



The 2004
**Annual Diversity
Conference**

Building Organizational Capability
Through Diversity

Pre-Conference Workshop: April 26, 2004
Conference: April 27-28, 2004
Marriott Marquis
New York, NY

Pre-Conference Workshop: June 9, 2004
Conference: June 10-11, 2004
Westin Chicago River North
Chicago, IL

Leading Experts on Diversity will discuss:

- Diversity and Shareholder Value
- Expanding Market Share in the Diverse Marketplace
- Affinity Groups
- Creating an Inclusive Work Environment
- Employee Engagement
- Accountability for Diversity

Presented with assistance from:



About The Conference Board

The Conference Board is the world's leading business membership organization. Its membership includes over 2,500 enterprises worldwide in 60 countries. The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

As a global, independent, public-purpose membership organization, we conduct research, bring executives together to learn from one another, convene conferences, publish information and analyses, make forecasts, and assess trends.

As a not-for-profit organization, The Conference Board holds 501(c)(3) tax-exempt status in the United States.

Why Our Meetings Are Different

The Conference Board provides executives from around the world with opportunities to share practical business experience. This focus on actual business experience, rather than theory, primarily from senior executives from major organizations, along with a superior level of networking with peers are the distinguishing features of Conference Board meetings.

The Conference Board's meetings are rated as one of America's leading speaking platforms for top management. More than 150 CEOs address the Board's 12,000 meeting participants each year.

The Conference Board
845 Third Avenue
New York, NY 10022-6679
Tel: 212 759 0900
Fax: 212 980 7014
www.conference-board.org

Dear Colleague:

The Conference Board is delighted to invite you to our Annual Diversity Conference. You will not want to miss this important event! Mark your calendars now to join us in New York or Chicago to hear from corporate executives and learn more about:

- Competing more effectively in the marketplace for customers and talent;
- Effectively bridging the workplace with the marketplace through talent and diversity competence; and,
- Leveraging diversity for increased innovation, improved productivity and greater contribution to the bottom-line and shareholder value.

Come, participate in interactive sessions where best practices are shared and new ideas are generated. We hope to see you in New York or Chicago.

Sincerely,

A handwritten signature in black ink that reads "Michael L. Wheeler". The signature is fluid and cursive, with the first and last names being more prominent.

Michael L. Wheeler
Program Director

Pre-Conference Workshops

Monday, April 26, 2004 – New York

Wednesday, June 9, 2004 – Chicago

Registration: 12:30 – 1 pm

Workshop: 1 – 5 pm

Building Bridges of Understanding and Communication Across Differences for Creating Better Relationships and More Effective Change

It has been said that the way you treat the person with whom you disagree most vehemently will determine your ability to shape the future. This workshop is about learning behaviors that will help you more effectively create positive change in your organizations, in your own life and in others.

Whereas organizational Diversity initiatives are making some strides, there are plenty of institutional, social and political challenges that prevent us from reaching goals of inclusion, equality, fairness, trust, understanding and organizational effectiveness. All the “isms”-racism, sexism-are still at play in our lives in our organizations and our communities. The phobias are at play-homophobia, xenophobia... How are our corporations, communities and the world going to survive and thrive with the growing force of change of Diversity? How do we as leaders enact and model the behaviors and tools needed to be successful amidst these challenges? How do we ensure that we not only have effective marketing strategies, but the work environments where everyone can thrive and contribute? How do we overcome age-old issues and barriers?

The answers are not simple, but they are not impossible either. The longest journey begins with one step, and this workshop will provide the steps-real skills for being more effective across all differences and for creating better relationships for more effective positive change.

In this workshop you will:

- Hear what others have learned about what is working in real time around the country and in different organizations to address the isms and phobias of differences;

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Pre-Conference Workshops

- Have your own thoughts and ideas challenged and gain new perspectives on addressing age old issues;
- Learn how to create trust and create common ground across differences;
- Dispel myths;
- Get involved in real dialogue and practice techniques for improving understanding;
- Hear and share personal stories that will change you;
- Learn new tools and strategies for historical challenges;
- Find out what you can do personally, interpersonally, organizationally and in your community.

