



Featured keynoter  
**Cole Brown** VP and Chief Diversity Officer  
Walmart Stores



# Network of Executive Women **Multicultural Workforce Conference 2010**

March 16-18 | Dallas

*Embedding diversity and inclusion  
into your business DNA*



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## Discover what it takes to move from talk to action at the Network's Multicultural Workforce Conference

**L**earn what it takes to transform talk into meaningful change at the Network of Executive Women's 2010 Multicultural Workforce Conference, March 16-18, in Dallas.

You'll learn how to motivate and lead multicultural and multi-generational work teams, change your corporate culture and diversify your leadership ranks. You'll study field-tested D&I strategies that will give your organization a competitive edge in today's multicultural markets. And you'll leave with new ideas, fresh resolve and an action plan customized for your organization.

Our program will include three outstanding keynotes, best practice sharing, peer discussions, a CEO roundtable and six workshops that address your current position on the journey (advanced, intermediate and beginner). The entire experience is designed to let you drill down on subjects most relevant to you.

The Multicultural Workforce Conference is designed to transform organizations, not just individuals. We encourage you to send learning teams of senior executives, HR and diversity and inclusion officers, line managers, employee resource group sponsors and high-potential emerging leaders to this unique event.

Space is limited, so please register yourself and your team members today at [newonline.org](http://newonline.org).

*Register online at [newonline.org](http://newonline.org) by Friday, January 29 and save \$200.*

### SESSION LEADER



**Trudy Bourgeois**  
 Workforce expert  
 and President  
 The Center for  
 Workforce Excellence

### CONFERENCE CHAIR



**Erby Foster**  
 Director,  
 Diversity and  
 Inclusion  
 The Clorox Company

## Fast facts

### Who should attend

- CPG/retail industry executives
- Line leaders
- Human resource and diversity inclusion managers
- Leaders of employee resource groups
- Emerging leaders
- Everyone in cpg/retail who wants to leverage multicultural workforces

### What you'll learn

- Driving business results with D&I
- Forging multigenerational teams
- Embedding diversity and inclusion into your business DNA
- Advancing women and people of color
- Overcoming barriers to cultural evolution
- Driving diversity with metrics
- Managing the global workforce
- Making the next leap forward in D&I

### How you'll learn

- Three powerful keynotes
- Advanced, intermediate and beginner workshops
- C-Suite Roundtable
- Peer exchanges
- Networking opportunities

### When and where

- Fly in Tuesday, March 16, for our evening reception; learning events conclude Thursday, March 18, at noon
- All events at the W Victory Hotel in Dallas; discounted rooms available



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## Tuesday, March 16

### EVENING

Welcome reception and dinner  
**Special remarks**  
Rosalyn Taylor O'Neale  
Chief Diversity and Inclusion Officer  
The Campbell Soup Company

## Wednesday, March 17

### MORNING

The Diversity and Inclusion Imperative  
**Introductory remarks**  
Trudy Bourgeois President  
The Center for Workforce Excellence  
Serving the New Consumer: How D&I Is  
Redefining the Retailer/Vendor Relationship  
**Keynote address**  
Cole Brown Chief Diversity Officer  
Walmart Stores  
*Table discussions follow*

### CONCURRENT SESSIONS

Advancing Women of Color: Creating  
the Leadership It Takes to Win  
**Advanced workshop**  
Pamela Carlton President  
Springboard Leadership Consulting  
Teresa Chipps Vice President, SuperValu  
Cheryl Pearson-McNeil Senior VP  
The Nielsen Company  
Marilyn Thompson Director of Diversity,  
Consumer, Johnson & Johnson

Down the Line: Integrating D&I  
Throughout Your Company Structure  
**Advanced workshop**  
Jeff Halter Director, Business Development  
The Coca-Cola Company  
Maritza Montiel Managing Partner,  
Deloitte University, Leadership  
Development and Succession  
*This session will not be repeated*

