



2011 Catalyst Awards Conference

The Waldorf=Astoria | March 29, 2011

Sponsors: The Coca-Cola Company, Walmart

For years the Catalyst Awards Conference has brought together experts from around the world to share knowledge and engage on issues related to diversity, inclusion, and women's advancement, while also showcasing award-winning initiatives that have demonstrated proven, measurable results that address the recruitment, development, and advancement of all women.

This year, the Conference focuses on Catalyst's values—Connect, Engage, Inspire, Impact—with sessions that will challenge attendees with topics from the next horizon of diversity and inclusion. Together, this powerful community will develop a blueprint for the future.

7:15 a.m. — 8:00 a.m.: Check-In and Continental Breakfast

8:00 a.m. — 8:30 a.m.: Welcome and Opening Remarks

Julie S. Nugent, Senior Director, Research, and Chair, Catalyst Award Evaluation Committee

Emma Fox, Commercial Director Private Label and Store Proposition, Walmart

Kathy Waller, Vice President & Controller, and Chair, Global Women's Leadership Council, The Coca-Cola Company

8:30 a.m. — 10:00 a.m.: 2011 Catalyst Award Winner Plenary Session

Senior leaders from the 2011 Catalyst Award-winning organizations discuss the strategies and tactics used to successfully advance women and change their workplaces and the world.

Moderator: **Julie S. Nugent**

Tim Fenton, President - Asia, Pacific, Middle East and Africa, McDonald's Corporation

Lisa Garcia Quiroz, Senior Vice President, Corporate Responsibility, Time Warner Inc.

Kathy Lancaster, Executive Vice President & Chief Financial Officer, Kaiser Permanente

Kaiser Permanente—Achieving Our Mission and Growing the Business Through the National Diversity Agenda

Kaiser Permanente's initiative, *Achieving Our Mission and Growing the Business Through the National Diversity Agenda*, makes diversity and inclusion central to the organization's competitive advantage and its ability to deliver culturally competent health care to its 8.6 million members. The initiative demonstrates that an investment in diversity and inclusion can yield continual improvement for women and men. In 2007, women held 47 percent of senior executive positions, and racially/ethnically diverse women held 12 percent of these positions. By 2009, these numbers had increased to 50 percent and 18 percent, respectively. Between 2001 and 2009, the percentage of women board directors increased from 21 percent to 36 percent, and racially/ethnically diverse women on the board increased from 7 percent to 24 percent.

McDonald's Corporation—*Freedom Within a Framework: Global Women's Initiative*

McDonald's Corporation's strong commitment to inclusion led the company to build on its successful and longstanding diversity work in the United States by creating *Freedom Within a Framework: Global Women's Initiative*. Since its inception in 2006, outcomes to advance women globally have been achieved, most notably in Asia-Pacific, the Middle East, and Africa (APMEA), Europe, and the United States. The representation of women as restaurant managers—a critical stepping-stone to leadership roles—has increased significantly across all three regions from 2006 to 2009: in APMEA, from 27 percent to 35 percent; in Europe, from 45 percent to 52 percent; and in the United States, from 62 percent to 64 percent. Additionally, the percentage of women in market leadership roles has grown substantially between 2006 and 2010. Between 2006 and 2009, the percentage of women on the board of directors also increased from 14 percent to 23 percent.

Time Warner Inc.—*Creating a Unified Culture: Investing in Our Women Leaders*

Time Warner Inc.'s initiative *Creating a Unified Culture: Investing in Our Women Leaders* has resulted in a critical mass of powerful senior women role models. Using a compelling market-oriented business case for diversity and inclusion as a foundation, the initiative sought to formalize employee development policies, unify the siloed culture, and accelerate the development of leaders, including the substantial pipeline of women. Metrics show that Time Warner Inc.'s culture has become increasingly inclusive as a result of this initiative. From 2003 to 2009, women's representation in executive management rose from 18 percent to 23 percent. The percentage of women in the pipeline (vice president level and above) to top management increased from 37 percent to 42 percent, and the numbers for racially/ethnically diverse women rose from 5 percent to 8 percent.

