D&I GAME CHANGERS
Reinventing the Playbook
Washington, D.C.
24-26 October 2011

2011 Diversity & Inclusion Conference & Exposition
Register at www.shrm.org/conferences/diversity
The SHRM Diversity & Inclusion Conference & Exposition is where HR professionals, diversity practitioners and other business leaders from a cross-section of business sectors, industries and disciplines gather each year to get inspired by, learn from and network with others who lead workplace diversity initiatives.

WHY YOU SHOULD ATTEND:

• Walk away with innovative, forward-thinking strategies that take your Diversity & Inclusion efforts to the next level.
• Learn how to build on the strengths of differences and develop plans that support organizational objectives and goals.
• Find ways to use workplace diversity as a catalyst for new ideas and initiatives.

WHO ATTENDS?

• CHIEF DIVERSITY OFFICERS (CDOS)
• DIRECTORS OF DIVERSITY & INCLUSION
• EEO & AA MANAGERS
• DIVERSITY & INCLUSION EDUCATORS
• DIVERSITY & INCLUSION CONSULTANTS
• SENIOR BUSINESS & LINE LEADERS
• HR DIRECTORS & HR GENERALISTS

Learn how to produce positive and measurable results and change the way your organization does business. Become a Game Changer.

Register Today!
www.shrm.org/conferences/diversity

Connect online. Network onsite.
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<th>Day</th>
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<tr>
<td><strong>SUN</strong> 23</td>
<td>8:00 a.m. – 5:30 p.m.</td>
<td>Registration/SHRMStore®</td>
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<td>8:00 a.m. – 5:00 p.m.</td>
<td>Certificate Program: The Diversity Practitioner of the 21st Century: What New Practitioners Need to Know**</td>
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<td>1:00 p.m. – 5:00 p.m.</td>
<td>Preconference Workshop: Applying a Six-Level System to Measure the Impact of Your Diversity Training**</td>
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<td>5:30 p.m. – 7:00 p.m.</td>
<td>A Conversation with Howard Ross</td>
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<td><strong>MON</strong> 24</td>
<td>8:00 a.m. – 6:30 p.m.</td>
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<td>8:45 a.m. – 10:30 a.m.</td>
<td>Opening General Session Featuring Shirley Davis, Ph.D.</td>
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<td>10:30 a.m. – 10:45 a.m.</td>
<td>Coffee Break</td>
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<td>10:30 a.m. – 11:00 a.m.</td>
<td>Book Signing with Howard Ross</td>
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<td>Noon – 1:30 p.m.</td>
<td>Lunch on Your Own</td>
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<td>1:30 p.m. – 3:00 p.m.</td>
<td>General Session Featuring Susan O’Malley</td>
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<td>Book Signing with Susan O’Malley</td>
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<td>4:00 p.m. – 7:00 p.m.</td>
<td>Exposition Hall Opening Reception</td>
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<td><strong>TUES</strong> 25</td>
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<td>Continental Breakfast</td>
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<td>8:30 a.m. – 9:45 a.m.</td>
<td>General Session Featuring Freeman A. Hrabowski, III, Ph.D.</td>
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<td>Refreshment Break in the Exposition Hall</td>
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<td>Lunch &amp; Table Topics in the Exposition Hall</td>
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<td>General Session Featuring Patricia Sowell Harris</td>
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<td>D&amp;I Game Changers</td>
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<td>Meet to Eat (By Industry)</td>
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<td><strong>WED</strong> 26</td>
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<td>Closing General Session Featuring Erik Weihenmayer</td>
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<td>Book Signing with Erik Weihenmayer</td>
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*Schedule subject to change.
**Additional fee required.
Dear Diversity Leader,

I am pleased to be your host again this year for the SHRM 2011 Diversity & Inclusion Conference & Exposition on October 24-26, in Washington, D.C. This conference is the premier forum for diversity thought leaders, practitioners and other business leaders like yourself to discuss current challenges, explore future trends, exchange new ideas and strategies, and expand your network. This conference will inspire you as you ready your organization to better compete in the next decade. We have an exciting learning experience planned that I believe will “wow” you.

We are thrilled to have several outstanding keynote speakers and Game Changers this year including 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). Additionally, Howard Ross, one of last year’s most popular General Session Speakers, will be conducting a special session on 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 called 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, Georgetown University, Cornell University, Catalyst, Roosevelt Thomas Consulting, the Department of Veteran Affairs and the U.S. Armed Forces. These Game Changers will share their stories, strategies, setbacks and successes about how they reinvented the playbook in their respective industries, organizations and communities.