Embedding Diversity and Inclusion  
into Your Organization's Culture  
**Intermediate workshop**  
Phyllis Jefferson VP of Learning and  
Organizational Development  
InclusionINC  
Margaret Young Key Designer  
Mill Square Group

### AFTERNOON

Generations at Work: Building Teams  
that Connect with Consumers  
**Beginner workshop**  
Lisbeth McNabb CEO, w2wlink.com  
Michael Redding Global Director of  
Technology, Accenture Technology Labs  
Luncheon

After Diversity: Leveraging Differences to  
Achieve Inclusion  
**Keynote address**  
Andrés Tapia Chief Diversity Officer  
Hewitt Associates

### CONCURRENT SESSIONS

*Morning sessions repeat with exception of  
"Down the Line: Integrating D&I Throughout  
Your Company Structure"*

Beyond Borders: Becoming  
A Global Leader  
**Advanced workshop**  
Jane Hyun President, Hyun & Associates  
Lynn Sontag President and Chief Mentoring  
Officer, Menttium Corporation

Metrics Matter: Measuring and Leveraging  
Diversity and Inclusion  
**Intermediate workshop**  
Katie Edwards Diversity Business Partner  
Tariq Malik Diversity Consultant  
Target Corporation

### EVENING

Special dinner and reception

## Thursday, March 18

### MORNING

History Is Calling: Leading the Charge  
for Diversity and Inclusion  
**Keynote address**  
Andre Hughes Global Managing Partner  
Accenture Cisco Business Group  
View from the C-Suite: Leveraging  
D&I to Win in the Marketplace  
**Leadership roundtable**  
Cathy Green President  
Food Lion Family of Banners  
Don Knauss Chief Executive Officer  
The Clorox Company  
Michael Schlotman CFO, The Kroger Co.  
James White Chief Executive Officer  
Jamba Juice

**Closing remarks**  
Trudy Bourgeois President  
The Center for Workforce Excellence  
Erby Foster Director of Diversity  
The Clorox Company  
Mike Gorshe Partner, Consumer Products  
and Services Practice, Accenture  
NEW President Alison Kenney Paul  
Principal, Deloitte



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## Keynotes and special remarks

**Rosalyn Taylor O'Neale** Chief Diversity and Inclusion Officer, The Campbell Soup Company

### *Special remarks*

Listen as the diversity and inclusion chief of one of the industry's leading consumer products companies explains how her company is creating nontraditional learning opportunities inside and outside the work environment to help people overcome biases of all kinds. As a former line manager, O'Neale knows what it takes to build strategic relationships that embed diversity and inclusion into an organization.

### **Serving the New Consumer: How D&I Is Redefining the Retailer/Vendor Relationship**

**Cole Brown** Chief Diversity Officer  
Walmart Stores

The conference kicks off with a bang as the chief diversity officer of the world's number one retailer discusses how retailers and vendors can work together to better serve today's fast-changing consumer markets. Brown, an attorney, has years of experience developing and implementing diversity best practices. She is responsible for the oversight and coordination of Walmart's corporate diversity strategy and the advancement of its company-wide diversity and inclusion efforts, including its groundbreaking supplier diversity program. *Table discussions follow.*

### **History Is Calling: Leading the Charge for Diversity and Inclusion**

**Andre Hughes** Global Managing Partner  
Accenture Cisco Business Group

Learn what it takes to champion diversity and inclusion from someone who's done just that. As the former leader of Accenture's Human Capital, Inclusion and Diversity, and Corporate Citizenship strategy in the U.S., Andre Hughes led a team that developed globally responsible leaders, maximized human capital and helped implement Accenture business strategies. You can't afford to sit on the sidelines — learn how to take the lead on diversity and inclusion, changing your organization and advancing your career.

### **After Diversity: Leveraging Differences to Achieve Inclusion**

**Andrés Tapia** Chief Diversity Officer  
Hewitt Associates

Now that you have a diverse workforce, what do you do with it? The author of *The Inclusion Paradox: The Obama Era and the Transformation of Global Diversity* and one of last year's best-received presenters returns to the Multicultural Workforce Conference to explore how organizations can move beyond "let's just get along" thinking into meaningful inclusion strategies that leverage cultural differences in the workforce to make better decisions, generate new ideas, claim new customers and gain a competitive advantage.

