, n-gen People Performance, Inc., Toronto, Canada*



10:45 A.M. – NOON

CORPORATE DIVERSITY AS A COMPETITIVE ADVANTAGE

Focus Area: Managing Workplace Diversity & Inclusion

LOCATION: WASHINGTON 4

Workplace Application: Join the presenter who played a role in settling some of the most significant employment discrimination cases of our time, including Texaco's \$115 million settlement and Coca-Cola's \$192.5 million settlement, as he dispels myths about the legal limits of corporate diversity. He also explains how the federal law, as well as U.S. Supreme Court decisions, support ambitious and well-designed diversity programs.

This session is recommended for senior and executive D&I practitioners. Careful diversity planning has been shown to reduce turnover, increase employee productivity and motivation, and result in higher revenue. In this session we will discuss recent studies that confirm the business benefits of diversity and inclusion. You will also get a better understanding of the impact of the Obama administration's personnel appointments, budgetary priorities, and regulatory changes on corporate diversity programs. Finally, we will discuss best practices for decreasing the risk of systemic discrimination litigation as well as learn about the top 10 best practices for effective diversity programs.

Presenter: Weldon H. Latham, Esq., senior partner, Jackson Lewis, LLP, Reston, Va.

GET IT RIGHT THE FIRST TIME! HOW TO MANAGE DIVERSITY IMPLEMENTATION FROM THE FIRST DAY OF YOUR ASSIGNMENT

Focus Area: Demonstrating the Value of Your Diversity & Inclusion Program

LOCATION: MARYLAND A/B

Workplace Application: Learn how to initiate, implement and manage your diversity initiative from start-up through year three.

This session is for the diversity practitioner who wants to have a practical, high-level overview of how to implement diversity within the corporation/organization, or for the HR professional who is responsible for the diversity function. Learn the proper definition of diversity. Identify the five elements needed in your diversity mission statement and the key differences between affirmative action and diversity. Discuss a diversity business case, the strategic approach needed to ensure success as well as the pros and cons of metrics and practical tools for gauging ROI to ensure success.

Presenter: Mark M. Butler, diversity manager, Marathon Petroleum Company, Findlay, Ohio



RECERTIFICATION CREDITS AVAILABLE!

The HR Certification Institute awards recertification credits on an hour-for-hour basis for all educational sessions attended, not including breaks and meals (if applicable). Please note that the general sessions and concurrent sessions have been awarded strategic business management credit.

See page 28-29 for details.

For more information, visit the HR Certification Institute website at www.hrci.org.

SHRM DIVERSITY & INCLUSION CONFERENCE & EXPOSITION

THE LOUDEST DUCK: MOVING BEYOND DIVERSITY WHILE EMBRACING DIFFERENCES

Focus Area: Becoming a Diversity & Inclusion Leader

LOCATION: DELAWARE

Workplace Application: Learn how to ensure a fair and level playing field for anyone working his or her way up the ladder in this new corporate world order. This session uses practical stories, cultural anecdotes and personal experiences found in the presenter's book, *The Loudest Duck*.

The true effectiveness and power of diversity is to ensure that all ideas get heard, that the playing field is level and that no one is subtly advantaged or disadvantaged based on their diversity. Most organizations are still in Diversity 1.0 with their networks, trainings, recruitment and retention efforts. To make sure all who are qualified can make it through the pipeline and not ultimately just dominant group members, companies must now move to Diversity 2.0. Understand the real purposes of diversity. Learn how to come to terms with how we bring our subconscious beliefs, assumptions, roles, and archetypes of people to the office. Provide tools for leaders to ensure that organizations are true meritocracies where the subtle inequities are observed and eliminated.

Presenter: *Laura Liswood, J.D., senior advisor, Goldman Sachs and secretary general of the Council of Women World Leaders, Council of Women World Leaders/ Goldman Sachs, Washington, D.C.*

CARPE DIEM! SEEING AND SEIZING OPPORTUNITIES FOR INCLUSION

Focus Area: Becoming a Diversity & Inclusion Leader

LOCATION: WASHINGTON 3

Workplace Application: Go beyond the "call to action" and understand how you can operationalize inclusion by being role models and advocates in day-to-day workplace interactions.

This session is recommended for senior and executive D&I practitioners. Refresh your understanding of Diversity & Inclusion and the meaning of inclusive leadership. At the end of this session, you will be able to articulate the four competencies of an effective role model for inclusive

leadership and identify the actions of an inclusion advocate. This session provides the opportunity to consider your ability to be an inclusion advocate.

Presenter: *John C. Dorland, senior associate, Graybridge Malkam, Ottawa, Canada*

WHAT'S NEXT IN LGBT WORKPLACE INCLUSION?

Focus Area: Becoming a Diversity & Inclusion Leader

LOCATION: WASHINGTON 2

Workplace Application: Get an overview of your organization's lesbian, gay, bisexual and transgender (LGBT) cultural competency and how workplace equality is becoming the most important factor in evaluating workplaces.

Today's top *Fortune 500* companies are maintaining 100% scores on the LGBT Corporate Equality Index (CEI) as it impacts recruiting, retention and market share. How do you rate on inclusion for LGBT employees? Learn best practices and review the current trends for LGBT employees from U.S. and global perspectives. At the end of this session, you will be able to track the inclusion of LGBT workplace equality as the next step in overall diversity programs, discuss all the aspects of diversity for LGBT employees, evaluate your company and be able to meet the 2012 new criteria in the areas of transgender health benefits and LGBT metrics using best practices, and much more.

Presenter: *Pat Baillie, associate director of training & professional development, Out & Equal Workplace Advocates, San Francisco, Calif.*

FIVE KEY GLOBAL COMPETENCIES OF THE NEXT GENERATION DIVERSITY PRACTITIONER

Focus Area: Fine Tuning Your Diversity & Inclusion Strategy

LOCATION: VIRGINIA

Workplace Application: *Elevate your game and be one of the next generation of leaders in your organization. Get the tools, information and resources at this session.*

This session is recommended for senior and executive D&I practitioners. Come prepared with the top three strategic objectives of your enterprise and leave prepared to speak the language of your chief executives: CHANGE! In this power-packed session, we examine the 10 points of passage for every successful D&I strategy. Bring a copy of your strategic plan for immediate application. The presenter shares seven of the 12 Pillars of the World Economic Forum's Global Competitiveness Report, which your executive team uses to evaluate your current D&I offering. Learn the five competencies EVERY diversity practitioner must possess to help ensure organizational competitive advantage. You will leave with three real-time strategies to help you create, build, enhance, and even resurrect your organization's diversity focus.

Presenter: *Grace A. Odums, strategy consultant, Elkins Park, Pa.*



1:30 P.M. – 3:00 P.M.



GENERAL SESSION FEATURING

Susan O'Malley

Former President of Washington Sports and Entertainment

LOCATION: SALONS 2 & 3

THE W.I.N. THEORY

What are the three keys to success at any level of business? Hear O'Malley give her take as she outlines her W.I.N. Theory.

- W for "Work hard": laziness and complacency have never produced great success.
- I for "Individuality": going along with the crowd is the best way possible to not get noticed.
- N for "say No to the stupid stuff": a discerning eye, common sense, and the ability to differentiate the good ideas from the dumb ones is one of the first and most basic traits shared by all successful leaders.

O'Malley delivers this simple yet powerful message with her trademark humor. She will have you laughing while you are learning.

ABOUT SUSAN O'MALLEY

As the first female President of a professional sports franchise, Susan O'Malley is a pioneer in two fields: sports and business. Her ground-breaking business ideas and proactive approach to customer service has brought her and Washington Sports and Entertainment to the top of the sports business world.

3:15 P.M. – 4:30 P.M.

TAKING THE PLUNGE: RELIGIOUS DIVERSITY, YOUR WORKPLACE AND YOU

Focus Area: Managing Workplace Diversity & Inclusion

LOCATION: WASHINGTON 1

Workplace Application: Learn why addressing religion is essential for success in today's (and tomorrow's) working climate, while exploring surprising statistics about religious adherence and immigration.

In today's multicultural and global workplaces, employees bring multiple identities with them to work, and that includes their religious beliefs and practices. This session addresses the disconnect between what HR managers are reporting and what employees are experiencing by training you to identify your own biases. Learn how to effectively and respectfully address religious diversity with the Tanenbaum Center's better practices and communication strategies. Examine how current trends, such as immigration, globalization, religious adherence data, and legislation affect relationships between diverse colleagues. Walk away with concrete better practices and communication skills for addressing religious diversity in the workplace.

Presenters: Joyce Dubensky, Esq., executive vice president & CEO, Tanenbaum Center for Interreligious Understanding, New York, N.Y.