There are a number of benefits you’ll gain by attending this conference. They include:

• Identifying innovative and forward-thinking strategies that will take your Diversity & Inclusion efforts to the next level;
• Learning how to build on the strengths of differences and develop plans that support organizational objectives and goals;
• Discovering ways to use workplace diversity as a catalyst for new ideas and initiatives; and
• Identifying tools and best practices that will enable you to reinvent the playbook and become a Game Changer in your organization.

Additional benefits include:

• Networking with colleagues and building new alliances that you can leverage beyond the conference
• Earning recertification credits for each program you attend.

I hope you’ll join me and hundreds of other diversity thought leaders and practitioners in reinventing the D&I playbook. I look forward to seeing you there.

Sincerely,

Shirley A. Davis, Ph.D.
Global Diversity & Inclusion Officer
SHRM
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.

Dr. Davis is renowned for her inspirational and eye-opening presentations. Arrive early and get ready to be wowed.

About Shirley Davis, Ph.D.
As Director of Global Diversity & Inclusion, Dr. Davis is a well-respected thought leader on global workplace diversity issues and has successfully positioned SHRM as the leader in the diversity and inclusion field. She spearheaded the largest global study done on diversity and inclusion practices, perceptions, and attitudes, published in 2009. In 2008 and 2010, she convened 200 global thought leaders from 15 countries to identify key challenges and innovative solutions for the global 21st century workforce.

WHY SHIRLEY IS A GAME CHANGER:
• She is co-leading an effort to identify and launch the first-ever D&I standards of practice for the field through the American National Standards Institute (ANSI) and the International Standards Organization (ISO).
• In 2008, she was named a Front Runner in Diversity by Profiles in Diversity Journal.
• In 2011 she was named one of the Top 100 Corporate Executives in America by Uptown Professional.
• She led a Diversity Practice Analysis project that outlined the body of knowledge, skills, and associated activities required to practice in the D&I field.
• She led the efforts at SHRM to produce the largest U.S.-based study, The Current State of Workplace Diversity Management, which was published in 2008.
• Thought leadership, products and services produced under her direction are considered best-in-class, and continue to prepare HR & Diversity professionals to “change the game” in their organizations.
KEYNOTE SPEAKERS

GENERAL SESSION FEATURING
SUSAN O’MALLEY,
FORMER PRESIDENT
OF WASHINGTON SPORTS
AND ENTERTAINMENT

1:30 P.M. – 3:00 P.M.
MON
OCTOBER
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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 and she will have you laughing while you are learning.

About Susan O’Malley

Through her experience, she knows what it takes to be a leader in a tough business environment and how to recreate an organization from the ground up. Once an intern with the Washington Capitals and Bullets—now the Wizards—O’Malley joined the organization full-time in 1986 as director of advertising. Since that time, 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.

WHY SUSAN IS A
GAME CHANGER:

• She was the first female president of a professional sports franchise.
• In her first season handling off-court activities, the team experienced the largest ticket revenue increase in the history of an NBA franchise to date and the highest renewal rate of season tickets ever by the franchise (including the year following the 1977-78 Championship season).
• Through her expertise in connecting with employees, transforming the organizational culture, and hiring the right people for the right positions, she was able to blaze a trail for women in the future to rise to the top of, and succeed in, the world of professional sports.
• Under her guidance, Washington Sports and Entertainment improved both its bottom line and its winning percentage.

Register online at www.shrm.org/conferences/diversity
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 Hrabowski, 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

Dr. Hrabowski has served as President of UMBC (The University of Maryland, Baltimore County) since 1992. With philanthropist Robert Meyerhoff, he co-founded the Meyerhoff Scholars Program in 1988. The program is open to all high-achieving students committed to pursuing advanced degrees and research careers in science and engineering, and advancing minorities in these fields. The program has become a national model, and based on program outcomes, Hrabowski has authored numerous articles and co-authored two books that are used by universities, school systems, and community groups around the country.

8:30 A.M. – 9:45 A.M.
TUES OCTOBER 25

WHY FREEMAN IS A GAME CHANGER:

• In 2008, he 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 and among the top colleges and universities in the nation for commitment to undergraduate teaching.

• In 2009, Time magazine named him one of America’s 10 Best College Presidents.