## Concurrent sessions

### **Advancing Women of Color: Creating the Leadership It Takes to Win**

*Advanced workshop*

**Pamela Carlton** President  
Springboard Leadership Consulting  
**Teresa Chipps** Vice President, SuperValu  
**Cheryl Pearson-McNeil** Senior Vice President  
The Nielsen Company  
**Marilyn Thompson** Director of Diversity, Consumer  
Johnson & Johnson

Women of color are one of the most underutilized resources in business today, yet their progress to the top leadership rungs lags behind even the modest cracks in the glass ceiling made by white women. In this workshop you'll gain fresh insights from a panel that includes senior industry executives and experts on diversity and inclusion strategy. You'll get cutting-edge research, real-world insights and best practices that will help you change your company culture and develop an environment where women of color can succeed on their own terms and contribute fully to your bottom line.

### **Beyond Borders: Becoming A Global Leader**

*Advanced workshop*

**Jane Hyun** President, Hyun & Associates  
**Lynn Sontag** President and Chief Mentoring Officer  
Mentium Corporation

The world is flat and doors are open. Global cultural competencies are a must to succeed in today's markets. One innocent cultural mistake can sour a business relationship or ruin a promising opportunity. Acquire global cultural competencies and become a more effective leader and a more valuable member of your organization in this workshop led by Jane Hyun, an expert in cultural literacy, and Lynn Sontag, a Fortune 500 management consultant.



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### **Down the Line: Integrating D&I Throughout Your Company Structure**

*Advanced workshop*

**Jeff Halter** Director, Business Development  
The Coca-Cola Company  
**Maritza Montiel** Managing Partner, Deloitte University,  
Leadership Development Succession

Diversity and inclusion efforts that start at the top often lose force as they filter through an organization. Line managers must have ownership for diversity and inclusion strategies to succeed, and that requires profound individual and structural change. Coca-Cola and Deloitte have developed innovative strategies that promote the ownership of D&I among line managers, who hold the key to your diversity and inclusion efforts. Hear about these transformational initiatives from executives who have been deeply involved in integrating D&I into the fabric of their organizations and leave with a change agenda that can change your organization, too.

### **Embedding Diversity and Inclusion into Your Organization's Culture**

*Intermediate workshop*

**Phyllis Jefferson** Vice President of Learning and Organizational Development  
InclusionINC  
**Margaret Young** Key Designer  
Mill Square Group

You've got D&I directives, a D&I office and D&I training. But how do you change people's hearts and minds? In this session you'll use peer dialogue to identify barriers to embedding diversity and inclusion into your organization's culture, explore solutions to these issues you've encountered and leave with answers that can turn D&I into your company's greatest strength. This session will be facilitated by Phyllis Jefferson, an expert on diversity and inclusion, and Margaret Young, a veteran consultant to Fortune 500 companies.

### **Generations at Work: Building Teams that Connect with Consumers**

*Beginner workshop*

**Lisbeth McNabb** CEO, w2wlink.com  
**Michael Redding** Global Director of Technology  
Accenture Technology Labs

Four generations are now working side by side at your company. Your consumers are even more age diverse. No multicultural strategy is complete without a robust

multigenerational component. In this session you'll learn why the "one size fits all" solutions of the past do not work today, get new knowledge to help you succeed and learn how to forge work teams that utilize the best characteristics of every generation in your workforce to reach every consumer in your markets. Your session will be led by two experts on team building, customer outreach and networking.

### **Metrics Matter: Measuring and Leveraging Diversity and Inclusion**

*Intermediate workshop*

**Katie Edwards** Diversity Business Partner  
**Tariq Malik** Diversity Consultant  
Target Corporation

It's true: What gets measured gets done. In this session two authorities on diversity will explore how to measure D&I, benchmark your company, track goals and use the data to improve your diversity and inclusion game plan. To embed diversity and inclusion into your organization, you must be able to identify and demonstrate its benefits. You'll leave this workshop with proof that diversity and inclusion impacts the bottom line.