THE END OF DIVERSITY AS WE KNOW IT: WHY DIVERSITY EFFORTS FAIL AND HOW LEVERAGING DIFFERENCE CAN SUCCEED

Focus Area: Demonstrating the Value of Your Diversity & Inclusion Program

LOCATION: WASHINGTON 4

Workplace Application: Learn behavioral techniques for building strong work relationships across differences. During this session the presenter demonstrates how old and new approaches to diversity manifest in leadership perspectives, strategic focus, scope of differences that matter, and long-term impact on business results.

The most critical challenge for leaders is to create value from the differences among employees—to find ways to leverage them for the purpose of generating the outcomes that are important to the organization. Discover an alternative, strategic approach to diversity, crafted specifically for emerging business leaders and the opportunities to practice the concrete skills that you need to foster engagement and productivity in a diverse business environment. Learn how to incorporate diversity into your organization's strategic plan and use it to yield game-changing results.

Presenter: Martin N. Davidson, Ph.D., chief diversity officer and associate professor of Leadership and Organizational Behavior, Darden School of Business Administration, University of Virginia, Charlottesville, Va.

BUILDING AN ROI-FOCUSED DIVERSITY SCORECARD: AN APPLICATION CASE STUDY

Focus Area: Demonstrating the Value of Your Diversity & Inclusion Program

LOCATION: VIRGINIA

Workplace Application: Get step-by-step instructions on the process of building an ROI-focused diversity scorecard.

This session is recommended for senior and executive D&I practitioners. Using a case study, you will learn how to build a diversity scorecard based upon your organization's needs; identify key considerations for selecting ROI-focused measures; and apply steps in the diversity return-on-investment (DROI™) process. You will learn the critical questions to ask, the metrics to use, the challenges you must be prepared to handle and the calculations and results you need to demonstrate the value of diversity programs within your organization.

Presenter: Edward E. Hubbard, Ph.D., president & CEO, Hubbard & Hubbard, Inc., St. George, Utah



PREMIUM Package

SHRM 2011 DIVERSITY & INCLUSION CONFERENCE

UPGRADE TO THE SHRM Diversity & Inclusion Conference Premium Package

Bring the conference to your office or home and earn up to 20 additional webcast recertification credits.



Get 90 days of unlimited on-demand/online access, 24 hours a day, seven days a week to sessions from the SHRM 2011 Diversity & Inclusion Conference & Exposition plus relevant sessions from SHRM's most recent Annual Conference.*

The package includes live recordings of select keynote addresses and all concurrent sessions (including detailed PowerPoint slides** and audio).

PURCHASE NOW BEFORE RATES INCREASE

SHRM MEMBER: \$395
NONMEMBER: \$660

Discounted pricing available for five or more purchases. You can upgrade to the Premium Package at the registration desk.

*Some sessions might be excluded due to audiovisual problems and/or speakers not granting permission to include their sessions.

**If made available by speaker.

3:15 P.M. – 4:30 P.M.

HUMAN KINDS ARE A FUNCTION OF HUMAN MINDS: NEUROSCIENCE AND WHY DIVERSITY AND INCLUSION IS HARD WORK FOR HUMAN BEINGS

Focus Area: Becoming a Diversity & Inclusion Leader
LOCATION: DELAWARE

Workplace Application: Get an intriguing look into human behavior from the frameworks of cognitive neuroscience and cognitive psychology in order to better understand human diversity and its link to enhancing inclusion and innovation.

This session is recommended for senior and executive D&I practitioners. This session reinvents Diversity & Inclusion for the 21st century. It provides listeners with a "human behavior" framework for understanding how exclusion and intolerance occur with respect to both people and ideas, even with individuals and in organizations that are committed to diversity and inclusion. The session looks at how closed-mindedness takes place and suggests measures you can take to be more open-minded and to entertain new ideas. Learn how to become more flexible, adaptable and agile— necessary attributes for a 21st century world.

Presenter: Steve L. Robbins, Ph.D., chief "what if" officer, S.L. Robbins & Associates, Grand Rapids, Mich.



SHRM DIVERSITY & INCLUSION CONFERENCE & EXPOSITION

LEADING INCLUSIVE TEAMS FROM DIVERSE PERSPECTIVES

Focus Area: Becoming a Diversity & Inclusion Leader

LOCATION: WASHINGTON 3

Workplace Application: Learn how to distinguish between a leader and a manager, examine the connection between leadership and organizational success and how to build an inclusive environment.

This session is recommended for senior and executive D&I practitioners. The demographics of today's workforce are becoming more and more diverse, and it's not just about race and gender. The many dimensions of diversity include, but are not limited to: age, sexual orientation, disability, religion, language, work and communication styles, and globalization. This poses a challenge for leaders who are trying to create inclusive teams from such diverse perspectives. This session uses a documentary titled "From Breakdown to Breakthrough: A Story of Inclusion" as a catalyst to demonstrate how a diverse team can accomplish a daunting goal. The ensuing discussion pulls many workplace applications from the film.

Presenter: Steve Hanamura, president, Hanamura Consulting, Inc., Beaverton, Ore.

DIVERSITY & INCLUSION AND CULTURAL COMPETENCE: AN EMERGING GLOBAL TALENT MANAGEMENT STRATEGY

Focus Area: Fine Tuning Your Diversity & Inclusion Strategy

LOCATION: WASHINGTON 2

Workplace Application: This session will examine D&I as part of an organization's talent management strategy.

This session is recommended for senior and executive D&I practitioners. A strategic plan for D&I from a talent management perspective provides strong advantages in terms of defined goals, pre- and post-assessment, and the ultimate convergence of domestic D&I with intercultural competence goals for effective operation in the global multicultural workscape. At the end of this session you will be able to reframe D&I programs within the strategic framework of talent management; reconsider the goals of D&I within the framework of intercultural competence;

understand the role of assessment tools in strengthening strategic D&I development; and blend D&I goals of the domestic multicultural workplace with those of the interculturally competent global workscape.

Presenters: Kendra Mirasol, GMS, executive VP and COO; and Douglas K. Stuart, Ph.D., director, Intercultural Training & Development, IOR Global Services, Northbrook, Ill.

WHAT HAPPENS WHEN WHITE MALE LEADERS GET TRULY ENGAGED: A ROCKWELL AUTOMATION STORY

Focus Area: Fine Tuning Your Diversity & Inclusion Strategy

LOCATION: MARYLAND A/B

Workplace Application: Gain a clearer sense of the personal and organizational next steps that you can implement to better engage white men in your ongoing D&I efforts.

In this interactive session, we will examine Rockwell's story of white male leader engagement. Many companies have long struggled with engaging white male leaders in D&I efforts. Rockwell started their engagement journey with the premise that without white male leadership, their D&I effort would become a compliance-based recruitment effort that would ultimately provide no real long-term cultural change. The step-by-step process is one of transforming mind-sets one leader at a time. The leadership within Rockwell is fundamentally changing the way Diversity & Inclusion is being implemented and practiced inside their organization, starting with examining and shifting their own personal behaviors and actions.

Presenters: Bill Proudman, founder and COO, Portland, Ore.; and Joan Buccigrossi, director, Inclusion & Engagement, White Men as Full Diversity Partners, Milwaukee, Wis.

8:30 A.M. – 9:45 A.M.



GENERAL SESSION FEATURING

Freeman A. Hrabowski, III, Ph.D.

President of The University of Maryland,
Baltimore County (UMBC)

LOCATION: SALONS 2&3

CREATING A CULTURE OF INNOVATION

Globally, rapid and dramatic demographic, technological, and economic changes present the nation with enormous challenges early in the new century. These changes, which are influencing all walks of life—from education and commerce to the delivery of healthcare and social services—will have a profound, wide-ranging impact on careers of the future, workforce development, and, more generally, America’s competitiveness internationally. Freeman A. Hrabowski, III, Ph.D., President of the University of Maryland, Baltimore County, one of America’s most diverse university campuses and among the leading producers of underrepresented minority graduates in science and engineering, will discuss the importance to the nation’s future of innovation, institutional culture change, and a global mindset that embraces diversity. He will identify best practices and lessons learned during his presidency over the past two decades, many of which can be replicated in other organizations.

ABOUT FREEMAN A. HRABOWSKI, III, Ph.D.

Freeman A. Hrabowski, III Ph.D., has served as President of UMBC (The University of Maryland, Baltimore County) since May, 1992. Dr. Hrabowski was named one of America’s Best Leaders by *U.S. News & World Report*, which in both 2009 and 2010 ranked UMBC the #1 “Up and Coming” university in the nation. In 2009, *Time* magazine named him one of America’s 10 Best College Presidents.

10:15 A.M. – 11:30 A.M.

ADVERSE IMPACT/SYSTEMIC INVESTIGATIONS AND FEDERAL ENFORCEMENT AGENCIES: THE RULES HAVE CHANGED ... IS YOUR ORGANIZATION READY?