• He won the Hessy Award for Leadership Excellence in 2011.

• In May 2010, he was among 10 national and world leaders to receive an honorary doctorate from Harvard University.

• He chaired the National Academies’ committee that recently produced the report, “Expanding Underrepresented Minority Participation: America’s Science and Technology Talent at the Crossroads.”
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, Ms. 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

Harris is considered an expert in the field of diversity and holds several leadership positions in many national organizations. She began her career with McDonald’s over 30 years ago as an administrative assistant in the Corporate Legal department. Harris was quickly promoted to several positions within the Human Resources department leading to her current global leadership role.

She has documented her experience with McDonald’s in her book, *None of Us Is Good As All Of Us: How McDonald’s Prospers by Embracing Inclusion and Diversity.*

**WHY PATRICIA IS A GAME CHANGER:**

- She is responsible for the development and implementation of diversity strategies throughout McDonald’s Corporation, including the 31,489 restaurants in 118 countries.
- Harris is a founder and member of the Women’s Foodservice Forum, founder and past chair of the MultiCultural Foodservice & Hospitality Alliance, and past President of the Board of Directors for the Breast Cancer Network of Strength (formerly Y-Me National Breast Cancer Organization).
- Under her leadership, McDonald’s has been widely recognized for its commitment to inclusion and diversity. This recognition includes *Fortune* magazine’s “Top 50 Places for Minorities to Work”, *Black Enterprise* magazine’s “Top 40 Companies for Diversity”, *Latina Style* magazine’s “Best Companies for Latinas”, *Asian Enterprise* magazine’s “Top 25 Companies for Asians,” and the “Disability Diversity Award” by *Worklife Matters* magazine.

Register online at www.shrm.org/conferences/diversity
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

On May 25, 2001, Erik Weihenmayer became the only blind man in history to reach the summit of Mount Everest, the world’s highest peak. And on August 26, 2008, when he stood on top of Puncak Jaya, in Papua New Guinea, Weihenmayer completed his 12-year quest to climb the Seven Summits—the highest mountains on each of the seven continents.

He joins only 150 mountaineers who have accomplished this feat. Additionally, he has scaled El Capitan, a 3,300-foot overhanging rock wall in Yosemite; Losar, a 2,600-foot vertical ice waterfall in the Mt. Everest region of the Himalayas; and a difficult and rarely climbed rock face on 17,000-foot Mt. Kenya. He has also completed the most brutal adventure race in the world: Primal Quest, 460 miles in nine days, with no time outs.

Why Erik is a Game Changer:

- Erik is the only blind man in history to reach the summit of Mount Everest, the world’s highest peak.
- Erik, along with his Everest teammates, led a group of soldiers injured in Iraq and Afghanistan to the summit of Lobuche, a 20,000-foot peak in Nepal, to give back to America’s heroes and show what is possible despite adversity.
- Despite losing his vision at the age of 13, he has become an accomplished mountain climber, paraglider and skier who has never let his blindness interfere with his passion for an exhilarating and fulfilling life.
Diversity & Inclusion Game Changers

New for 2011! SHRM is pleased to introduce “Diversity & Inclusion Game Changers” as a new feature of the conference program. These sessions highlight the stories, strategies, setbacks and successes from some of the most innovative, admired and successful organizations in the D&I space. Presented by senior-level diversity professionals from various sectors/industries, you get practical tools and tips that you can apply immediately upon returning to your workplace. These sessions are offered on Tuesday afternoon from 3:15 p.m. – 4:30 p.m. and Wednesday morning from 9:30 a.m. – 10:45 a.m. Please check the conference website for the most up-to-date information on these sessions.

FEATURED GAME CHANGERS INCLUDE

TD Bank
David Boone, executive vice president, Mass Affluent Segment and TD Bank, USA

McDonald’s Corporation
Dennis Brennan, director, global inclusion & intercultural management

University of Pittsburgh Medical Center (UPMC)
Candi Castleberry-Singleton, chief inclusion and diversity officer; and Jamie Scarano, director, Integrated Inclusion & Internal Operations

Harpo, Inc.
Tenia Davis, MBA, vice president, human resources

Merck
Deborah Dagit, vice president and global chief diversity officer, Humana

Humana
Carleen Haas, vice president, Talent Strategies

GAME CHANGERS IN THE MILITARY (PANEL)

