



Chicago United



Changing Color of Leadership[®]

Driving the Inclusionary Vision

The 8th Annual
Changing Color of Leadership Conference
and Bridge Awards Dinner

November 16, 2011
Hilton Chicago

Presented by



The 2011 Changing Color of Leadership Conference and Bridge Awards Dinner

The 2011 Changing Color of Leadership Conference, *Driving the Inclusionary Vision*, offers its participants the opportunity to have an open dialogue on strategies for professional development, growing the multiracial leadership pipeline, and advancing inclusive practices in national and global business environments.



CHICAGO UNITED IS COMMITTED to creating an environment where senior leaders can share common experiences to promote multi-racial leadership in governance, management, and business partnerships while delivering best practices for diversity practitioners and building relationships among leaders that share common values.

The Changing Color of Leadership Conference has become the “go-to” forum for business leaders, diversity professionals, and minority business owners throughout the Chicago region to discuss strategies that energize corporate leaders and create organizational change. Chicago United is the premier advocacy organization where Chicago’s leadership convene to discuss methods that allow individuals of color to break through barriers to reach their full potential.

This year, we will present two high-level plenary sessions from which attendees will gain thoughtful insights from effective business leaders responsible for enhancing an inclusive corporate culture. Each session will feature a diverse group of senior executives that will examine diversity and inclusion practices in today’s business environment.

Plenary Session One will feature a panel of Chicago United’s 2011 Business Leaders of Color. Plenary Session Two will feature a panel of C-suite leaders who will share their strategies for personal leadership development and their efforts to drive organizational success.





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 leadership in corporate governance and executive level management. This award brings visibility to those who have managed change and inspires others to follow.

The Bridge Award will be presented to Patricia Hemingway Hall, president and chief executive officer of Health Care Service Corporation, for supporting the development of a vibrant and richly diverse business community.

2011 Changing Color of Leadership Conference and Bridge Awards Dinner Steering Committee

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Partner
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Northern Trust Corporation



The annual Changing Color of Leadership Conference and Bridge Awards Dinner is Chicago’s premier event for access and opportunity to network with the most diverse group of business leaders in the region. Join us to connect and influence the development of the next generation of multiracial leaders.

Schedule of Events



Changing Color of Leadership®

Wednesday, November 16, 2011

11:00 a.m. Registration

12:00 p.m. – 1:45 p.m. Diversity Leadership Luncheon

Keynote Speaker:

Bruce Gordon, *Former President & Chief Executive Officer, NAACP*

Retired President, Retail Markets Group, Verizon Communications Inc.

Bruce S. Gordon completed a 35-year career in the telecommunications industry in 2003, retiring as president of the Retail Markets Group for Verizon Communications Inc. As an employee of Bell Atlantic Corporation, he served as group president of the Enterprise Business Unit, president of Consumer Services, vice president of Marketing and Sales, vice president of Sales, and general manager of Marketing for Pennsylvania and Delaware. He joined Verizon in 1968. Mr. Gordon later became the first business executive to head the National Association for the Advancement of Colored People (NAACP) and led the 500,000 member organization from 2005 to 2007. During his tenure, he worked to foster diversity and inclusion and to achieve greater economic equality for all Americans.

Mr. Gordon currently serves as lead director of Tyco International LTD, as a director of CBS Corporation and Northrup Grumman, and is a diversity consultant to Fortune 500 companies. He is also a trustee of the U.S. Fund for UNICEF, National Underground Railroad Freedom Center, and Newport Festivals Foundation, and is a member of the Advisory Boards for New York Urban League and Bishop John T. Walker School for Boys.

2:00 p.m. – 3:30 p.m. Plenary Session One

Frontline Perspectives from Business Leaders of Color

2011 Business Leaders of Color (BLC) will share unique perspectives from frontline experiences in corporate leadership roles. The BLC represent some of the top talent in the city of Chicago with proven strategies and tactics for success. Each leader will share their point of view about leadership: innovating new strategies, tactics, and execution to gain a competitive advantage; the importance of international experience for career advancement; and the critical factors of team leadership, and crisis and risk management in driving global competitiveness. We will explore how leadership behavior needs to change to meet the challenges of the future in managing pools of diverse talent for mission-critical roles.

This session will allow you to learn from the experiences of these influential leaders to help evaluate your role as a change-agent. You will find their insights invaluable whether your interest is in advancing your own career or energizing senior leadership to embrace diversity and inclusion.

This panel represents a rare opportunity to experience a frank discussion among diverse leaders as they weigh in on the value of diversity and inclusion strategies for long-term growth, sustainability, and competitive advantage.

3:30 p.m. - 3:45 p.m. Beverage Break

Don't miss this opportunity to walk away with forward-thinking diversity and inclusion strategies.

3:45 p.m. - 5:15 p.m. **Plenary Session Two**

Stewarding a Unified Diversity and Inclusion Vision

C-suite executives responsible for fostering greater inclusion within their business environments will share their visions and insights. Each will discuss the nuances of taking on the role of serving as lead-advocate for developing and implementing a strategy for inclusion; developing metrics to assess advancement; and measuring the impact of diversity on governance, management, business partnerships, and related market growth and development.

During this session you will learn how CEOs and other senior leaders articulate diversity as a business imperative, and how they manage the challenges associated with engaging and unifying management teams to ensure the message is consistent within an organization. Corporate executives recognize the value of appreciating differences and how critically important it is in today's global business climate.

Hear from leading local executives who will share aspects of their own experiences and the complexities of building a unified vision.

5:30 p.m. - 6:30 p.m. **Pre-Dinner Reception**

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

2011 Bridge Award Recipient

Patricia Hemingway Hall, *President and Chief Executive Officer, Health Care Service Corporation*



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

- 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 Plenary Sessions, including priority seating at the Plenary Sessions (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

- 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 Plenary Sessions, including priority seating at the Plenary Sessions (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

- 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 Plenary Sessions
- (1) Full page color ad in the Changing Color of Leadership Conference Guide

\$5,000 LEADERS FOR CHANGE

- (1) Table of 10 at the Bridge Awards Dinner
- (2) Registrations for the Changing Color of Leadership Conference – Luncheon and Plenary Sessions
- (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

Name _____ Title _____

Company _____

Address _____

City / State / Zip _____

Phone _____ Fax _____ E-mail _____

For room reservations, contact Hilton Chicago, 720 South Michigan Avenue, 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 luncheon, plenary sessions, networking reception & dinner)

____ Luncheon & Plenary Sessions \$250
(Non-profit employees: Call or fax for \$125 discount on the luncheon & plenary sessions package)

Conference Meal Functions Only

____ Diversity Leadership Luncheon \$75

____ Pre-Dinner 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 FEATURES

- Diversity Leadership Luncheon

Keynote Speaker:

Bruce Gordon, *Former President & Chief Executive Officer, NAACP Retired President, Retail Markets Group, Verizon Communications Inc.*

- Plenary Session One:

Frontline Perspectives from Business Leaders of Color

- Plenary Session Two:

Stewarding a Unified Diversity and Inclusion Vision

- Pre-Dinner Reception

- Bridge Awards Dinner

2011 Bridge Award Recipient:

Patricia Hemingway Hall
President and Chief Executive Officer, Health Care Service Corporation

TOTAL REGISTRATION FEES \$ _____

Cancellations will not be accepted after October 28, 2011.

CREDIT CARD AUTHORIZATION

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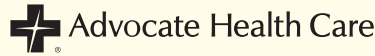
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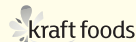
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Corporate Citizens for Change:



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