Focus Area: Managing Workplace Diversity & Inclusion

LOCATION: WASHINGTON 2

Workplace Application: Over the past several years, employers have witnessed a dramatic increase in EEO enforcement by federal agencies such as the EEOC and OFCCP. Learn how the rules have changed, and what you can do to best prepare your organization.

The enforcement strategy increasingly used by the EEOC and the OFCCP today is based on investigating “systemic disparities,” which is different from the individual complaints-based and/or small-scale investigations of the past. Tactically similar to class-action litigation, this enforcement strategy is structured to have the broadest possible impact by using statistics to identify disparities between groups in hiring, promotion and termination rates (among other selection decisions). Learn how enforcement agencies are using teams of statisticians and testing experts to recover record settlements, and how to prepare and protect your organizations in light of this “game changing” approach.

Presenter: Patrick M. Nooren, Ph.D., executive vice president, Biddle Consulting Group, Inc., Folsom, Calif.

SHRM DIVERSITY & INCLUSION CONFERENCE & EXPOSITION

INCREASING THE EFFECTIVENESS OF YOUR MULTICULTURAL WORKFORCE

Focus Area: Managing Workplace Diversity & Inclusion

LOCATION: WASHINGTON 3

Workplace Application: Increase your own effectiveness and take the effectiveness of your multicultural workforce to the next level. Learn how to analyze and identify cultural differences in several areas related to communication and feedback.

This session is recommended for senior and executive D&I practitioners. In today's global economy, we work with people from different cultures—colleagues, managers, employees, customers and suppliers—who either came to North America as immigrants or are located in other parts of the world. Gain a better understanding of the influence of culture through different perspectives on how people think, communicate and operate. Learn how to effectively give and receive feedback, and communicate with people who come from culturally different backgrounds.

Presenter: Lionel Laroche, P.Eng., principal, Multicultural Business Solutions, Markham, Ontario, Canada

BUILDING INTERNAL CAPABILITY OF D&I STAKEHOLDERS: THE POWERFUL ROLE OF HR

Focus Area: Demonstrating the Value of Your Diversity & Inclusion Program

LOCATION: MARYLAND A/B

Workplace Application: Learn why it is important for HR to be a strategic business partner with D&I. Hear about the historical challenges that HR has faced with integrating D&I. Discover how to address the needs of leadership, organization, and employees.

Leaders, managers and employees often seek out HR for support, coaching and guidance on how to address challenges and ensure that differences are maximized in the organization. In order for D&I efforts to create real change within an organization, all stakeholders need to understand their role and need to enhance their competencies to play this role effectively. One key group of stakeholders in the

D&I journey is HR. Leave this session with a roadmap for the HR D&I development journey so that you better understand the role that you need to play to drive D&I success.

Presenter: Doug Harris, CEO, The Kaleidoscope Group, Chicago, Ill.

THE BUSINESS CASE FOR INCLUDING VETERANS IN YOUR DIVERSITY STRATEGY

Focus Area: Demonstrating the Value of Your Diversity & Inclusion Program

LOCATION: WASHINGTON 1

Workplace Application: Learn how to market your products or services to the military community, why hiring veterans is a smart business decision, and how to do business with veteran-owned/service-disabled companies.

Building a truly diverse organization means more than broadening the demographics of your employees. One group that is often overlooked from all aspects of diversity is military veterans. Learn the size and purchasing power of today's military consumer and methods for reaching this community. Realize the business benefits (tax credits, other support dollars) for hiring veterans. You will also learn how to find VOSB/SDVOSB's and confirm veteran-owned status.

Presenter: Lisa Rosser, military hiring expert, The Value of a Veteran, Herndon, Va.

A STRATEGIC CHOICE IN DIVERSITY MANAGEMENT: GIVE A FISH OR EMPOWER TO FISH

Focus Area: Fine Tuning Your Diversity & Inclusion Strategy

LOCATION: VIRGINIA

Workplace Application: Take part in a thought-provoking session that evaluates the strategic choice facing diversity leaders: whether to target individual diversity issues as they surface, or to foster development of a universal capability that would empower organizations and individuals to generate solutions for any diversity issue.

This session is recommended for senior and executive D&I practitioners. Learn the strategic concepts and the differences of “giving a fish” (offering sequential attention to the diversity issue of the moment) and “empowering to fish” (fostering development of a universal capability that can be used with the issues of the moment, those of the past and those of the future). Explore the pros and cons of each strategic option, review an example of a universal model and examine the requirements for implementing a universal approach.

Presenter: *R. Roosevelt Thomas, Jr., president and CEO, Roosevelt Thomas Consulting and Training, Decatur, Ga.*

THE FOUR C'S OF DIVERSITY AND EQUITY: STEPS TO TAKE WHEN DIVERSITY IS WHAT YOU HAVE, BUT EQUITY IS WHAT YOU NEED

Focus Area: Fine Tuning Your Diversity & Inclusion Strategy

LOCATION: DELAWARE

Workplace Application: *Learn how to take diversity to the next level: equity. Learn the four-phase process that will move an organization from diversity to a culture of equity.*

For decades, organizations have aspired to make their workforce more diverse. Many have been successful in creating a more diverse workforce; however, they now face the bigger challenge of making their workplace equitable. The four phases included in making your organization more equitable are: Courageous Leadership, Courageous Conversation, Courageous Action and Courageous Commitment. Learn how to gain buy-in at the C-suite level, transition diversity into equity, create a strategic equity plan, institute accountability at all levels of the organization and implement systemic strategies that ensure equity.

Presenter: *Daryl Dixon, chief diversity & equity officer, Multnomah County, Portland, Ore.*

1:45 P.M. – 3:00 P.M.



GENERAL SESSION FEATURING

Patricia Sowell Harris

Global Chief Diversity & Inclusion Officer,
McDonald's Corporation, LLC

LOCATION: SALONS 2&3

NONE OF US IS AS GOOD AS ALL OF US... THE D&I JOURNEY AT MCDONALD'S

McDonald's has long been known for its commitment to inclusion and diversity, not only with their employees, but also with their franchisees and suppliers. Patricia Sowell Harris, McDonald's Global Chief Diversity & Inclusion Officer, shows us how the #1 food service restaurant has made D&I a global priority. Having taken part in the evolution of diversity at McDonald's, Harris illustrates how diversity is a strategy that's been the smart thing to do in driving their business forward. She also shares the three key elements that can help any business aiming to diversify and improve the bottom line.

ABOUT PATRICIA SOWELL HARRIS

Patricia Sowell Harris is responsible for the development and implementation of diversity strategies throughout McDonald's Corporation, including the 31,489 restaurants in 118 countries. Under her leadership, McDonald's has been widely recognized for its commitment to inclusion and diversity.

SHRM DIVERSITY & INCLUSION CONFERENCE & EXPOSITION

3:15 P.M. – 4:30 P.M.

GAME CHANGERS IN RESEARCH

LOCATION: MARYLAND A/B

This session will provide some of the most compelling and cutting-edge research that is changing the game in the way Diversity and Inclusion is viewed and implemented. Hear from some of the field's foremost authorities, authors, professors, and practitioners as they share provocative and insightful perspectives and strategies on:

- Moving from merely counting heads to driving organizational transformation.
- Sponsorship: Who Really Benefits—Men or Women? Why? What strategies will help increase the effectiveness of sponsorship?
- What inclusion really means and how to measure inclusive climates using qualitative and quantitative data.
- Managing organizational diversity: at the functional level, product mix, innovation, and in the workforce.



Dr. Roosevelt Thomas



Dr. Anika Warren



Dr. Lisa Nishii



Dr. Christopher Metzler

Panelists: *Dr. Roosevelt Thomas, president & CEO, Roosevelt Thomas Consulting & Training; Dr. Christopher Metzler, associate dean, Human Resources, Georgetown University School of Continuing Studies; Dr. Anika Warren, senior director, Research, Catalyst; and Dr. Lisa Nishii, assistant professor, Departments of Human Resource Studies & International and Comparative Labor, ILR School Cornell University*



Moderator: *Mark J. Schmit, Ph.D., vice president of Research, SHRM, Alexandria, Va.*

DIGNITY & RESPECT CAMPAIGN: AN INITIATIVE TO BUILD AN INCLUSIVE WORKPLACE

LOCATION: WASHINGTON 1

At UPMC, we believe employees who are treated with dignity and respect know what it takes to treat customers, patients, and their families with dignity and respect. The Dignity & Respect Campaign started as an internal change management initiative to promote inclusion in the workplace and cultural competency in patient care, but has become a national movement to help employees effectively collaborate within diverse organizations, unify communities, and promote anti-bullying in schools. This session will provide an overview of the Campaign, as well as provide steps you can take to begin your own Dignity & Respect Journey. You will learn how:

- UPMC integrated dignity, respect and culture competency into day-to-day business practices
- UPMC leaders have engaged and created accountability in their respective business units
- Employee engagement has been positively impacted, gaining commitment from employees at all levels of the organization

You can utilize this initiative to augment, reignite, and start a Dignity & Respect Initiative in your organization.