You won't want to miss this interactive workshop to hear and learn from the facilitators and from each other and take new steps for a more effective you.

Facilitators:

Michael Wenger

Director of the Network of Alliances
Bridging Race and Ethnicity (NABRE)*
Joint Center for Political and Economic Studies
Also, former Deputy Director for Outreach
and Program Development on President
Clinton's Initiative on Race

Sandra Finley

President
The Sandra Finley Company

Michael L. Wheeler

Program Director
The Conference Board

*NABRE was the 2000 recipient of the U.S. Department of Justice Community Relations Service Building Peaceful Communities Award.

Visit our Web site at

www.conference-board.org/diversity.htm

Annual Diversity Conference

Tuesday, April 27, 2004 – New York

Thursday, June 10, 2004 – Chicago

Registration and Breakfast: 8 – 9 am

Welcome Session A: 9 – 9:15 am

Executive Keynote Address:

Building Organizational Capability Through Diversity

General Session B: 9:15 – 10:15 am

Hear from a senior executive about leadership, commitment, and how diversity is about building organizational capability in real time.

Executive Keynote

John P. Costas (*New York*)

Chairman and Chief Executive Officer
UBS Investment Bank

Mark B. Sutton (*Chicago*)

President and Chief Executive Officer
UBS Wealth Management USA

Networking Coffee Break: 10:15 – 10:30 am

Concurrent Breakouts on The Marketplace and External Relationships

Concurrent Sessions (C1, C2, C3, & C4) choose one

The Pre-Employment Talent Pipeline: Investing in Tomorrow's Talent Today

Concurrent Session C1: 10:30 am – 12 noon

From pre-natal to post-graduate, companies are investing in the future workforce. Find out why and what they are doing. Discover the facts about why twenty years down the road requires immediate attention now.

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John Yochelson

President

BEST (Building Engineering and Science Talent)

Dr. Carlos Rodriguez

Principal Research Scientist

The American Institute for Research

Legislation and Politics: Changing Tides for Diversity

Concurrent Session C2: 10:30 am – 12 noon

It's all about politics. Or is it? Without a doubt, the work of diversity is strongly influenced by legislation, changes in administration and political forces. Find out what you need to know to keep your initiatives on track.

The Marketplace:

Tapping Into, Expanding and Keeping Your Diverse Markets

Concurrent Session C3: 10:30 am – 12 noon

The diverse marketplace, both globally and domestically, represents the key source of revenue growth for many companies. Find out how these companies are competing in the multicultural marketplace.

Sourcing Diverse Talent: Best Practices and Innovative Approaches

Concurrent Session C4: 10:30 am – 12 noon

Learn what companies are doing to find top talent. Discover model recruitment practices that give results!

Hayward Bell

Director, Global Diversity

Air Products and Chemicals, Inc.

Steve Canale

Manager, Recruiting and Staffing Services

General Electric Company

Networking Luncheon: 12 noon – 1:30 pm

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www.conference-board.org/diversity.htm

Raising the Bar on Diversity: What Needs to Happen to Build Organizational Capability?

General Session D: 1:30 – 3 pm

This panel discussion will provide a futurist, yet practical perspective based upon the collective knowledge, experience and predictions of professionals who are in the trenches.

V. Robert Hayles

Co-Author: *The Diversity Directive: Why Some Initiatives Fail and What to Do About It*

Kevin L. Clayton

Vice President of Diversity
Russell Corporation

Networking Break: 3 – 3:30 pm

Concurrent Sessions (E1, E2, E3, & E4) choose one

Affinity Groups for Leveraging Diversity

Concurrent Session E1: 3:30 – 5 pm

In this session you will hear from a panel of affinity group members, diversity leaders and executives who support them. Learn about different models and what the commonalities are that make them work.