U.S. Air Force
Dr. Jarris Taylor, Jr., deputy assistant secretary of strategic diversity integration

U.S. Army
Belinda Pinckney, U.S. Army Brigadier General (retired)

U.S. Navy
Captain Kenneth Barrett, deputy director of the Office of Diversity Management & Equal Opportunity

U.S. Department of Veterans Affairs
Georgia Coffey, deputy assistant secretary for diversity and inclusion

GAME CHANGERS IN RESEARCH (PANEL)

Roosevelt Thomas Consulting & Training
Dr. Roosevelt Thomas, Jr., president & CEO

Georgetown University School of Continuing Studies
Dr. Christopher Metzler, associate dean, Human Resources

Catalyst
Dr. Anika Warren, senior director, Research

Cornell University
Dr. Lisa Nishii, assistant professor, Departments of Human Resource Studies & International and Comparative Labor, ILR School
PRECONFERENCE OFFERINGS

8:00 A.M. – 5:00 P.M.
CERTIFICATE PROGRAM
The Diversity Practitioner of the 21st Century: What New Practitioners Need to Know

Recertification Hours: 7.5
Approved for Strategic Business Management Credit

Member: $1,895 (Includes conference registration)
Nonmember: $2,160 (Includes conference registration)

Program Overview
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 organizational 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 21st 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 20+ years of experience in the field combined.

Presenters: Shirley Davis, Ph.D., director of global diversity & inclusion; and Eric Peterson, MSOD, manager of global diversity & inclusion, SHRM, Alexandria, Va.

1:00 P.M. – 5:00 P.M.
PRECONFERENCE WORKSHOP
Applying a Six-Level System to Measure the Impact of Your Diversity Training

Recertification Hours: 4
Approved for Strategic Business Management Credit

Member: Registration + $295
Nonmember: Registration + $560

Program Overview
For most organizations, the issue is how to invest in and know which diversity training interventions will yield the best return on investment (ROI). When hundreds of employees are trained in diversity, senior leaders and key stakeholders will want to know the financial return. Are you able to show the value-added impact in terms that make sense to them? This workshop shows you how.

By the end of the session you will know how to:
- Use practical tools and techniques to effectively plan and conduct ROI-based diversity training evaluations;
- Define the ISD Process and the ADDIE Model;
- Discuss approaches to determine evaluation parameters;
- Apply techniques to measure diversity training ROI in a case study simulation; and
- Describe the elements of an effective DTROI evaluation report.

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

IMPORTANT NOTE
To attend either the preconference workshop or certificate program, you must register for the conference and the workshop or certificate program. Preconference offerings are not sold individually.
Concurrent Sessions

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
- Demonstrating the Value of Your Diversity & Inclusion Program
- Becoming a Diversity & Inclusion Leader
- Fine Tuning Your Diversity & Inclusion Strategy
- Diversity & Inclusion Game Changers

More information is available about these focus areas on the following pages.

Join Howard Ross, the highest-rated General Session Speaker at the 2010 SHRM D&I Conference, for an interactive discussion about his new book.

Summary

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.

About the Author

Howard J. Ross is founder and chief learning officer of Cook-Ross, Inc., a corporate consulting firm. He is one of the nation’s leading diversity training consultants and a nationally recognized expert on diversity, leadership, and organizational change.

BOOK SIGNING

Howard will be signing copies of his new book, *Reinventing Diversity: Transforming Organizational Community to Strengthen People, Purpose and Performance* on Monday, October 24 from 10:30 a.m. – 11:00 a.m. in the SHRMStore®.
CONCURRENT SESSIONS

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 way to handle the delicate requirements of a diverse workforce, and will show you how to see diverse groups as pools of untapped talent that can help you gain a competitive edge in the marketplace.

**10:45 A.M. – NOON**

**Leveraging Generational Diversity: Best Practices in Engaging Gen Ys**

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

**MON O CT OBER 24**

**10:45 A.M. – NOON**

**Corporate Diversity as a Competitive Advantage**

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.

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.
CONCURRENT SESSIONS

MON
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3:15 P.M. – 4:30 P.M.
Taking the Plunge: Religious Diversity, Your Workplace and You

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; and Mark Fowler, director of programs, Tanenbaum Center for Interreligious Understanding, New York, N.Y.

TUES
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10:15 A.M. – 11:30 A.M.
Adverse Impact/Systemic Investigations and Federal Enforcement Agencies: The Rules Have Changed … Is Your Organization Ready?