Candi Castleberry

Presenters: *Candi Castleberry, chief human resources and administrative officer; and Jamie Scarano, director of Integrated Inclusion & Internal Operations, UPMC, Pittsburgh, Pa.*



Jamie Scarano

TD BANK GROUP'S GLOBAL DIVERSITY JOURNEY

LOCATION: WASHINGTON 3

In 2005 TD Bank Group made diversity a core business priority that kicked off a dynamic initiative impacting TD's operations in both Canada and the United States. Hear from one of TD's senior business line executives about that journey, including its organization, strategy and executive accountabilities and how the global D&I strategy is integrated. We will explore the challenges of implementing D&I strategies during a period of rapid growth and tough banking industry conditions. You will learn about:

- Building the business case at the executive, middle management, and individual level for driving diversity as a strategic initiative
- Managing diversity across borders and the value of diversity when doing corporate acquisitions in and outside the U.S. and through times of change
- Successful strategies and lessons learned in developing TD Bank's areas of focus:
 - Expanding Opportunities for Women In Leadership
 - Expanding Leadership Opportunities for Members of Minority Groups
 - Building an Agenda for People with Disabilities
 - Lesbian, Gay, Bi-sexual, Transgender & Allies
 - Serving Diverse and Global Communities
- Strategies and considerations for the future as TD Bank continues its D&I journey



Presenter: David Boone, executive vice president, Mass Affluent Segment & TD Bank, USA, Cherry Hill, N.C.

GLOBAL INCLUSION & INTERCULTURAL MANAGEMENT ON A THREE-LEGGED STOOL

LOCATION: WASHINGTON 4

In this session, you will learn about McDonald's transformation from Affirmative Action/EEO to Strategic Global Inclusion, and how they have aligned its D&I strategy to a "three-legged stool" of Franchisees, Suppliers, and Employees. Specific content topics include:

- Brief history of McDonald's Corporation – it started with a multi-mixer.
- "None of us is as good as all of us."
- "We won't hire women" – why we've changed, and how we did it.
- 30 years of Employee Business Networks – and the strategies used to contribute to employee attraction, development, retention, and the future direction of McDonald's Corporation.
- Strategies for transforming "From Awareness to Action."
- Specific strategies that have been executed to deliver outstanding results and make McDonald's a world leader in D&I.



Presenter: Dennis Brennan, director, Global Inclusion & Intercultural Management, McDonald's Corporation, Oak Brook, Ill.

8:00 A.M. – 9:15 A.M.

IT'S A MULTIGENERATIONAL WORKFORCE! ARE YOU READY?

Focus Area: Managing Workplace Diversity & Inclusion

LOCATION: WASHINGTON 3

Workplace Application: Learn how to maximize the value that each generation brings in order to effectively manage diverse talents in this fun, dynamic and interactive session.

For the first time in history, individuals from four different generations are working side-by-side in today's workplace, presenting both challenges and opportunities. This session heightens your awareness about life-changing events that have shaped generational views. Understand and leverage the work philosophy of each generation and strengthen your human resources.

Presenter: Sonia L. Aranza, president & CEO, Aranza Communications, Alexandria, Va.

SUCCESSFULLY NAVIGATING THE REVISED LAWS AND POLICIES TO INCLUDE PEOPLE WITH DISABILITIES IN THE WORKFORCE

Focus Area: Managing Workplace Diversity & Inclusion

LOCATION: WASHINGTON 2

Workplace Application: Learn from proven success stories, best practices and case studies of MNCs that have successfully implemented accessibility, disability and diversity solutions throughout their organizations and provide a positive impact on your organization's bottom line.

Laws and policies are changing and you need to understand how these changes impact your organization. During this session, we cover the new changes in the ADA, OFCCP emphasis on Section 503, Section 508 Refresh, and state and international laws. Learn best practices for not only reducing risk, but helping your organization create a process-driven plan to open new market opportunities and to provide value and return on investment based on crucial internet communications and technology (ICT) accessibility, CSR and marketing strategy.

Presenter: Debra M. Ruh, CEO, TecAccess, Rockville, Va.

EVALUATING THE EFFICACY OF DIVERSITY PROGRAMS AND STRENGTHENING THEM FOR RESULTS

Focus Area: Demonstrating the Value of Your Diversity & Inclusion Program

LOCATION: DELAWARE

Workplace Application: During this session we will analyze case studies of successful programs and get the framework to evaluate the efficacy of your organization's program.

This session is recommended for senior and executive D&I practitioners. Traditional diversity efforts often fail to produce results. From employee diversity training to employee engagement initiatives, substantial company investments can be maximized with strategic and solid program design. This session analyzes case studies of successful programs and provides a framework through which you can evaluate the effectiveness of your company's programs. The framework and guiding questions help you identify ways to strengthen your diversity programs for results.

Presenter: Jennie Walker, Ph.D., PHR, Najki Global Mindset Institute, Thunderbird School of Global Management, Glendale, Ariz.

THE NEW WORKFORCE: SOCIAL NETWORKS, INTERNET REVOLUTIONS AND HYPERTEXT THINKING

Focus Area: Becoming a Diversity & Inclusion Leader

LOCATION: MARYLAND A/B

Workplace Application: Learn how to engage the Millennial Generation through interactive exercises, humorous video clips, graphic visuals and innovative practices.

This session introduces research from The FutureWork Institute on the challenges and opportunities that the newest generation brings to the workplace. Our newest workers have developed hypertext minds that leap around with cognitive structures that are parallel, not sequential. Are we ready for them? Do we know what their ideal workplace looks like, or the organizations they most admire? Might we have to teach social skills to a group that, at graduation, have spent 11,000 hours in school and 15,000 hours in front of the TV? Get ideas and successful practices from the FWI research, gathered from organizations that have developed

innovative practices to build relationships and engage this generation.

Presenters: Margaret A. Regan, president & CEO; and Kito Huggins, Esq., consultant, The FutureWork Institute, Inc., Brooklyn, N.Y.

THE BUSINESS CASE FOR GENDER-BALANCED LEADERSHIP

Focus Area: Becoming a Diversity & Inclusion Leader

LOCATION: WASHINGTON 4

Workplace Application: Learn how global investors are calling on companies to increase their representation of women at senior levels and how an inclusive workplace better engages employees and customers and augments the bottom line.

This session is recommended for senior and executive D&I practitioners. More than 75% of men and women believe in the benefits of gender parity, but only 20% believe their company is actually doing something about it. Hear strategies for building diversity know-how, including best practices for garnering support for a women's network. Get top strategies used by savvy change agents at global companies, including communicating network activity, managing pushback from others, and building alliances at all levels. Learn how to build the business case for developing and elevating women to senior roles, and how to leverage relationships with key stakeholder groups, including customers, suppliers, employees and boards. Learn how gender-balanced leadership elevates diversity and inclusion overall and how to provide specific strategies for obtaining that balance.

Presenters: Selena Rezvani, MSW, co-president; and Jane Weiss, MSOD, co-president, Women's Roadmap, Philadelphia, Pa.

D&I MEETS L&S: LEADERSHIP & STRATEGY

Focus Area: Fine Tuning Your Diversity & Inclusion Strategy

LOCATION: VIRGINIA

Workplace Application: Learn how to ensure organizational success when formulating and executing your D&I strategy.

This session is recommended for senior and executive D&I practitioners. In this powerful session, you review the top five reasons strategy execution fails and the 10 approaches to avoid failure. Examine the four definitions of strategy with eight methodologies for award-winning D&I strategy formulation and execution. This includes a review of your organization's value proposition and organizational D&I strategy life cycle. The presenter introduces the McKinsey 10 Strategy Stress Test and discusses the five quantifiable outcomes your executive leadership team expects D&I to yield.

Presenter: Grace A. Odums, strategy consultant, Elkins Park, Pa.

BUILDING CULTURAL COMPETENCE ACROSS YOUR ORGANIZATION: LESSONS AND BEST PRACTICES FROM THE FIELD

Focus Area: Fine Tuning Your Diversity & Inclusion Strategy

LOCATION: WASHINGTON 1

Workplace Application: Examine why cultural competence (CC) is the most significant emerging proficiency for D&I leaders. Learn the specific steps that can be taken to develop and leverage cultural competence across the organization as part of your D&I strategy.

This session is recommended for senior and executive D&I practitioners. Cultural competence is likely the single most significant innovation in the practice of D&I. As D&I has evolved, globalization has led to the realization that without cultural competence, organizations are going to fail to achieve their potential in this global, culturally diverse world. Based on over 30 years of first-hand experience, the presenter provides insights on a proven model being used by over 50 major corporations. Through small group breakouts we will clarify what cultural competence is and is not, and examine where it should reside in your organization. Learn how to apply cultural competence to enhance your organization's competitive advantage. Examine cases that demonstrate the ROI of cultural competence and how it significantly impacts an organization's effectiveness and profitability. Learn how to develop an action plan to build cultural competence in your organization.