10:00 a.m. – 10:30 a.m.: Networking

10:30 a.m. – 11:15 a.m.: 2011 Catalyst Award Winner Concurrent Sessions (Please Select One Session)

Executives from the 2011 Catalyst Award-winning organizations engage with session attendees about the impact of their initiative.

Kaiser Permanente—*Achieving Our Mission and Growing the Business Through the National Diversity Agenda*

Moderator: **Svetlana Peers**, Senior Director, Catalyst

Martin Portillo, M.D., F.A.C.P., Physician Director for Multicultural Services and Physician Champion of Latino Center of Excellence

Gayle Tang, MSN, RN, Senior Director, National Linguistic and Diversity Infrastructure Management

McDonald's Corporation—*Freedom Within a Framework: Global Women's Initiative*

Moderator: **John Hoag**, Associate, Catalyst

Patricia (Pat) Harris, Global Chief Diversity Officer

Jill McDonald, CEO, McDonald's UK & President of Northern Europe

Time Warner Inc.—*Creating a Unified Culture: Investing in Our Women Leaders*

Moderator: **Katherine Giscombe, Ph.D.**, Vice President, Diverse Women & Inclusion, Catalyst

Rhonda Joy McLean, Deputy General Counsel, Time Inc.

Dori Rubin, Director, People Development

11:15 a.m. – 11:30 a.m.: Break

11:30 a.m. – 12:15 p.m.: 2011 Catalyst Award Winner Concurrent Sessions repeated

12:30 p.m. – 2:15 p.m.: Luncheon and Keynote Discussion

Ilene H. Lang, President and CEO, Catalyst, and Irene Rosenfeld, Chairman and CEO, Kraft Foods Inc., will speak during the luncheon.

2:30 p.m. – 3:45 p.m.: Catalyst Concurrent Sessions (Select One)

Connections That Count: Using Social Media for Diversity and Inclusion

Social media applications—Facebook, Twitter, LinkedIn, YouTube, and blogs—are cutting-edge tools that everyone can use to make an impact. In this session, panelists will assess the power of social media to effect societal change and discuss how you can strategically integrate social media into your D&I efforts.

Mike Otterman, Author and Writer, Catalyst

Emily Troiano, Director, Catalyst

Jessica Faye Carter, Founder and CEO, Heta Corporation

Joe Gerstandt, Speaker and Writer

Global Inclusion: Inspiring Change Through Regional Relevance

The world is a complex place, and tailoring a women's initiative to fit within a local cultural context is critical to successfully transporting it. This session is an exploration of the course corporations must navigate in order to expand their initiatives to new markets and geographies—the delicate balance of *thinking globally, acting locally*. Experts will highlight the challenges organizations may encounter outside of the “home” region and help you obtain a deeper understanding of local cultural and workplace differences that will strengthen your approach to global inclusion.

Candice Morgan, Director, Catalyst

Emily Wakeling, Senior Director, Catalyst

Michael Bach, National Director of Diversity, Equity and Inclusion, KPMG LLP (Canada)

Sneha Shah, Head of Program, Business Operations, Media Division, Thomson Reuters

Josefine van Zanten, Vice President, Diversity & Inclusion, Shell International B.V.

Build Your Own Session: What's Working? What's Not? What's Next?

A continuation of last year's conversation about efforts making the most difference for women and business, the content of this session will be determined by 2011 attendees, who are fundamental in making change in both workplaces and lives. Participants will set the agenda through online conversations with other attendees and session leaders at www.catalystawardsconference.org.

Brandt Stellings, J.D., Vice President, Professional Services Practice, Catalyst

Anika Warren, Ph.D., Senior Director, Catalyst

David Boone, Executive Vice President, Mass Affluent Products & TD Bank USA, TD Bank N.A.

Ana Duarte McCarthy, Chief Diversity Officer, Citi

3:45 p.m. – 4:30 p.m.: Closing Remarks and Reception

Stay connected, engaged, inspired, and impactful as a community that counts at www.catalystawardsconference.org.