



**Chicago United**



Changing Color of Leadership®

Innovation, Knowledge, Teamwork:  
The Power of Leadership

The 7th Annual  
Changing Color of Leadership Conference  
and Bridge Awards Dinner

November 18, 2010  
Hilton Chicago

Presented by



i'm lovin' it®

# The 2010 Changing Color of Leadership Conference and Bridge Awards Dinner

The 2010 Changing Color of Leadership Conference, *Innovation, Knowledge, Teamwork: The Power of Leadership*, offers its participants the opportunity to have an open dialogue on sustaining diversity and inclusion (D & I) initiatives in national and global environments, and growing the multiracial leadership pipeline.



**CHICAGO UNITED REMAINS COMMITTED** to building economic inclusion through the development of sustainable diversity initiatives in corporate governance, executive management, and business partnerships. In the spirit of innovation, Chicago United will present two cutting-edge forums: *The Leadership Forum* and *The CEO Forum*.

**The Leadership Forum** will encourage a dialogue among attendees to probe and explore D & I leadership development concepts and best practices. The forums will be presented by corporate senior leaders and minority entrepreneurs. The sessions offer the opportunity for the audience to go to a higher level of thinking, engagement and participation.

**The CEO Forum** is being presented by CEOs from major corporations and minority businesses. These trailblazers will share their unique insights and perspectives on leadership. The sessions will offer unprecedented access to thought-leaders whose decisions in areas such as diversity, business and talent development, and global competitiveness will have far-reaching impact for years to come.





**The Bridge Awards Dinner** is the culmination of the conference and offers continued networking opportunities with executives from Chicago's leading businesses. The Bridge Award represents the first national award that honors a chief executive officer who is an advocate for multiracial diversity in corporate governance and executive level management. This award brings visibility to those who have managed change and inspires others to follow.

**The Chicago Bridge Award** will be presented to **Frederick H. Waddell, chairman and chief executive officer, Northern Trust Corporation**, for supporting the development of a vibrant and richly diverse business community in the Chicago region. **The National Bridge Award** will be presented to **John T. Chambers, chairman and chief executive officer, Cisco Systems, Inc.**, for exemplary practices of a Fortune 500 corporation. **The Bridge Advocate Award** will be presented to **Maestro Paul Freeman, music director, Chicago Sinfonietta**, for advancing diversity in classical music and creating a new generation of diverse performers in the classical music genre.

### 2010 Changing Color of Leadership Conference and Bridge Awards Dinner Steering Committee

Honorable Richard M. Daley  
Mayor, City of Chicago  
Honorary Chairman

Anthony K. Anderson  
Vice Chair and Midwest Managing Partner  
Ernst & Young LLP

Gregory C. Case  
President and Chief Executive Officer  
Aon Corporation

Frank M. Clark  
Chairman and Chief Executive Officer  
ComEd

Ellen M. Costello  
President and Chief Executive Officer  
Harris Financial Corp.

Raymond F. McCaskey  
Retired Chief Executive Officer  
Blue Cross Blue Shield of Illinois  
Ex-Officio, Chicago United Chairman's  
Council

Douglas M. Goare  
Senior Vice President, Worldwide Supply  
Chain, McDonald's Corporation  
Chairman, Chicago United Board of  
Directors

Andrew J. McKenna  
Chairman, Schwarz Supply Source  
Chairman, McDonald's Corporation

William A. Osborn  
Retired Chairman  
Northern Trust Corporation

J. Christopher Reyes  
Co-Chairman  
Reyes Holdings, LLC

John W. Rogers, Jr.  
Chairman and Chief Executive Officer  
Ariel Investments, LLC

The annual Changing Color of Leadership Conference and Bridge Awards Dinner is one of Chicago's premier events for access and opportunity to the most diverse group of business leaders in Chicago. Join us to connect, be heard, and influence the development of the next generation of multiracial leaders.

# Schedule of Events



## Changing Color of Leadership®

Thursday, November 18, 2010

11:00 a.m.

### Registration

12:00 p.m. – 1:30 p.m.

### Diversity Leadership Luncheon

#### *Keynote Speaker:*

Carolyn Woo, *Martin J. Gillen, Dean of the Mendoza College of Business and Milann Siegfried, Professor of Entrepreneurial Studies, University of Notre Dame*



Dr. Woo assumed the deanship of the Mendoza College of Business at the University of Notre Dame in 1997. She is a noted entrepreneurial expert and has consulted for several corporations including Eli Lilly, General Electric, and Motorola. She serves on the boards of two Fortune 500 corporations, Aon Corporation and NiSource Inc. One of Woo's primary interests is to refocus business education away from a narrow agenda of wealth-creation for owners to a broader perspective that considers the role of business in solving the pressing global issues of poverty, disease, and conflict.

2:00 p.m. – 3:15 p.m.