Presenter: Neal R. Goodman, Ph.D., president, Global Dynamics, Inc., Aventura, Fla.

9:30 A.M. – 10:45 A.M.

MERCK'S JOURNEY TOWARDS REVOLUTIONARY CHANGE

LOCATION: MARYLAND A/B

This interactive discussion will explore implementation of each of these game changers at Merck with clear illustrative examples of each solution, the associated impact, and lessons learned. Come hear about our journey and bring your own. You will learn about:

- Moving a diversity and inclusion strategy and execution from U.S.-centric to global
- Shifting Employee Resource Groups from networking grassroots U.S. teams to strategic global business partners
- Refreshing the global D&I business case annually to keep it real and compelling
- Enabling men to leverage their privilege as effective sponsors and allies
- Fully including people with disabilities in the global workforce



Presenter: *Deborah Dagit, vice president and chief diversity officer, Merck.*

GAME CHANGERS IN THE MILITARY

LOCATION: WASHINGTON 1

While many organizations are still grappling with the business case for diversity, the armed forces have long viewed it as a mission critical strategy, a core value, and a matter of national security. This session features officers and a general from three branches of the military (Army, Navy, Air Force) who will share their unique experiences in leading D&I strategies that are changing the game in their combat efforts and in their culture –from recruiting and retaining a diverse and well trained force, to cultural competence training, to language skills, to global reintegration efforts, to developing mission-critical strategies for combat. The Department of Veterans Affairs which provides support to the military, will share a new and innovative tool they've recently launched called the Diversity and Inclusion Index, an empirically valid and efficient metric to measure VA's workforce diversity.



Dr. Jarris Taylor, Jr.



Brigadier General
Belinda Pinckney



Captain Kenneth
Barrett



Georgia Coffey

Panelists: *Dr. Jarris Taylor, Jr., deputy assistant secretary of strategic diversity integration, U.S. Air Force; Belinda Pinckney, U.S. Army Brigadier General (retired), U.S. Army; Captain Kenneth Barrett, deputy director of the Office of Diversity Management & Equal Opportunity, U.S. Navy; and Georgia Coffey, deputy assistant secretary for diversity and inclusion, U.S. Department of Veterans Affairs, Washington, D.C.*



Moderator: *Sergeant Major Greg Jenkins, equal opportunity and diversity practitioner, Assistant Secretary of the Army for Manpower and Reserve Affairs, Diversity & Leadership Office, the Pentagon, Arlington, Va.*

OWN IT! STRATEGIES FOR TAKING THE LEAD IN WORKPLACE FLEXIBILITY

LOCATION: WASHINGTON 2

During her session, Kyra will talk about how Diversity and Inclusion professionals are uniquely positioned to drive flex strategies. She'll walk through the seven-step framework she uses to help you drive work flex strategies and initiatives in your workplace, based on her work with award-winning, flexible workplaces like WellStar Health System, Bank of America, and Sara Lee. You will walk away with strategies on how to:

- Lead a workplace flexibility initiative;
- Build the business case for flex;
- Implement support and training programs for managers of flex teams; and
- Engage entire departments in evaluating how flex can work for them
- Measure the ROI of flex initiatives.



Presenter: *Kyra Cavanaugh, president, Life Meets Work, Park Ridge, Ill.*

CHANGING THE GAME BY CHANGING YOUR PARADIGM

LOCATION: WASHINGTON 4

Tenia Davis, Vice President of Human Resources for Harpo, Inc., will share a unique perspective on her six-year journey at Harpo Inc. driving significant transformational culture change to further enhance this worldwide brand. She challenges conventional wisdom on how Diversity and Inclusion should be viewed in organizations and offers provocative and innovative insights on how to integrate HR and D&I practices into every aspect of the business.



Presenter: *Tenia Davis, MBA, vice president, human resources, Harpo, Inc., Chicago, Ill.*

HOW WE THINK – THE INCLUSION JOURNEY

LOCATION: WASHINGTON 3

In this interactive and engaging session, Carleen will take you on a journey of self-discovery, starting with an exercise that will enable you to uncover and address your own hidden biases and prejudices. On the backdrop of brain science research (how we think, act, and change behavior) you'll learn the strategies Humana employed to challenge their own leadership in shifting their paradigms in thinking, making decisions, and changing the organizational culture. Participants will not only walk away with tips on how to address their own hidden biases, but they will obtain useful tools and practices on how to encourage accountability conversations with senior leadership, how to measure and drive inclusion as a business strategy, and how to ensure sustainable cultural change.

Humana Inc., a leading health care solutions provider, understands the intrinsic value of incorporating inclusion and diversity into its corporate practices. Headquartered in Louisville, KY, the organization works diligently to ensure that everyone at the company feels included and can bring their entire self to work. It is also important that the associate population is reflective of the communities that we serve. To inform this process, the HR team has closely studied the concept of implicit bias and other decision science to create strategies to better transform the company.



Presenter: *Carleen Haas, vice president, Talent Strategies, Humana Inc., Louisville, Ky.*

SHRM DIVERSITY & INCLUSION CONFERENCE & EXPOSITION

11:00 A.M. – 12:15 P.M.



CLOSING GENERAL SESSION FEATURING

Erik Weihenmayer

World-Class Adventurer

LOCATION: SALONS 2&3

PIONEERING POSSIBILITIES

Erik Weihenmayer sees himself as a problem solver and an innovator rather than as a risk taker. One critic told him that ice climbing would be impossible for a blind person. He approached the task from an untried, unique direction. He learned to “see” the face of a rocky surface by feeling through the tips of his tools. Weihenmayer is motivated by a sense of discovery and what is achievable. He charts his plan and moves forward methodically. He develops a system of strategies and tools that make his adventure safer, more efficient, and more productive. He punctuates his message with personal anecdotes.

Get ready to be motivated by this world-renowned author and adventurer. Hear how he finds creative ways to cross the blurry lines between what detractors view as impossible, and what we believe is possible in our hearts.

ABOUT ERIK WEIHENMAYER

Erik Weihenmayer is the only blind man in history to reach the summit of the world’s highest peak—Mount Everest. Weihenmayer has also completed his 12-year quest to climb the Seven Summits—the highest mountains on each of the seven continents, joining only 150 mountaineers who have accomplished that feat.



NETWORKING OPPORTUNITIES

You can connect with fellow attendees at any time, not just during official networking activities. So introduce yourself to others in your session, strike up a conversation during a coffee break or book signing. You'll be amazed at what you can learn from your peers.

Capital City Events will be available during registration hours on Sunday, Monday and Tuesday to assist with restaurant recommendations and city tips and info. Stop by the hospitality desk, located near registration, and learn how you can discover all that our Nation's capital has to offer!

Meet to Eat (By Industry)

TUESDAY, OCTOBER 25 6:30 p.m.

You don't have to eat alone. This popular program brings conference attendees together to network and enjoy dinner as a group. It is a great way to meet people who share your interest in diversity. Sign up at the registration desk by Tuesday at 3:00 p.m.

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For networking opportunities in our Exhibit Hall, please visit page 31.

SPECIAL EVENT:

Exclusive Screening and Q&A of

"FROM THE ROUGH"

Monday, October 24

LOCATION: MARYLAND A/B

7:00 p.m.

You are invited to join us for an exclusive screening of "From the Rough", a film starring Academy Award Nominee Taraji P. Henson. The film is based on the true story of Dr. Catana Starks, a true "game changer" as the first-ever African American woman to coach a Division I golf team. The movie chronicles her courage and triumph as a coach and mentor to a diverse group of student-athletes while also overcoming adversity and internal challenges. After the film, we will have a Q&A with Director Pierre Bagley and Dr. Starks. One lucky guest at the screening will win a special prize pack!

EXPERIENCE WASHINGTON, D.C.

Interested in exploring D.C. on your own? Many of D.C.'s top attractions are just a metro or taxi cab ride away. Stop by the tour desk, near registration, for city info and tips.

The Washington Marriott Wardman Park is located at the Woodley Park-Zoo/Adams Morgan metro stop (Red Line).