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 than 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.

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 26 for details.

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

Register online at www.shrm.org/conferences/diversity
MANAGING WORKPLACE DIVERSITY & INCLUSION

TUES OCTOBER 25

10:15 A.M. – 11:30 A.M.
Increasing the Effectiveness of Your Multicultural Workforce

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.

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.

WED OCTOBER 26

8:00 A.M. – 9:15 A.M.
Successfully Navigating the Revised Laws and Policies to Include People with Disabilities in the Workforce

Workplace Application: Learn from proven success stories, best practices and case studies of MNC’s that have successfully implemented accessibility, disability and diversity solutions throughout their organization 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 ADAAA, 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 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.

WED OCTOBER 26

8:00 A.M. – 9:15 A.M.
It’s a Multigenerational Workforce! Are You Ready?

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.

SHRM DIVERSITY & INCLUSION INITIATIVE

The SHRM Diversity & Inclusion Initiative, established in 1993, fosters awareness and appreciation of workplace diversity issues through thought leadership, strategy development, resources, publications and professional development for HR professionals and other business leaders. Making the business case for diversity, helping HR professionals to better articulate its strategic business value, and enabling them to build more diverse and inclusive cultures are the cornerstones of SHRM’s Diversity & Inclusion Initiative.
Never Miss a Conference Session with the
SHRM Diversity & Inclusion Conference
Premium Package

Focus on learning without wondering if you're missing sessions 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 select sessions from SHRM’s most recent Annual Conference.* In all, you get more than 50 educational sessions. The package includes live recordings of concurrent sessions (including detailed PowerPoint slides and audio).

BONUS! Receive a free $25 gift ticket toward any book or accessory onsite at the SHRMStore® valued at $25 or higher.

For more information, visit www.shrm.org/conferences/diversity

CLICK ON PREMIUM PACKAGE

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

10:45 A.M. – NOON
Get It Right the First Time! How to Manage Diversity Implementation from the First Day of Your Assignment

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.

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

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.

**INFORMATION IS YOUR BEST RESOURCE**

Concurrent session PowerPoint presentations will be accessible online. Conference registrants can download the presentations ahead of time! Before the conference, each conference registrant will receive information via e-mail about how to access this website. The site includes important information about SHRM’s diversity-related products and services as well as live links to the SHRM website—your window to the HR world.
DEMONSTRATING THE VALUE OF YOUR DIVERSITY & INCLUSION PROGRAM

**MON, OCTOBER 24**

**3:15 P.M. – 4:30 P.M.**

**Building an ROI-Focused Diversity Scorecard: An Application Case Study**


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 (DROITM) 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.

**TUES, OCTOBER 25**

**10:15 A.M. – 11:30 A.M.**

**The Business Case for Including Veterans in Your Diversity Strategy**

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 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.

**TUES, OCTOBER 25**

**10:15 A.M. – 11:30 A.M.**

**Building Internal Capability of D&I Stakeholders: The Powerful Role of HR**

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 and 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.

**WED, OCTOBER 26**

**8:00 A.M. – 9:15 A.M.**

**Evaluating the Efficacy of Diversity Programs and Strengthening Them for Results**

Workplace Application: Analyze case studies of successful programs and get the framework to evaluate the efficacy of your organization’s program.

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, PHR, human resources development consultant, Lone Tree, Colo.
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.

**10:45 A.M. – NOON**

**The Loudest Duck: Moving Beyond Diversity While Embracing Differences**

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.

**10:45 A.M. – NOON**

**Carpe Diem! Seeing and Seizing Opportunities for Inclusion**

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.

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.

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**PLAN YOUR CONFERENCE EXPERIENCE**

We encourage you to plan your conference schedule in advance. For a list of concurrent sessions by date and time, visit [www.shrm.org/conferences/diversity](http://www.shrm.org/conferences/diversity).

Choose a first and second choice at each time frame and arrive early as seating is available on a first-come, first-served basis.

**Use the conference website to plan your conference experience:**

[www.shrm.org/conferences/diversity](http://www.shrm.org/conferences/diversity).
10:45 A.M. – NOON

**What’s Next in LGBT Workplace Inclusion?**

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.

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**

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 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.


“I enjoyed the atmosphere of being able to share and connect with other Diversity practitioners.”

-2010 Diversity Conference Attendee
Connecting Online. Network Onsite.

