

DS September 2009 Executive Diversity Council Meeting

On Tuesday, September 15, 2009, members of the Diversity Spectrum Executive Diversity Council met in Washington, DC for a day of presentations and discussions on diversity and inclusion issues of the day.

Tom Duckenfield, CEO, and Lynn Heffron, President, Diversity Spectrum, welcomed The Coca-Cola Company, Anheuser-Busch, Rockwell Collins, the State of Kansas, Adorno & Yoss law firm, SER ‐ Jobs for Progress National, the Conference Board, the United States Coast Guard, and others to this robust learning session.

Jeff Halter, Director - Diversity Business Development for Coca-Cola, delivered a special presentation on his company's accomplishments, challenges, and directions in multicultural marketing. Dr. Sam Scott, from member company Washington Occupational Health Associates, gave us updates on H1N1 flu, preventive measures, and potential impact on the workplace.

During lunch, Roger Campos, President & CEO of the Minority Business RoundTable (MBRT), shared insights and humorous experiences from the MBRT's recent trade mission to China, who's government is aggressively promoting business with minority-owned US businesses. MBRT and Diversity Spectrum will collaborate on future trade missions to China, as well as the upcoming trade mission Diversity Spectrum is organizing to Canary Islands, Spain as a gateway to new markets in West Africa and the European Union

The afternoon included a robust Q & A on “Supervisory Accountability” facilitated by Ariane Hegewisch, Study Director, Institute if Women's Policy Research. Windsor Tanner, Windsor Tanner Consulting, followed with “Clash Points: 4 Generations in the Workplace.” Stevan Cisneros, speaking from his experiences working for the state of Kansas, spoke on “Immigration: Inclusion & Exclusion.”

Member organization, The World Bank, will host the Council in March 2010, at their headquarters in Washington.

This will be a special two-day event that will coincide with The World Bank's annual celebration of diversity and inclusion and include special presentations on global issues of concern to us all.

The next regular meeting of the Diversity Spectrum Executive Diversity Council will be in December, 2009.