POINTS OF INTEREST INCLUDE:

Smithsonian Institution – Smithsonian (Blue Line/Orange Line)

Washington Monument, WWII Memorial, Holocaust Museum, Lincoln Memorial – Smithsonian (Blue Line/Orange Line)

Martin Luther King, Jr. National Memorial – Smithsonian (Blue Line/Orange Line)

The White House – Federal Triangle or Metro Center (Blue Line/Orange Line/Red Line)

U.S. Capitol Building and the U.S. Supreme Court – Judiciary Square (Blue Line/Orange Line)

FOR GREAT FOOD VISIT:

Woodley Park-Zoo/Adams Morgan (Red Line)

Gallery Place/Chinatown (Red Line/Yellow Line)

Navy/Archives (Yellow Line)

U St./African-American Civil War Memorial/ Cardozo (Yellow Line/Green Line)

Tenleytown-AU (Red Line)

Bethesda (Red Line)



RECERTIFICATION CREDIT FORM*

To keep track of your recertification activities, check the box by each session you attend. Please refer to the recertification policies and procedures located at www.hrci.org/recertification.

Note: All concurrent and general sessions listed below have been preapproved for strategic business management recertification credit hours. Additionally, the sessions listed below qualify for specified credit hours (International Management for GPHRs). Any sessions not listed below count for general recertification credit.

Sessions preapproved for Strategic Business Management credit:			
	Date/Time	Session Title	Hours
<input type="checkbox"/>	Monday, October 24 10:45 a.m. – Noon	Get It Right the First Time! How to Manage Diversity Implementation from the First Day of Your Assignment	1.25
<input type="checkbox"/>	Monday, October 24 10:45 a.m. – Noon	Carpe Diem! Seeing and Seizing Opportunities for Inclusion	1.25
<input type="checkbox"/>	Monday, October 24 3:15 p.m. – 4:30 p.m.	Human Kinds are a Function of Human Minds: Neuroscience and Why Diversity and Inclusion is Hard Work for Human Beings	1.25
<input type="checkbox"/>	Monday, October 24 3:15 p.m. – 4:30 p.m.	Building an ROI-Focused Diversity Scorecard: An Application Case Study	1.25
<input type="checkbox"/>	Monday, October 24 3:15 p.m. – 4:30 p.m.	The End of Diversity as We Know It: Why Diversity Efforts Fail and How Leveraging Difference Can Succeed	1.25
<input type="checkbox"/>	Tuesday, October 25 8:30 a.m. – 9:45 a.m.	Creating a Culture of Innovation (General Session with Freeman A. Hrabowski, III, Ph.D.)	1.0
<input type="checkbox"/>	Tuesday, October 25 10:15 a.m. – 11:30 a.m.	The Four C's of Diversity and Equity: Steps To Take When Diversity Is What You Have, But Equity Is What You Need	1.25
<input type="checkbox"/>	Tuesday, October 25 10:15 a.m. – 11:30 a.m.	A Strategic Choice in Diversity Management: Give A Fish or Empower To Fish	1.25
<input type="checkbox"/>	Tuesday, October 25 10:15 a.m. – 11:30 a.m.	Building Internal Capability of D&I Stakeholders: The Powerful Role of HR	1.25
<input type="checkbox"/>	Tuesday, October 25 1:45 p.m. – 3:00 p.m.	None of Us is As Good As All of Us... The D&I Journey at McDonald's** (General Session with Patricia Sowell Harris)	.75
<input type="checkbox"/>	Tuesday, October 25 3:15 p.m. – 4:30 p.m.	Game Changers in Research	1.25
<input type="checkbox"/>	Tuesday, October 25 3:15 p.m. – 4:30 p.m.	Dignity & Respect Campaign: An Initiative to Build An Inclusive Workplace	1.25
<input type="checkbox"/>	Tuesday, October 25 3:15 p.m. – 4:30 p.m.	Global Inclusion & Intercultural Management on a Three-Legged Stool	1.25
<input type="checkbox"/>	Wednesday, October 26 8:00 a.m. – 9:15 a.m.	Evaluating the Efficacy of Diversity Programs and Strengthening Them for Results	1.25
<input type="checkbox"/>	Wednesday, October 26 8:00 a.m. – 9:15 a.m.	D&I Meets L&S: Leadership & Strategy	1.25
<input type="checkbox"/>	Wednesday, October 26 8:00 a.m. – 9:15 a.m.	Building Cultural Competence Across Your Organization: Lessons from the Field and Best Practices	1.25
<input type="checkbox"/>	Wednesday, October 26 8:00 a.m. – 9:15 a.m.	The Business Case for Gender-Balanced Leadership	1.25
<input type="checkbox"/>	Wednesday, October 26 9:30 a.m. – 10:45 a.m.	Game Changers in the Military	1.25
<input type="checkbox"/>	Wednesday, October 26 9:30 a.m. – 10:45 a.m.	Changing the Game by Changing Your Paradigm	1.25

** This session is being awarded .75 hours as part of this event. If held as a stand-alone program, it would need to be at least one (1) hour in length.

RECERTIFICATION CREDIT FORM* (CON'T)

Session preapproved for International Management credit:			
	Date/Time	Session Title	Hours
<input type="checkbox"/>	Tuesday, October 25 10:15 a.m. – 11:30 a.m.	Increasing the Effectiveness of Your Multicultural Workforce	1.25
Sessions preapproved for Strategic Business & International Management credit:			
<input type="checkbox"/>	Monday, October 24 10:45 a.m. – Noon	Five Key Global Competencies of the Next Generation Diversity Practitioner	1.25
<input type="checkbox"/>	Monday, October 24 3:15 p.m. – 4:30 p.m.	Diversity & Inclusion and Cultural Competence: An Emerging Global Talent Management Strategy	1.25
<input type="checkbox"/>	Tuesday, October 25 3:15 p.m. – 4:30 p.m.	TD Bank Group's Global Diversity Journey	1.25
<input type="checkbox"/>	Wednesday, October 26 9:30 a.m. – 10:45 a.m.	Merck's Journey Towards Revolutionary Change	1.25

* Subject to change.

If you need general recertification credit hours, please enter this program **ID#100629** with these dates **October 24–26, 2011** for a pre-approved total number of **9.25** general credit hours.



Visit the SHRMStore®

LOCATION: NEAR THE REGISTRATION AREA

The SHRMStore® has the most current resources available on Diversity & Inclusion topics. Choose from a comprehensive selection of leading-edge diversity products to augment your collection of professional resources. Visit the SHRMStore® to view the complete inventory of all the books, products and logo accessories it has to offer!

Book Signing Schedule at the SHRMStore®

SUNDAY, OCTOBER 23

5:00 p.m.

Dr. Edward E. Hubbard

MONDAY, OCTOBER 24

10:30 a.m.

Howard Ross

12:15 p.m.

Pat Baille
Giselle Kovary
Laura Liswood
Grace Odums

4:30 p.m.

Martin Davidson
Steve Hanamura
Dr. Edward E. Hubbard
Bill Proudman
Steve Robbins

TUESDAY, OCTOBER 25

9:45 a.m.

Freeman A. Hrabowski, III, Ph.D.

11:30 a.m.

Lionel Laroche
Dr. Roosevelt Thomas

3:00 p.m.

Patricia Sowell Harris

WEDNESDAY, OCTOBER 26

9:15 a.m.

Fiona Citkin
Sonia Aranza
Grace Odums
Selena Rezvani

12:15 p.m.

Erik Weihenmayer

EXHIBITOR DIRECTORY



MAP KEY

- SHRM
- SHRM Social Media Booth
- Grantham University
- Ogletree Deakins
- Alzheimer's Association

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EXHIBIT HALL EVENTS

MONDAY, OCTOBER 24

4:00 p.m. – 7:00 p.m.

[Exhibit Hall Opening Reception](#)

TUESDAY, OCTOBER 25

9:30 a.m. – 1:30 p.m.

[Exhibit Hall Open](#)

9:45 a.m. – 10:15 a.m.

[Refreshment Break](#)

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the compassion to care, the leadership to conquer

11:30 a.m. – 1:30 p.m.

[Lunch & Table Topics in the Exhibit Hall](#)

Discuss topics of interest over lunch. This is a great way to meet your fellow D&I colleagues who face the same challenges as you and the exhibitors who supply the solutions you need.

SPONSORED BY:



1:15 p.m.

[Prize Drawing in the Exhibit Hall](#)

You could be the lucky winner of one of our great cash prizes. You must be present to win, so be sure to get there early!

EXHIBITOR DIRECTORY

Alzheimer's Association

Booth: 105

225 North Michigan Avenue
17th Floor
Chicago, IL 60601
Phone: +1-800-272-3900
Web site: www.alz.org

The Alzheimer's Association is the leading global voluntary health organization in Alzheimer's care and support, and the largest private, nonprofit funder of Alzheimer's research. Also recognized as the top large nonprofit to work for and number five in the top 50 nonprofits overall by *The NonProfit Times*.