### **View from the C-Suite: Leveraging D&I to Win in the Marketplace**

*Leadership roundtable*

**Cathy Green** President, Food Lion Family of Banners  
**Don Knauss** Chief Executive Officer, Clorox Company  
**Michael Schlotman** CFO, The Kroger Co.  
**James White** Chief Executive Officer, Jamba Juice

Get the view on diversity and inclusion from a rare perspective – the top – as four senior-level executives engage in a frank dialogue about diversity and inclusion in the CPG/retail industry, their organizations and their careers. In this special session you'll acquire practical insight on the strategies that have helped these companies win by leveraging diversity and inclusion. And, you'll discover what it really means to be a champion for diversity and inclusion.

### **Closing remarks**

**Trudy Bourgeois** President and Founder  
The Center for Workforce Excellence  
**Erby Foster** Director of Diversity, Clorox Company  
**Mike Gorshe** Partner, Consumer Products and Services Practice, Accenture  
**NEW President Alison Kenney Paul** Principal, Deloitte

Our conference concludes with a call to action by session moderator Trudy Bourgeois, conference chair Erby Foster, NEW President Alison Kenney Paul of Deloitte and special remarks by NEW Executive Board Member Mike Gorshe of Accenture. Mike Gorshe is a long-time supporter of diversity and inclusion in the CPG/retail industry and a member of the Network's Executive Committee.

# Applause

Nearly 150 line executives and HR and diversity leaders attended our second annual conference. Here's what some of them had to say about it:

“**Fantastic speakers, great networking, tools and takeaways**

**Intimate gathering of people facilitated great dialogue**

**Great people**

**Cutting edge best practices and great networking**

**Truly an eye-opener!**

**In just two days my horizons were broadened exponentially**

**Thought provoking**

**I was riveted from beginning to end**

**Very good keynotes**

**Spot on—it's time ””**



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## Your organization is diverse – What do you do next?

**Y**our consumers, your workforce and your business are changing fast. By 2042 more than half of the U.S. population will be composed of Hispanics, African Americans, Asians, Pacific Islanders and Native Americans.

But it's not just ethnicity that's driving today's multicultural revolution – age, gender, language, national origin, physical ability and sexual orientation are just a few of the factors that can work for your company – or against it.

At the 2010 Multicultural Conference, you'll go beyond diversity – the acceptance of differing cultures – to inclusion – the active leveraging of those differences for business benefit.

You'll learn how to transform talk to change. Embed D&I into your company's DNA. Manage multicultural, multigenerational and multinational workforces. Make your leadership as diverse as your customer base. And use multicultural differences to reach your customers. You'll learn from some of the industry's leading executives, nationally recognized experts and many of the top diversity and inclusion leaders in CPG and retail. Space is limited, so please register yourself and your team members today at [newonline.org](http://newonline.org).

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## Register at [newonline.org](http://newonline.org)

*National conferences are open to Network members only – join online for \$200 per year*

**Early bird rates** AVAILABLE THROUGH FRIDAY, FEBRUARY 5

**\$ 795** for employees of NEW's national corporate sponsor companies

**\$1,095** for all other NEW members

**After January 29** REGISTRATION CLOSES MONDAY, MARCH 1

**\$ 995** for employees of NEW's national corporate sponsor companies

**\$1,295** for all other NEW members

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## Hotel

All events will be held at the W Dallas - Victory Hotel, a Starwood property in downtown Dallas. A limited number of rooms are available at the discount rate of \$150 plus tax. Call (214) 397-4100 by February 22 and mention NEW.

### W Dallas - Victory Hotel

2440 Victory Park Lane  
Dallas, Texas 75219  
(214) 397-4100

[newonline.org](http://newonline.org)

