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Diversity Leadership: Looking to the Future Conference Flyer

Commission for Blacks

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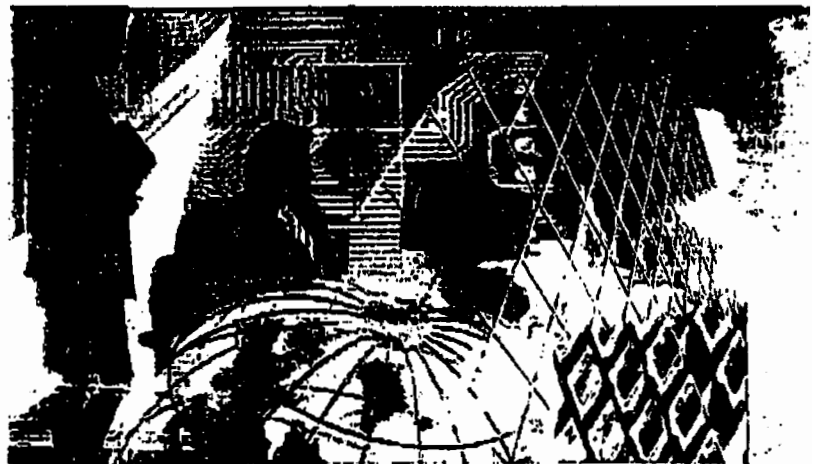
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**Diversity
Leadership
Conference**

April 5-7, 1999

Looking to the Future



Change Matters

Opryland Hotel • Nashville, Tennessee



Diversity Drives Success in the 21st Century

As American businesses face the challenges of a new century, companies across the nation are moving to create corporate cultures with the diversity, flexibility, and openness needed to excel. The Tennessee Valley Authority, a U.S. government-owned corporation and the nation's largest wholesaler of electricity, has launched several initiatives designed to produce a workforce with the tools and motivation crucial for success in the new millennium.

The 1999 TVA Diversity Leadership Conference will showcase some of these initiatives and provide exciting opportunities to learn how TVA and other businesses are integrating corporate diversity with day-to-day operations.

Join us at the spectacular Opryland Hotel in Nashville, Tennessee, April 5-7, 1999, as we look to the future of workforce diversity. Whether you are an employee, middle manager, or top executive the issues of workforce diversity, development, and excellence are of primary importance. No matter where you fit in the emerging corporate paradigm, the Diversity Leadership Conference will change the way you do business.

The Diversity Leadership Conference Can Help You!

CEOs and Company Presidents

- Discover the strategic benefits of workforce diversity
- Network with other company leaders for new ideas on gaining and retaining market share in the new century

Human Resource Consultants

- Learn how other businesses use training to create organizations with the flexibility to respond to rapidly changing markets
- Discover the special needs of young workers in the new century and older workers as the workforce ages
- Find out how corporate universities can be used to foster workforce development

Equal Employment Opportunity Professionals

- Visit exhibits of leading consultants in the fields of diversity and human resources
- Find out how businesses deal with the problem of the glass ceiling
- Pick the brains of human resource experts from around the country

Business Executives

- Hear nationally recognized business experts outline their visions for creating workplaces which harness the advantages of diversity
- Immerse yourself in the latest, most knowledgeable thinking on business success in the 21st century

Entertainment at the Conference

The TVA Diversity Leadership Conference is proud to present the legendary Temptations. Performing the evening of April 6, 1999, the fabulous Temps helped



James Stephens III

create the Motown Sound with hits like *My Girl*, *Papa Was a Rolling Stone*, *Ain't Too Proud to Beg*, and other classics. Opening for them will be the popular comedian, James Stephens III.