Ameriprise Financial Services

Booth: 404

9841 Washington Blvd.
Gaithersburg, MD 20878
Phone: +1-240-314-4367
Web site: www.Ameripriseadvisors.com/Leonard.L.Lupica

Ameriprise Financial, Inc. helped pioneer financial planning. Your relationship with Ameriprise is based on a personal, ongoing relationship with one of our financial advisors. Your initial consultation with an advisor is complimentary. With our unique Dream→Plan→Track client experience, your advisor will help guide progress towards your goals.

aRi Financial Solutions, LLC/Mass Mutual

Booth: 410

1401 Mercantile Lane
Suite 385
Largo, MD 20774
Phone: +1-202-595-9200
Web site: www.theargroupllc.com

aRi Financial is a comprehensive financial services firm based in the Washington, D.C. area, in alliance with Mass Mutual Life a top 5 mutual company, has become a premier financial consultant in the areas of corporate, non-profit and business benefits, estate & tax planning, debt restructuring and generational wealth.

Berlitz Languages, Inc.

Booth: 113

400 Alexander Park
Princeton, NJ 08540
Phone: +1-866-723-7548
Web site: www.berlitz.us

Berlitz, an industry innovator in language and cross-cultural training with over 550 locations

worldwide, provides a comprehensive portfolio of face-to-face and online solutions geared toward helping companies develop a global-ready workforce. Online learning and assessment tools include the Global Navigator and Cultural Orientations Indicator (COI) from TMC, a Berlitz company.

Boost Rewards

Booth: 313

811 East Fourth Street
Suite B
Dayton, OH 45402
Phone: +1-800-324-9756
Web site: www.boostrewards.com

Boost Rewards, an award-winning *WBENC-Certified Women's Business Enterprise*, is a trusted partner for organizations committed to achieving total workforce engagement. Our online points-based rewards solutions offer the Power of Choice in recognizing and rewarding ANY SIZE workforce. Let us give your organization the BOOST it needs!

ClearCaptions

Booth: 308

595 Menlo Drive
Rocklin, CA 95765
Phone: +1-877-527-0508
Web site: www.clearcaptions.com/cisco

Designed for employees with hearing loss, ClearCaptions for Cisco is a telephone captioning service that displays near-real-time captions of calls on most Cisco desk phones. ClearCaptions is also an easy workplace accommodation for the 36 million people in the U.S. who have hearing loss. Free pilots going on now.

Cockerham & Associates, LLC

Booth: 102

875 North Michigan Avenue
Suite 3100
Chicago, IL 60611
Phone: +1-312-253-4037

Web site: www.cockerhamassociates.com
Cockerham & Associates provides consulting services in Human Resources including Diversity and Inclusion, Employee Resource Group Management, Talent Management, and Executive Coaching. We help your organization align its human capital and business strategies with expert advice, metrics, scorecards and reports to monitor progress and achieve "RESULTS THAT MATTER."

Culture Coach International

Booth: 111

259 Walnut Street
Suite 17
Newton, MA 02460
Phone: +1-617-795-1688
Web site: www.CultureCoach.biz

CCI is a strategy, consulting and training firm specializing in developing cultural competency and diversity management skills for businesses and employees. We are experts in creating and managing high functioning diverse and culturally competent teams and at optimizing cross-cultural business interactions.

Deaf Services Unlimited

Booth: 108

6925 Hickman Road
Des Moines, IA 50322
Phone: +1-515-243-4455/800-930-2580
Web site: www.DeafServicesUnlimited.com

Deaf Services Unlimited provides sign language interpreting and captioning services for the Deaf and Hard of Hearing, allowing organizations to be in compliance with the Americans with Disabilities Act. Services are conveniently available day and night, year round. Services can be provided on-site or remotely using video conferencing technology.

Deloitte

Booth: 109

1919 North Lynn Street
Arlington, VA 22209-1742
Phone: +1-571-882-5000
Web site: www.deloitte.com

Deloitte Consulting's Human Capital practice has more than 11,000 practitioners across 55 countries. Ranked as the top talent management consulting practice and one of the leaders in HR consulting, we deliver full lifecycle human capital management services.

Dignity & Respect Campaign

Booth: 200

UPMC Center for Inclusion
3600 Forbes at Meyran Avenue, Suite 11070
Pittsburgh, PA 15213
Phone: +1-412-605-3091

Web site: www.dignityandrespect.org

The Dignity & Respect Campaign began as an internal initiative to promote inclusion at UPMC. Today it is a movement promoting inclusion in the workplace, community unity, and anti-bullying in schools. Our vision: Making the world a better place for all to live—with all of our differences.

EXHIBITOR DIRECTORY

EMP Trust Solutions

Booth: 210

23219 Stringtown Road # 272
Clarksburg, MD 20871
Phone: +1-888-407-7395
Web site: www.emptrust.com

EMPTTrust Solutions provides solutions for employee **on-boarding, electronic Form I-9, E-Verify and background checks** in a secure HRIS platform that meets federal and state regulatory compliance requirements. Our solutions simplify management tasks & processes, improving compliance while unifying HR information across existing systems.

Equal Opportunity Publications, Inc.

Booth: 309

445 Broad Hollow Road
Suite 425
Melville, NY 11747
Phone: +1-631-421-9421
Web site: www.eop.com

Since 1968, Equal Opportunity Publications has led the way in diversity recruitment with seven national career magazines for college students and professionals, diversity website, diversity job board and career expos for women, minorities, and people with disabilities (CAREERS and the disABLED's Career Expo and EOP's STEM Diversity Career Expo).

G2nd Systems®

Booth: 300

PO Box 910770
San Diego, CA 92191
Phone: +1-858-622-1001
Web site: www.G2nd.com

G2nd Systems is a strategic, language-based consultancy with recognized business communication design and global HR expertise. First to develop culturally-neutral English for workplace contexts—the Global Second Language (GSL) approach, G2nd Systems integrates clients' metrics/analytics into its learning systems, enabling them to substantiate the return on their learning and development investments.

Grantham University

Booth: 302

7200 NW 86th Street
Kansas City, MO 64153
Phone: +1-816-595-5759
Web site: www.grantham.edu

Grantham University, a 100% online university, specializes in educating working adults, especially the military and veteran communities. The University, whose focus is on building successful lives for its students, has launched Grantham Pathways, a portal that educates and connects employers with veterans. Find out more—visit our booth today!

HBCU Connect, LLC

Booth: 306

750 Cross Pointe Road
Suite Q
Columbus, OH 43230
Phone: +1-614-416-5522

Web site: <http://jobs.hbcuconnect.com>
HBCU CONNECT, LLC, launched in 1999, is the #1 web destination for Historically Black Colleges and Universities recruits, students and alumni. It is the best single access point for businesses and organizations to connect with highly motivated African American professionals. We provide interactive online advertising and diversity recruiting services.

HireDiversity.com

Booth: 112

475 Pine Avenue
Santa Barbara, CA 93117
Phone: +1-805-964-4554
Web site: www.HireDiversity.com

HireDiversity.com, the nation's leading diversity recruitment site, serves as the career branch of Hispanic Business Media. We offer unparalleled recruitment opportunities including multi-site job posting, print & online advertising campaigns, and premier event solutions enhancing corporate diversity initiatives. Our 225,000+ OFCCP compliant resume database consists of highly qualified, under represented candidates.

Hopkins Center for Health Disparities Solutions

Booth: 408

Johns Hopkins Bloomberg School of Public Health
624 North Broadway, Suite 441
Baltimore, MD 21205
Phone: +1-410-614-5983
Web site: www.hopkinshealthdisparities.org
The Hopkins Center for Health Disparities

Solutions, founded and directed by Dr. Thomas LaVeist in 2002, and funded by a grant from the National Center for Minority Health and Health Disparities of the National Institutes of Health, has been designated a National Comprehensive Center of Excellence in Health Disparities.

Hubbard & Hubbard, Inc.

Booth: 307

World Headquarters
832 Garfield Drive
Petaluma, CA 94954
Phone: +1-707 763-8380

Web site: www.hubbardnhubbardinc.com
Hubbard & Hubbard, Inc., International Organization and Human Performance Consulting Corporation recognized for ground-breaking diversity measurement solutions: Diversity (ROI) Analytics, Innovative Diversity Measurement Technologies (MetricLink) and services, Diversity Scorecards/Dashboards, Hubbard Diversity ROI Institute, Diversity Measurement & Productivity Institute Certifications, Hubbard Diversity ROI Best Practice Resource and Solution Center Memberships.

InterExchange, Inc.

Booth: 207

161 Avenue of the Americas
Floor 10
New York, NY 10013
Phone: +1-917-305-5430

Web site: www.interexchange.org
InterExchange, Inc. is a non-profit organization that provides cultural exchange opportunities through work and volunteer programs and is a U.S. Department of State J-1 Visa sponsor. For more than 40 years, we have connected employers to qualified international staff and facilitated cultural exchange for businesses, students, professionals and families.

Internal Revenue Service

Booth: 107

645 East Iron Street
Suite A
Salina, KS 67401
Phone: +1-316-347-6484
Web site: <http://jobs.irs.gov>

If you are deciding what kind of career you want to build, consider one that supports your country. At the IRS, our employees can use their talents and apply them to real-world challenges. We also provide employees with the training they need to excel.