### The Leadership Forum

#### Forum IA

#### *Do You Have What It Takes To Lead?*

Presented by: Robert Johnson, *Managing Counsel, McDonald's Corporation*



Are you looking for a fresh perspective on leadership development? As a recognized corporate leader, Robert Johnson understands the importance of developing a diverse talent pipeline to gain a global competitive advantage. Do you have the desire to lead, but aren't sure how to propel yourself? What makes a great leader may not be what you expect. Explore the common view of leaders, what motivates people to want to lead, and current strategies that will answer the question: *Do You Have What It Takes To Lead?*

#### Forum IIA

#### *National and Global Diversity & Inclusion Initiatives: Differences and Synergies*

Presented by: Toni Riccardi, *Senior Vice President of Human Resources and Chief Diversity Officer, The Conference Board*



National and global diversity and inclusion initiatives each have their own distinct characteristics. Still, there are synergies. This session will focus on the specific challenges facing HR and diversity professionals in international organizations, strategies and best practices at the national level that have application at the international level, and avoiding common mistakes and pitfalls. Learn about current global trends, experience peer-to-peer interaction with professionals from around the region, and get answers to your burning questions.

#### Forum IIIA

#### *The Billion Dollar Roundtable: Milestones and Best Practices in Minority Business Development*

Presented by: Sharon Castillo, *Principal, CPA, CVA, SB Services, Inc.*



Sharon Castillo is a recognized authority on developing business process improvement (BPI) strategies. She has consulted on a number of public and private sector projects including The Billion Dollar Roundtable (BDR) audit process. The BDR, established in 2001, recognizes corporations that achieve \$1 billion of spending with minority- and women-owned business enterprises (M/WBEs). This presentation will explore best practices, benchmarks, and challenges facing minority businesses and answer critical questions of supplier diversity managers.

3:15 p.m. – 3:30 p.m.

### Beverage Break

# Don't miss this opportunity for unprecedented access to several of Chicago's most successful CEOs!

Admission will be granted on a first come first serve basis. As capacity is met, registration for each session will be closed.

## 3:30 p.m. – 4:45 p.m. **The CEO Forum**

### Forum IB



#### ***Building Blocks of Success: Leadership Development, Retention and Succession Planning***

Presented by: Raymond F. McCaskey, *Retired Chief Executive Officer, Blue Cross Blue Shield of Illinois*

Raymond McCaskey is a recognized leader in the areas of corporate diversity, philanthropy, and leadership development. He understands the importance of an inclusive talent development strategy and the advantage it provides in the marketplace. During this exclusive presentation, McCaskey will share his thoughts on identifying and nurturing high potential talent, mentoring at all levels, developing critical skills through action learning, and succession planning.

### Forum IIB



#### ***Accelerating Your Leadership Position in a Global Environment***

Presented by: Timothy Schwertfeger, *Retired Chief Executive Officer, Nuveen Investments*

Timothy Schwertfeger is highly respected in the financial services industry. As the immediate past Chair of Nuveen Investments, he understands the importance of innovation in a global environment. Be a part of this exclusive discussion and hear Schwertfeger's thoughts on today's business climate, utilizing global demographics to your competitive advantage, and leveraging technology.

### Forum IIIB



#### ***Transcending Myths to Master the Game***

Presented by: Tom Burrell, *Retired Chairman, Burrell Communications*, and the author of *Brainwashed: Challenging the Myth of Black Inferiority*

Tom Burrell is a living-legend in the business community. Founder and former CEO of Burrell Communications, Burrell is credited with revolutionizing the image of African Americans in television and changing the face of American advertising. Burrell will share his most intimate thoughts on race, overcoming stereotypes in business and society, environmental challenges facing diverse professionals, and succession planning to preserve a legacy of diversity.

## 5:00 p.m. - 5:30 p.m. **Open Networking**

## 5:30 p.m. - 6:30 p.m. **Pre-Dinner Reception presented by BP America, Inc.**

## 6:30 p.m. - 8:30 p.m. **Bridge Awards Dinner**

### **Bridge Award Honorees**

#### ***2010 Chicago Bridge Award Recipient***

Frederick H. Waddell, *Chairman and Chief Executive Officer, Northern Trust Corporation*

#### ***2010 National Bridge Award Recipient***

John T. Chambers, *Chairman and Chief Executive Officer, Cisco Systems, Inc.*

# Supporting Opportunities



**Chicago United**



Changing Color of Leadership®

Four levels of commitment provide an opportunity to exhibit support for multiracial diversity to an audience of mid- to upper-level managers and successful minority entrepreneurs.

## **\$50,000 CHAIRMAN'S CIRCLE**

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- Inclusion in radio public service announcements\*
- Brand prominence in print media promotions
- Brand inclusion in promotional and program materials
- Signage in prime locations and designated program segments
- (1) Table of 10 at the Bridge Awards Dinner – executive seating
- (10) Registrations for the Changing Color of Leadership Conference – Luncheon and Forums, including priority seating for CEO Forum (assigned on a first-come, first-served basis)
- (1) Full page color ad in the Changing Color of Leadership Conference Guide
- (1) CEO Diversity Statement Page in the Changing Color of Leadership Conference Guide