Deborah A. Elam

Manager, Global Employer of Choice Initiatives
General Electric Company

Clayton H. Osborne

Vice President, Diversity and Workforce Development
Bausch & Lomb

Gustavo de la Torre

Worldwide Diversity Initiatives Manager
Intel Corporation

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Diversity and Inclusion

Concurrent Session E2: 3:30 – 5 pm

Diversity does not equal inclusion. Find out why companies are now focusing on “inclusion” as part of their diversity strategy and how they are creating the work environments that embrace diversity.

Candi Castleberry-Singleton

Director, Global Inclusion and Diversity
Sun Microsystems

Patricia Bussey

Director, Diversity
Sara Lee Corporation

Annette R. Martinez

Assistant Vice President, Human Resources
State Farm Insurance Companies

The Executive Pipeline and Succession Planning

Concurrent Session E3: 3:30 – 5 pm

Learn what companies are doing internally to develop and maintain their pipeline for building tomorrow’s leaders today.

Texanna M. Reeves

Group Manager, Workforce Strategies and Programs
Georgia-Pacific Corporation

David Rottman

Vice President and Manager, Career Services
JPMorgan Chase

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Leadership Accountability

Concurrent Session E4: 3:30 – 5 pm

This session will highlight corporate best practices and provide findings from The Conference Board's report on Diversity Accountability drawing upon the wisdom, experience, practices and insights of The Conference Board's Councils on Work Force Diversity. Learn what companies are doing to make accountability an integrated business process and what they are doing to make it work.

Emilio Egea

Vice President, Human Resources
Prudential Financial

Networking Reception: 5 – 6:30 pm

Hosted by:



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Annual Diversity Conference

Wednesday, April 28, 2004 – New York
Friday, June 11, 2004 – Chicago

Networking Breakfast: 7:30 – 8:30 am

Global Diversity

General Session F: 8:30 – 9:30 am

The need to address, understand and leverage diversity globally is increasing daily. Find out what cutting-edge companies are doing to make this work! Find out what global diversity means.

Graciela Meibar

VP, Global Sales Training and Global Diversity
Mattel, Inc.

Nicole Chandrashekara

Global Diversity
UBS AG

Janet Winter-Smith

Senior Advisor, Diversity Programs and Initiatives
Chevron Texaco Corporation

Nicolas Quintana

Global Diversity Director
Covance

Networking Coffee Break: 9:30 – 9:45 am

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Concurrent Sessions (G1, G2, & G3) choose one

Diversity: Understanding and Assessing Impact on the Bottom-Line and Shareholder Value

Concurrent Session G1: 9:45 – 11:15 am

Diversity is a bottom-line issue with cost and profit issues and opportunities. Moreover, shareholders are increasingly gaining interest in diversity and what companies are doing to ensure value in their investments. Find out how diversity is a bottom-line issue, how it is being measured and what shareholders want to know.

Craig B. Clayton, Sr.

Director & Diversity Strategist
International Institute for Diversity
Bauer College of Business
University of Houston

Nikki Daruwala

Senior Research Analyst and
Director of Shareholder Advocacy
Calvert

Creating Innovation and Better Problem Solving Through Diversity

Concurrent Session G2: 9:45 – 11:15 am

Research tells us that diverse teams can increase innovation and solve problems better. Learn how this is happening in real time in organizations and what you can do to leverage your diverse talent.

Employee Engagement

Concurrent Session G3: 9:45 – 11:15 am

No, we are not talking about weddings! Find out how to truly engage employees at work and maximize potential. Also learn how you can measure employee engagement.

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Richard S. Gaskins

Vice President, Diversity
Wyeth-Ayerst Pharmaceuticals

Ethel G. Batten

Vice President, HR Recruiting &
Staffing Technology/E0/AA/Diversity
Lucent Technologies, Inc.

Coffee Break: 11:15 – 11:30 am

Concurrent Sessions (H1, H2, & H3) choose one

Integrating Diversity into The Business

General Session H1: 11:30 am – 1 pm

Diversity requires separate initiatives and integration into everything a company does. Find out why and what this means!

Dr. Bryan Gingrich

Senior OD Specialist
Nextel Communications, Inc.

Terrence Simmons

CEO and Managing Partner
Simmons Associates, Inc.