EXHIBITOR DIRECTORY

KnowledgeStart, Inc.

Booth: 202

300 King Street
Pottstown, PA 19464
Phone: +1-877-650-0454

Web site: www.knowledgestart.com

KnowledgeStart is an employee development company who specializes in online training for its U.S. and global clients. Over the years, we have excelled in enhancing organizational and individual productivity in topics such as Diversity and Inclusion, Cultural Effectiveness, Affirmative Action/ EEO, Generational Differences, Harassment Prevention, Business Ethics, and Substance Abuse Prevention.

Kochman Mavrelis Associates, Inc. (KMA)

Booth: 212

PO Box 3549
Oak Park, IL 60302
Phone: +1-888-562-4070

Web site: <http://kmadiversity.com>

A New Kind of Diversity Training: KMA's approach is the result of over 20 years of experience. Using multimedia, group facilitation and discussion, KMA experts teach companies how to engage, recruit and retain a diverse workforce. We deliver our unique training in three formats: Web-based, on-site and train-the-trainer.

Legacy Business Cultures

Booth: 310

4807 Rockside Road
Suite 240
Independence, OH 44131
Phone: +1-888-892-0300

Web site: www.legacycultures.com

Legacy Business Cultures is a global leader in helping clients create best-in-class workplace cultures through respect and engagement. Anchored by current neuroscientific research, LBC works with your team to create customized training designed to leverage your organization's culture for improving your bottom line. **Respect is Everyone's Business!**

Lema & Associates

Booth: 406

P.O. Box 129
Burlington, NJ 08016 USA
Phone: +1-609-386-0944

Web site: www.lema-and-associates.com

We are an HR Consulting and Search Firm specialized in assisting companies in developing and implementing HR practices and programs to effectively recruit, develop,

motivate and retain their **Hispanic/Latino workforce** and bridge the cultural and language gap often found between employers and their Spanish-speaking employees.

LifeMoxie

Booth: 301

27 Madison Avenue
Red Bank, NJ 07701
Phone: +1-888-676-6943

Web site: www.lifemoxie.com

LifeMoxie Consulting...because moxie is the new strategic advantage. When the power of every organization rests in the middle, it's time to unleash it. It's time for people in the middle to influence and execute. Using mentoring strategies and solutions, LifeMoxie primes managers to make a difference.

National Organization on Disability

Booth: 209

5 East 86th Street
New York, NY 10028
Phone: +1-646-505-1191

Web site: www.nod.org

The National Organization on Disability (NOD) is a private, non-profit organization that promotes the full participation of America's 54 million people with disabilities in all aspects of life. Our current focus is on increasing employment opportunities by piloting employment-focused demonstration programs that work with corporations and service providers.

Ogletree Deakins

Booth: 101

191 Peachtree Street
Suite 4800
Atlanta, GA 30303
Phone: +1-404-881-1300

Web site: www.ogletreedeakins.com

Ogletree Deakins is one of the nation's largest management labor and employment law firms. The firm offers national representation in every aspect of labor and employment law, represents a diverse range of clients, and has 40 offices across the country. *Employers & Lawyers, Working Together.*

Paradigm Group Consultants

Booth: 303

3300 Henry Avenue
Suite 339
Philadelphia, PA 19129

Phone: +1-215-991-0213

Web site: www.paradigmgroupconsultants.org

Operating for over 18 years, Philadelphia-based Paradigm Group Consultants is a

management consulting firm with a proven track record of bringing innovative solutions to *Fortune 500* companies, government, academic institutions and small businesses to help them achieve their business goals. PGC's Consulting Practices: Talent Management; Organizational Development; Change Management; Diversity and Inclusion; and Human Resources Strategy.

Peoplefluent (formerly Peopleclick Authoria)

Booth: 304

434 Fayetteville Street
9th Floor
Raleigh, NC 27601

Phone: +1-800-782-1818

Web site: www.peoplefluent.com

Peoplefluent[™] (formerly Peopleclick Authoria) is transforming Talent Management through best-of-breed technology and expertise. With a deep focus on business intelligence and analytics, the company's mobile and SaaS technology within Talent Management, Vendor Management, and Workforce Compliance and Diversity gives clients the actionable insight required to drive better business results.

Pepperdine University

Booth: 103

Graduate School of Education & Psychology
6100 Center Drive
Los Angeles, CA 90045

Phone: +1-310-568-5600

Web site: <http://gsep.pepperdine.edu>

The **Pepperdine University Graduate School of Education and Psychology** is an innovative and diverse learning community dedicated to building knowledge, inspiring service, and creating change. Through traditional and unique distance education opportunities, students can live anywhere and still pursue graduate degrees in such fields as **Organizational Leadership or Social Entrepreneurship**.

EXHIBITOR DIRECTORY

PRISM International, Inc.

Booth: 204

312 West First Street
Suite 500
Sanford, FL 32771
Phone: +1-888-997-7476

Web site: www.PrismDiversity.com

PRISM is a WBENC-certified, full-service provider of innovative, proven diversity/inclusion; cross-cultural & harassment prevention strategies, consulting services, training programs and products. PRISM's solutions have assisted over 160 organizations in 21 countries in creating a proven systematic process & best practices tactics for leveraging opportunities in their workforce, workplace and marketplace.

RIT/National Technical Institute for the Deaf

Booth: 100

52 Lomb Memorial Drive
Rochester, NY 14623-5604
Phone: +1-585-475-6710

Web site: www.rit.edu/ntid/coops/jobs

Discover the value of hiring interns or graduates from the National Technical Institute for the Deaf at Rochester Institute of Technology—successful, career-oriented, technical professionals from all over the United States. We train excellent candidates for your employment needs in the fields of business, computing, engineering, graphic arts and science.

sComm

Booth: 312

6238 Hadley Street
Raytown, MO 64133
Phone: +1-816-350-7008

Web site: www.sComm.com

sComm is the manufacturer of the UbiDuo. The UbiDuo communication device enables deaf/hard of hearing and hearing employees to communicate with each other face-to-face without an interpreter. The UbiDuo allows deaf or hard-of-hearing people to interact freely with hearing people anywhere, anytime, in work settings.

SHRM Social Media

Booth: 400 & 402

1800 Duke Street
Alexandria, VA 22314
Phone: +1-703-548-3440

Web site: <http://blog.shrm.org>

Join us to learn about how to use social media to be a more effective professional. To tweet or not to tweet? What's next in social media

for HR? Experts from SHRM will be there to answer these questions and more and to help you get started. View the LIVE twitter stream and answer our diversity question of the day for your chance at 15 minutes of fame on our daily video blog.

Society for Human Resource Management

Booth: 201 & 203

1800 Duke Street
Alexandria, VA 22314
Phone: +1-703-548-3440

Web site: www.shrm.org

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. Representing more than 250,000 members in over 140 countries, the Society serves the needs of HR professionals and advances the interests of the HR profession.

University of Maryland University College

Booth: 208

3501 University Blvd. East
Adelphi, MD 20783
Phone: +1-800-888-UMUC

Web site: www.umuc.edu

University of Maryland University College (UMUC), a global leader in online adult education, offers career-advancing undergraduate and graduate degree and certificate programs in human resources. As a regionally accredited institution in the University System of Maryland, UMUC's extensive student support services help to ensure your success.

WorkplaceDiversity.com

Booth: 106

26 Eastmans Road
Parsippany, NJ 07054
Phone: +1-973-992-7311

Web site: www.workplacediversity.com

Looking for a diversity recruiting strategy? Look no further than WorkplaceDiversity.com and our partner websites. We are the premier source for diversity talent, diversity candidate resume access, diversity job posting and advertising nationwide.

The Z®

Booth: 206

600 Cleveland Street
Suite 1000
Clearwater, FL 33755
Phone: +1-727-254-5600

Web site: www.zvrs.com

The Z® offers the best videophone technology, providing equipment and application options to meet customers' individual needs and offering features not available through other VRS providers. Professional, nationally certified interpreters follow standards of service excellence above and beyond Federal Communications Commission requirements.

LATE ADDITION!

Careers In Transition, Inc.

Booth: 213

2181 Northlake Parkway
Tucker, GA 30084
Phone: +1-770-414-1026

Web site: www.career-transition.com

Careers In Transition, Inc. helps organizations with their employee career cycle by attracting, selecting, and acquiring talent within by developing and training talent through training and coaching, and transitioning out through succession planning/retirement assistance/resource optimization. Careers In Transition, Inc. is a SBA 8(a) Certified Veteran, Minority, and Woman Owned Small Business.

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SHRM 2012

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October 22-24, 2012
CHICAGO, ILL.

Chicago Marriott
Downtown Magnificent Mile

More information available at www.shrm.org/conferences/diversity