**BECOMING A DIVERSITY & INCLUSION LEADER**

**MON OCTOBER 24**

**3:15 P.M. – 4:30 P.M.**

**Leading Inclusive Teams from Diverse Perspectives**

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.

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.

**Presenters:** Steve Hanamura, president, Hanamura Consulting, Inc., Beaverton, Ore.

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**WED OCTOBER 26**

**8:00 A.M. – 9:15 A.M.**

**The Business Case for Gender-Balanced Leadership**

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.

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.

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**8:00 A.M. – 9:15 A.M.**

**The New Workforce: Social Networks, Internet Revolutions and Hypertext Thinking**

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.
CONCURRENT SESSIONS

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.

**10:45 A.M. – NOON**

**Five Key Global Competencies of the Next Generation Diversity Practitioner**

**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.

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.

**3:15 P.M. – 4:30 P.M.**

**Diversity & Inclusion and Cultural Competence: An Emerging Global Talent Management Strategy**

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

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 workspace.

**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

**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, White Men as Full Diversity Partners, Portland, Ore.; and Joan Buccigrossi, director, Inclusion & Engagement, Milwaukee, Wis.

### A Strategic Choice in Diversity Management: Give a Fish or Empower to Fish

**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.

Learn the strategic concepts and the differences of the “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.

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**VISIT THE SHRMStore® AT THE CONFERENCE!**

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! You can view the SHRMStore online at [www.shrm.org/shrmstore](http://www.shrm.org/shrmstore).
CONCURRENT SESSIONS

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

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-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.

WEDNESDAY, OCTOBER 26

8:00 A.M. – 9:15 A.M.
Building Cultural Competence Across Your Organization: Lessons and Best Practices from the Field

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.

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.

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

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.


Register online at www.shrm.org/conferences/diversity
Hotel Information

The SHRM 2011 Diversity & Inclusion Conference & Exposition will be held in our nation’s capital – Washington, D.C, October 24-26.

To make hotel reservations, contact the Washington Marriott Wardman Park directly.

Washington Marriott Wardman Park
2660 Woodley Road, NW
Washington, D.C. 20008
Phone: 1-202-328-2000 or 1-800-266-9432

Room rate: $298 Single/Double

This special hotel rate is in effect until October 3. Reservations made after October 3 will be taken on a space and rate available basis. It is highly recommended that you make your reservations early because the hotel may sell out before October 3. To qualify for the special rate, please mention that you are attending the SHRM Diversity & Inclusion Conference.

Hotel reservations can be made after registering for the conference.

Visit www.shrm.org/conferences/diversity for more details.

Networking Opportunities

Connect with your peers through one of the many networking opportunities offered at this year’s conference. Share ideas and insights while strolling through the city on a D.C. City Tour, or while meeting over dinner in one of D.C.’s many wonderful restaurants. Continue the momentum from the conference by discussing all that you’ve learned.

**SUNDAY, OCTOBER 23**
1:00 p.m. - 5:00 p.m.
D.C. City Tours

**MONDAY, OCTOBER 24**
4:00 p.m. - 7:00 p.m.
Exposition Hall Opening Reception

**TUESDAY, OCTOBER 25**
11:30 a.m. - 1:30 p.m.
Lunch & Table Topics in the Exposition Hall
1:15 p.m.
Prize Drawing in the Exposition Hall
6:30 p.m.
D.C. City Tours
6:30 p.m.
Meet to Eat (By Industry)

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 in the registration area by Tuesday at 3:00 p.m.

D.C. CITY TOURS

Washington, D.C. is home to many famous attractions and inspiring historic sites. Explore our nation’s capital and continue your networking on a city tour. Visit www.shrm.org/conferences/diversity for tour registration information.
**RECERTIFICATION AT-A-GLANCE**

The following table provides an overview of the sessions which count for strategic business management credit and international credit. As we continue to add sessions to the conference, please refer to the conference website at [www.shrm.org/conferences/diversity](http://www.shrm.org/conferences/diversity) for the most up-to-date information about recertification credits.