Building a Diversity Structure for Getting the Job Done

General Session H2: 11:30 am – 1 pm

When you are responsible for diversity for the entire company worldwide—how do you do it? How you structure your strategy can make all the difference.

Donna DeBerry

Senior Vice President of Global
Diversity and Corporate Affairs
Assistant to the Chairman
Wyndham International

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Measuring Your Diversity Initiatives

General Session H3: 11:30 am – 1 pm

Start with the end in mind and learn new ways to think about how you measure diversity. Learn from companies who have model practices for metrics.

Rohini Anand

Senior Vice President and Chief Diversity Officer
Sodexo

David P. Thomas

Vice President and Chief Diversity Officer
SPRINT Corporation

Conference Concludes: 1 pm

2004 Annual Diversity Conference Advisory Panel

Patricia Bussey

Director, Diversity
Sara Lee Corporation

Kevin Clayton

Chief Diversity Officer
Russell Corporation

Karen D. Decuir-Dinicola

Manager, Diversity Initiatives
General Motors Corporation

Emilio Egea

Vice President, Human Resources
Prudential Financial

Frank J. McCloskey

Vice President
Diversity and Workplace Ethics
Georgia Power

Elizabeth McCormick

Associate Director
UBS AG

Cassandra Simmons

Program Director
The Conference Board

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Registration Information

The 2004 Annual Diversity Conference

- Online** www.conference-board.org/diversity.htm
- By Phone** Call Customer Service at 212 339 0345
8 am to 6 pm ET Monday through Friday
- By Fax** Complete the registration form and fax to:
212 836 9740
- By Mail** Complete the registration form and mail to:
The Conference Board, Inc.
P.O. Box 4026, Church Street Station
New York, NY 10261-4026

Cancellation Policy

Full refund until three weeks before the meeting. \$250 administration fee up to two weeks before the meeting. No refund later than two weeks before the meeting. **Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.**

Team Discounts per person

For a team of three or more registering *from the same company at the same time*, take another \$100 off each person's registration.

Hotel Accommodations

Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board's Annual Diversity Conference.

NY location:
Marriott Marquis
1535 Broadway
New York, NY 10036
Tel: 212 398 1900
Fax: 212 704 8930

Cut-off Date: April 5, 2004

IL location:
Westin Chicago River North
320 North Dearborn
Chicago, IL 60610
Tel: 312 744 1900
Fax: 312 527 2650

Cut-off Date: May 19, 2004

Unconditional Guarantee

For more than 80 years, The Conference Board has been providing senior executives worldwide with opportunities to share practical business experience. If for any reason you are not satisfied with this conference, please let us know. We will immediately credit your attendance to another conference of your choice, or, if you prefer, promptly refund 100% of your registration fee.

Registration Form

The 2004 Annual Diversity Conference

- | | |
|--|--|
| <input type="checkbox"/> Pre-Conference Workshop:
April 26, 2004
Conference: April 27-28, 2004
Marriott Marquis
New York, NY
Project #04288-3 | <input type="checkbox"/> Pre-Conference Workshop:
June 9, 2004
Conference: June 10-11, 2004
Westin Chicago River North
Chicago, IL
Project #04279-3 |
|--|--|

Please type or attach a business card; for additional registrants, duplicate this form.

Name _____
Title _____
Functional Area _____
Company _____
Address _____
City _____ State _____ Zip _____
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E-mail _____

Please select your preferred Concurrent Sessions.

Tuesday, April 27, 2004 – New York

Thursday, June 10, 2004 – Chicago

- C1 or C2 or C3 or C4 choose one
 E1 or E2 or E3 or E4 choose one

Wednesday, April 28, 2004 – New York

Friday, June 11, 2004 – Chicago

- G1 or G2 or G3 choose one
 H1 or H2 or H3 choose one

Registration Fees payable in advance in U.S. dollars.

Pre-Conference Workshops

Monday, April 26, 2004 – New York (#04A83-3)

Wednesday, June 9, 2004 – Chicago (#04A85-3)

Conference Board Associates \$495
Non-Associates \$595

Conference

Conference Board Associates \$1,895
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