The Temptations

Conference Schedule

Monday - April 5, 1999

- 8:30AM - 9:00PM** Registration (Conference Information Center)
- 10:00AM - 1:00PM** Visit Exhibits
- 1:00PM - 2:30PM** Opening General Session
Speaker—Dr. Gary Hamel
- 3:00PM - 5:00PM** Concurrent Workshops
- 5:30PM - 6:30PM** Nationally Prominent Speaker
- 6:45PM - 10:00PM** Reception and Networking Alternatives
Visit Exhibits

Tuesday - April 6, 1999

- 7:00AM - 7:45AM** Continental Breakfast
- 8:00AM - 9:00PM** Conference Information Center Open
- 8:00AM - 9:30AM** General Session
Speaker—Dr. Jennifer James
- 10:00AM - NOON** Concurrent Workshops
- 12:15PM - 1:45PM** Luncheon
Speaker—Lawrence Otis Graham
- 2:00PM - 4:00PM** Concurrent Workshops
- 4:00PM - 6:00PM** Visit Exhibits
- 6:30PM - 10:00PM** Reception and Entertainment

Wednesday - April 7, 1999

- 7:00AM - 7:45AM** Breakfast on Your Own
- 8:00AM - 2:00PM** Conference Information Center Open
- 8:00AM - 9:30AM** Panel Discussion with CEOs including:
Donaia Hudier, CEO of Saturn Retail Enterprises
Harman Morris, President and CEO of Vemonis Light Gas and Water
- 10:00AM - NOON** Concurrent Workshops
- 12:15PM - 2:15PM** Closing Luncheon
Speaker—Dr. Patricia Russell-McCloud
- Closing Remarks

Attend These Workshops Led by Diversity Experts!



Carol D'Amico

Workforce Trends

Carol D'Amico is a senior fellow with the Hudson Institute and an expert on education reform and workforce development. D'Amico helps businesses and communities devise strategies for dealing with workforce trends. She is co-author of *Workforce 2020*, a book describing the challenges and opportunities for American corporations and workers in the early 21st century.



Claire Raines

Generation X'ers: Managing & Motivating Today's New Workforce

Claire Raines is the co-author of *TwentySomething: Managing and Motivating Today's New Workforce*, *Beyond Generation X: A Guide for Managers*, and the soon-to-be-published *Old Farts and Upstarts: Managing Across the Generations*. Acknowledged to be the nation's leading expert on Generation X, she helps managers understand younger workers and gives them the tools for creating a positive environment.



Dr. Sondra
Thiederman

Delivering Customer Service Across Cultural Lines

Dr. Thiederman is the author of *Bridging Cultural Barriers for Corporate Success*, *Profiting in America's Multicultural Marketplace*, and *Getting Culture Smart: Ten Strategies for Making Diversity Work*. She has spent the last 20 years showing audiences how to adapt management, sales, customer service, and negotiation approaches to reflect cultural and gender differences.



Rebecca Walker

Women's Issues Forum

Rebecca Walker, one of four forum panelists, is a writer, activist, and co-founder of Third Wave, a national multicultural organization for young women. She is considered one of the most audible voices of the young women's movement and was recently named by *Time* magazine as one of the 50 future leaders of America. Walker speaks on Third Wave feminism and forms of activism at colleges and conferences across the United States and Canada.

Other Exciting Workshops Include

The Graying of the Workforce—What Are Its Implications • Integrating Diversity with Business Transformation and Total Quality • Making Accommodations for the Physically Challenged • Sexual Harassment • Work/Life Balance • Breaking the Glass Ceiling • Diversity and Change—The Essential Connection • Corporate Universities: A Model for Change

Registration Form

Your Registration Fee Includes: Admission to the entire conference; all conference materials, reception on April 5; breakfast, lunch, reception, and entertainment on April 6; and lunch on April 7. Lodging and other meals are not included. A check-in desk will be open at 8:30 a.m. on the first day of the conference.