## **\$25,000 ADVOCATES FOR CHANGE**

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- Brand inclusion in all promotional and program materials
- Signage in prime locations and designated program segments
- (1) Table of 10 at the Bridge Awards Dinner – executive seating
- (6) Registrations for the Changing Color of Leadership Conference – Luncheon and Forums, including priority seating for CEO Forum (assigned on a first-come, first-served basis)
- (1) Full page color ad in the Changing Color of Leadership Conference Guide
- (1) CEO Diversity Statement Page in the Changing Color of Leadership Conference Guide

## **\$10,000 CORPORATE CITIZENS FOR CHANGE**

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- Inclusion in promotional and program materials
- Signage in prime locations
- (1) Table of 10 at the Bridge Awards Dinner
- (4) Registrations for the Changing Color of Leadership Conference – Luncheon and Forums
- (1) Full page color ad in the Changing Color of Leadership Conference Guide

## **\$5,000 LEADERS FOR CHANGE**

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- (1) Table of 10 at the Bridge Awards Dinner
- (2) Registrations for the Changing Color of Leadership Conference – Luncheon and Forums
- (1) Full page black and white ad in the Changing Color of Leadership Conference Guide

\*Note: A limited number of radio media packages are available and are assigned on a first-come, first-served basis.

Support opportunities and benefits are subject to change.

# Registration Form

Register online at [www.chicago-united.org](http://www.chicago-united.org)

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City / State / Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

For room reservations, contact Hilton Chicago, 720 South Michigan Avenue, Chicago, Illinois, [www1.hilton.com](http://www1.hilton.com), Tel: 1-312-922-4400.

## INDIVIDUAL REGISTRATION PACKAGES

Please select one conference package or select from the meal function options.

### Full Conference Package

\_\_\_ Full Conference Package ..... \$400  
*(Includes lunch, forums, workshops, networking reception & dinner)*

\_\_\_ Conference Forums & Luncheon ..... \$250  
*(Non-profit employees: Call or fax for \$125 discount on the forums and luncheon package)*

### Conference Meal Functions Only

\_\_\_ Diversity Leadership Luncheon ..... \$75  
\_\_\_ Networking Reception & Bridge Awards  
Dinner ..... \$200

## CORPORATE SUPPORT PACKAGES

Please select one level.

### Support Packages

\_\_\_ Chairman's Circle ..... \$50,000  
\_\_\_ Advocates for Change ..... \$25,000  
\_\_\_ Corporate Citizens for Change ..... \$10,000  
\_\_\_ Leaders for Change ..... \$5,000

## CONFERENCE FORUM SELECTIONS

Please choose only **ONE** session labeled Leadership Forum A and **ONE** labeled CEO Forum B.

Sponsors who earn multiple registrations will be contacted by PJH & Associates for attendee workshop selections.

### 2:00 p.m. - 3:15 p.m. – Leadership Forum A *(Select One)*

\_\_\_ Do You Have What It Takes To Lead?  
\_\_\_ National and Global Diversity & Inclusion Initiatives: Differences and Synergies  
\_\_\_ The Billion Dollar Roundtable: Milestones and Best Practices in Minority Business Development

### 3:30 p.m. - 5:00 p.m. – CEO Forum B *(Select One)*

\_\_\_ Building Blocks of Success: Leadership Development, Retention and Succession Planning  
\_\_\_ Accelerating Your Leadership Position in a Global Environment  
\_\_\_ Transcending Myths to Master the Game

TOTAL REGISTRATION FEES \$ \_\_\_\_\_

Cancellations will not be accepted after October 29, 2010.

## CREDIT CARD AUTHORIZATION

Cardholder Name \_\_\_\_\_  
American Express \_\_\_ Discover \_\_\_ MasterCard \_\_\_ Visa \_\_\_ Card# \_\_\_\_\_ Expiration \_\_\_\_\_  
Cardholder Signature \_\_\_\_\_  
Cardholder Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



Phone: 312-977-3060  
Fax: 312-977-3089  
[www.chicago-united.org](http://www.chicago-united.org)

Please make all checks payable to: Chicago United

Mail payments to: Chicago United c/o: PJH & Associates, Inc., 205 W. Wacker Drive, Suite 1400, Chicago, IL 60606  
Fax: 312-553-2007 (Chicago United is a 501(c)3 organization and contributions are deductible as provided by law. Tax ID: 36-2770509)

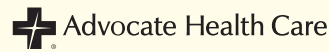
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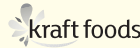
**Chairman's Circle:**



**Advocates for Change:**



**Corporate Citizens for Change:**



**Leaders for Change:**

- Ariel Investments, LLC • Blackwell Consulting Services • The Boeing Company • Cano Container Corporation
- Charter One • Chicago Sinfonietta • Fortune Brands • LifeSource, Chicagoland's Blood Center
- Mesirow Financial • Nicor • Notre Dame • Northwestern Memorial Hospital • PricewaterhouseCoopers LLP
- Primera Engineers, Ltd. • Quaker Tropicana Gatorade (QTG) • Quarles & Brady LLP • RR Donnelley
- Rush University Medical Center • Smith Whiley & Company • University of Chicago
- University of Chicago Medical Center • U.S. Cellular

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 Sidley Austin LLP  
 Smith Whiley & Company  
 Spencer Stuart  
 Synch-Solutions Inc.  
 United Building Maintenance, Inc.  
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