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<th>Sessions preapproved for Strategic Business Management credit:</th>
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<tr>
<td><strong>Date/Time</strong></td>
<td><strong>Session Title</strong></td>
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<td>None Of Us Is As Good As All Of Us… The D&amp;I Journey at McDonald’s**</td>
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<tr>
<td>Wednesday, October 26 8:00 a.m. – 9:15 a.m.</td>
<td>The Business Case for Gender-Balanced Leadership</td>
<td>1.25</td>
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</table>

**Sessions preapproved for International Management credit:**

- **Tuesday, October 25 10:15 a.m. – 11:30 a.m.**
  - Increasing the Effectiveness of Your Multicultural Workforce

**Sessions preapproved for Strategic Business & International Management credit:**

- **Monday, October 24 10:45 a.m. – Noon**
  - Five Key Global Competencies of the Next Generation Diversity Practitioner
- **Monday, October 24 3:15 p.m. – 4:30 p.m.**
  - Diversity & Inclusion and Cultural Competence: An Emerging Global Talent Management Strategy

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**Subject to change.**

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**This session is being awarded .75 hours as a part of this event. If held as a stand-alone program, it would need to be at least (1) hour in length.**
REGISTRATION FORM
SHRM 2011 Diversity & Inclusion Conference & Exposition

One registration form per registrant. Please print clearly.

Copy this form for additional registrations. Use one form for each registrant. If printing a copy of the form and handwriting the information, please print clearly.

NOTE: The information you provide is the information that appears on your badge.

SHRM Member #

Last Name  First Name   M.I.

Name and Certification Designation(s) for Badge

Title

☐ No, I don't want to receive additional SHRM Diversity & Inclusion Conference-related mailings from exhibitors and sponsors.

CONFERENCE REGISTRATION (Includes daytime activities and Exposition hall access.)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>SHRM Member</td>
<td>$1,110</td>
<td>$1,230</td>
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<tr>
<td>Join SHRM Now*</td>
<td>$1,275</td>
<td>$1,395</td>
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<tr>
<td>Nonmember</td>
<td>$1,375</td>
<td>$1,495</td>
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*This fee includes both your one-year membership fee ($165) in SHRM and your conference registration rate.

Note: Under IRC section 162(e), 8% of the SHRM annual dues are not deductible. Please complete the demographic information on this form.

PRECONFERENCE OFFERINGS Important Note: Preconference offerings are not sold individually.

CERTIFICATE PROGRAM

<table>
<thead>
<tr>
<th>OCTOBER 23, 2011</th>
<th>Member</th>
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<tr>
<td>The Diversity Practitioner of the 21st Century: What New Practitioners Need to Know</td>
<td>$1,895 (Includes conference registration)</td>
<td>$2,160 (Includes conference registration)</td>
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<td>8:00 a.m. – 5:00 p.m.</td>
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PRECONFERENCE WORKSHOPS Important Note: Preconference offerings are not sold individually.

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<tr>
<td>Applying a Six-Level System to Measure the Impact of Your Diversity Training</td>
<td>Registration + $295</td>
<td>Registration + $560</td>
</tr>
<tr>
<td>1:00 p.m. – 5:00 p.m.</td>
<td></td>
<td></td>
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<tr>
<td>A Conversation with Howard Ross</td>
<td>Registration + $0</td>
<td>Registration + $0</td>
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<td>5:30 p.m. – 7:00 p.m.</td>
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PREMIUM PACKAGE UPGRADE

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<td>Premium Package Upgrade</td>
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ONE DAY RATES (Includes daytime activities and access to the Exposition hall)

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<tr>
<td>Tuesday, October 25</td>
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<tr>
<td>Wednesday, October 26</td>
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EXPOSITION HALL ONLY (Included in full- and one-day registration fees.)

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<tr>
<td></td>
<td></td>
<td>U.S. $</td>
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METHOD OF PAYMENT

Payment is required at the time of registration in order to attend. Please make all checks payable to SHRM in U.S. dollars drawn on a U.S. bank. All phone and faxed registrations must be accompanied by a VISA, MasterCard or American Express number and signature.

☐ Check Enclosed  ☐ U.S. Government P.O. # (U.S. Gov’t agencies only) _____________
Attach registration form to P.O.

Credits earned are issued when full payment is received.

I authorize SHRM to charge $____________ to my: ☑ VISA ☑ MasterCard ☑ American Express

Credit Card No. Expiration Date

Signature

Name as it appears on credit card bill Cardholder’s Daytime Phone #

TOTAL U.S. $
The SHRM 2011 Diversity & Inclusion Conference & Exposition is a must-attend event for HR professionals, diversity practitioners, and other business leaders responsible for diversity & inclusion initiatives.

www.shrm.org/conferences/diversity