Registration Fee \$800 per participant
Early Bird Registration (before Jan. 31, 1999) \$750 per participant

Name _____
Name to appear on badge _____
Title _____ Organization _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ E-mail _____
Emergency Contact _____ Phone _____

Payment: (Payment must accompany registration form.) Please MAIL this form with a check payable to TVA Diversity Leadership Conference, 400 West Summit Hill Drive, ET2A, Knoxville, Tennessee 37932, or FAX registration form with credit card information to (423) 632-2463, or call (888) 289-0360.

☐ Check enclosed for registration fees and additional tickets (see below) \$ _____

I authorize TVA to charge my ☐ VISA ☐ Mastercard **Note: We do not accept American Express**

Signature _____ Card# _____ Exp. Date _____

Name (as it appears on the credit card) _____

Additional Tickets for Luncheons and Entertainment: Family members and/or friends may also attend the activities below. Please indicate the number of additional tickets you wish to purchase and include this amount with your registration fee.

		Number Needed	
Luncheon on April 6	\$22.50 each	_____	
Luncheon on April 7	\$22.50 each	_____	
The Temptations on April 6	\$40.00 each	_____	Total Amount Enclosed \$ _____

Cancellation Policy: Cancellations must be in writing and are subject to a 10% administrative fee if received prior to March 5, 1999. 50% of the registration fee will be refunded for cancellation received between March 5-22, 1999. Cancellations and No-Shows received after March 22, 1999, are not refundable.

Registration Confirmation: All conference registrants should receive a confirmation in writing within 10 days of receipt and processing of this form. If you have not received your confirmation within 10 days please call (888) 289-0360 or e-mail: bdwalters@tva.gov.

Special Accommodations and Questions: If you require special accommodations for this event, have special medical or dietary requirements, or questions about the conference, please call (423) 632-3229 or e-mail: dreeman-splawn@tva.gov.

Hotels: The conference will be held at the Opryland Hotel, 2800 Opryland Drive, Nashville, Tennessee 37214. A shuttle is available to the hotel from the airport. TVA has obtained a special conference rate of \$109.00 per night plus taxes. To make lodging reservations, call the Opryland Hotel at (615) 859-1000.

Keynote Speakers



Dr. Gary Hamel is a nationally recognized strategist who has done extensive research on how companies achieve international prominence. Dr. Hamel is chairman of Strategics, a firm dedicated to helping companies revolutionize the way they do business. His most recent book, *Competing for the Future*, has been recognized as one of the decade's most influential business books.



Lawrence Otis Graham is a nationally known author and advisor to companies on diversity and managing the changing workplace. He has written twelve books including *Member of the Club*, *The Best Companies for Minorities*, and his latest, *Providence: Getting Past Race Value*. Graham serves on the faculty of Fordham University.



Donald W. Hudler is chief executive officer of the newly formed Saturn retail franchise operating company, Saturn Retail Enterprises (SRE). As CEO, Hudler leads a strategic retail initiative designed to further enhance Saturn brand equity. Hudler was formerly a General Motors vice-president and president and chairman of GM's Saturn Corporation.



Herman Morris is the president and CEO of Memphis Light, Gas and Water (MLGW). Morris is the first African-American to lead the nation's largest three-service, municipally owned utility. Morris joined MLGW as general counsel in 1989, having served in private legal practice for more than a decade.



Dr. Patricia Russell-McCloud is a professional motivational speaker who serves as national president of The Links, Inc., a 3,000 member volunteer service organization of African American women, with chapters in 41 states and abroad. Dr. McCloud has twice been cited by *Ebony* magazine as one of the 100 most influential persons in America.



Dr. Jennifer James is an urban cultural anthropologist, university professor, lecturer, and author whose books include *Life Is a Game of Choice*, *Success Is the Quality of Your Journey*, and *Thinking in the Future Tense*. Dr. James is an expert in helping organizations successfully move forward into the future and deal with the dynamics of change. She is one of the highest-rated business speakers in the world.

These noted speakers will be joined by other distinguished speakers at the TVA Diversity Leadership Conference.