



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*



**3 KEYNOTES 6 WORKSHOPS C-SUITE ROUNDTABLE PEER SHARING RECEPTION  
BREAKFAST WITH THE EXPERTS NETWORKING LUNCHEON WORLD DINNER MORE**

Register by March 1 at [newonline.org](http://newonline.org)



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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: Opening remarks by Rosalyn Taylor O'Neale of the Campbell Soup Company; three outstanding keynotes, including Cole Brown of Walmart Stores; a C-Suite roundtable with four powerful industry leaders; and six advanced, intermediate and beginner workshops that address your position on the journey and 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.

Your general session leader is Trudy Bourgeois, author, workforce performance strategist and president of The Center for Workforce Excellence. She will be joined by Conference Chair Erby Foster, director of diversity and inclusion for Clorox and one of the industry's most prominent and innovative diversity and inclusion leaders.

**Register online at [newonline.org](http://newonline.org) by Monday, March 1**

### 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

**6:30 PM-9:30 PM** Welcome reception and dinner  
**Special remarks**  
Rosalyn Taylor O'Neale Vice President,  
Chief Diversity and Inclusion Officer  
The Campbell Soup Company

## Wednesday, March 17

**6:30 AM-7:30 AM** Breakfast with the Experts  
**GENERAL SESSION** The Diversity and Inclusion Imperative  
**8:00 AM-9:45 AM** **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**  
**10:15 AM-11:45 AM** **Advancing Women of Color: Creating  
the Leadership It Takes to Win**  
**Advanced workshop**  
Pamela Carlton President  
Springboard Leadership Consulting  
Teresa Chipps Vice President, SuperValu  
Ann Mukherjee SVP and Chief  
Marketing Officer, Frito-Lay North America  
Cheryl Pearson-McNeil Senior VP  
The Nielsen Company  
Marilyn Thompson Director of Diversity,  
Consumer, Johnson & Johnson  
*Ann Mukherjee will appear at  
morning session only*

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

**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*

**CONCURRENT  
SESSIONS**  
**10:15 AM-11:45 AM** **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

**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

**12:00 PM-1:30 PM** Conference Luncheon  
**GENERAL SESSION** **After Diversity: Leveraging Differences to  
Achieve Inclusion**  
**1:30 PM-3:00 PM** **Keynote address**  
Andrés Tapia Chief Diversity Officer  
Hewitt Associates *Table discussions follow*

**CONCURRENT  
SESSIONS**  
**3:30 PM-5:00 PM** *Morning sessions repeat with exception of  
"Down the Line: Integrating D&I Throughout  
Your Company Structure"*

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

**6:30 PM-9:00 PM** Dinner and special event

## Thursday, March 18

**6:30 AM-7:30 PM** Breakfast  
**GENERAL SESSION** **History Is Calling: Leading the Charge  
for Diversity and Inclusion**  
**8:00 AM-9:45 AM** **Keynote address**  
Andre Hughes Global Managing Partner  
Accenture Cisco Business Group

**10:15 AM-11:45 AM** **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 CEO, The Clorox Company  
Michael Schlotman CFO, The Kroger Co.  
James White CEO, Jamba Juice

**11:45 AM-12:15 PM** **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** Vice President and Chief Diversity and Inclusion Officer, The Campbell Soup Co.

### *Opening 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. She is the author of *7 Keys 2 Success: Unlocking the Passion for Diversity*, a practical guide to creating highly effective and diverse organizations.

### **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? One of last year's best-received presenters returns to explore how organizations can move beyond "let's just get along" thinking into meaningful inclusion strategies that leverage cultural differences in the workforce. Tapia, the author of *The Inclusion Paradox: The Obama Era and the Transformation of Global Diversity*, will discuss how to lead multicultural work teams that make better decisions, generate new ideas, claim new customers and gain a competitive advantage.

**Mike Gorshe** Partner

Consumer Products and Services Practice, Accenture

### *Special remarks*

Mike Gorshe is a long-time supporter of diversity, a prominent industry leader and member of the Executive Board of NEW. His responsibilities include Accenture's worldwide trade association initiatives focusing on consumer products and services and food retail.

**Erby Foster** Director of Diversity, The Clorox Company  
*Conference Chair*

Erby Foster will join Trudy Bourgeois of The Center for Workforce Excellence as general session moderator. Foster advises senior management on diversity strategy and is a strong supporter of Students in Free Enterprise, NEW and other diversity groups. Foster has played a key role in building strategic diversity alliances with major retailers and leveraging diversity to achieve the business goals of Clorox, a \$5.45 billion CPG company.

## Concurrent sessions

### **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

Line managers must have ownership for diversity and inclusion strategies to succeed, and that requires profound individual and structural change. Hear about transformational initiatives that promote ownership and change from two executives who have been deeply involved in integrating D&I into the fabric of their organizations. Jeff Halter of Coca-Cola is the author of *Selling to Men, Selling to Women: A New Sales Philosophy for the 21st Century* and a contributor to Tom Peters Times and PINK. Maritza Montiel is an expert on talent issues whose duties include executive sponsorship of Deloitte's Women's Initiative and ensuring progress of Deloitte's cutting-edge diversity and inclusion programs.



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

*Advanced workshop*

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

Global cultural competencies are a must to succeed in today's markets. One innocent cultural mistake can sour a business relationship or ruin an opportunity. Acquire global cultural competencies and become a more effective leader and a more valuable member of your organization in this workshop led by executive coach and multicultural leadership strategist, Jane Hyun, author of *Breaking the Bamboo Ceiling*, and Lynn Sontag, leader of the Menttium 100 program for high-potential women.

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

*Advanced workshop*

**Pamela Carlton** President  
Springboard Leadership Consulting  
**Teresa Chipps** Vice President, SuperValu  
**Ann Mukherjee** SVP and Chief Marketing Officer  
Frito-Lay North America  
**Cheryl Pearson-McNeil** SVP, The Nielsen Company  
**Marilyn Thompson** Director of Diversity, Consumer  
Johnson & Johnson

The progress of women of color lags behind even the modest cracks in the glass ceiling made by white women. In this session, 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. Learn from: Pamela Carlton, an expert in cross-cultural leadership; Teresa Chipps, a long-time food industry diversity champion; Ann Mukherjee SVP and chief marketing officer for Frito-Lay North America (morning only); Cheryl Pearson-McNeil, whose public affairs duties include ethnic outreach; and Marilyn Thompson, who has helped develop programs that have made Johnson & Johnson a No. 1 company for diversity. Session will include a report on African-American women by Springboard Leadership Consulting.

### **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 the 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, a strategist specializing in D&I planning and management, and Margaret Young, a business consultant who sits on several boards.

### **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, how to forge work teams that utilize the best of each generation in your workforce and strategies that will help you reach consumers of all ages. Your session will be led by two experts in team building, outreach and networking: Michael Redding, who develops advanced technologies at Accenture's Customer Labs, and Lisbeth McNabb, a social networking expert and entrepreneur.

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

*Intermediate workshop*

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

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. You'll leave this workshop with proof that diversity and inclusion impacts the bottom line. Session will be led by diversity consultant Katie Edwards and Tariq Malik, who directs D&I analytics for Target.

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

*Leadership roundtable (general session)*

**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 four senior-level executives with combined bottom-line responsibilities for more than \$100 billion in annual revenue. They'll 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 of diversity and inclusion.

# 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).

## 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

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

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

### Register by Monday, March 1

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

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

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

