



2012 Catalyst Awards Conference Agenda

Wednesday and Thursday, March 28-29, 2012

The Waldorf=Astoria | 301 Park Avenue (at 50th Street) | New York City

Since 1991 the [Catalyst Awards Conference](#) has brought together experts from around the world to share knowledge and shape the dialogue related to women's leadership. The event has also showcased Award-winning initiatives that have proven, measurable results that address the recruitment, development, and professional advancement of all women, including diverse women. More than just another conference, this gathering of experts has become a community that counts, shaping organizations and the society, and reflecting the **Catalyst Vision**: Changing workplaces. Changing lives.

This year marks [Catalyst's 50th anniversary](#) and during this special two-day Conference, we will review the historic milestones crossed during our five decades of existence. Many challenges and successes have shaped our history, brought us to our present, and will change the next 50 years for all committed to the **Catalyst Mission**: Expanding opportunities for women and business.

Conference Sponsors

The Coca-Cola Company

Walmart 

About Catalyst

Founded in 1962, Catalyst is the leading nonprofit membership organization expanding opportunities for women and business. With offices in the United States, Canada, Europe, and India, and more than 500 preeminent corporations as members, Catalyst is the trusted resource for research, information, and advice about women at work. Catalyst annually honors exemplary organizational initiatives that promote women's advancement with the Catalyst Award.



www.catalyst.org

March 28, 2012

7:30 a.m. – 8:30 a.m.

Check-In and Continental Breakfast

8:30 a.m. – 12:00 p.m. Morning Program

8:30 a.m. – 8:50 a.m.

Welcome and Opening Remarks

Ilene H. Lang, President & Chief Executive Officer, Catalyst

8:50 a.m. – 9:30 a.m.

The Future of Women

Faith Popcorn, Futurist, Author, Founder & CEO, BrainReserve

Tiana Holt, Principal, Faith Popcorn's BrainReserve

9:30 a.m. – 9:50 a.m.

MARC: Men Advocating Real Change

Special Sneak Preview

Men have a lot to gain from equality, but all too often they have been left out of efforts to close gender gaps in the workplace—until now. Catalyst is creating MARC, a new online community for professionals committed to making real change in the workplace. Come get a sneak peek of the community including how the interactive platform will facilitate candid conversations about gender and its impact in the workplace from men's perspectives, and empower men and their allies to lead change through observations, best practices, and advice.

Speakers:

Mike Otterman, Social Media Manager, Catalyst

Jeanine Prime, Ph.D., Vice President, Research, Catalyst

All Day

Visit the Catalyst Museum to learn more about our 50 years of history.

- Learn about Felice N. Schwartz, who founded Catalyst in 1962.
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- Record a digital testimonial of Catalyst's impact on your career.

9:50 a.m. – 10:10 a.m.

Launching a Bold New Campaign for Equality

Nearly 50 years after the signing of the Equal Pay Act, the gender gaps in pay, leadership, and opportunity remain a problem. How can this be? And what can we do—right now—to make a real difference? Catalyst, the National Council for Research on Women, and The White House Project are thrilled to announce an exciting new equality initiative that will help create a culture shift in how all Americans think, talk, and take action around these issues.

Speakers:

Linda Basch, Ph.D., President, National Council for Research on Women

Tiffany Dufu, President, The White House Project

Ilene H. Lang, President & Chief Executive Officer, Catalyst

10:10 a.m. – 10:15 a.m.

Break

10:15 a.m. – 11:15 a.m.

Building a Better World as an Employer of Choice: Influencing Corporate Social Responsibility, Future Leadership, and the World

At a time when people around the world are taking to the streets to create change in their lives and community, more attention is being paid to ways employers and employees can work to influence social change. This session will explore the impact an organization's core values, board level involvement, and employee and social investment have on corporate social responsibility (CSR). Learn how companies leverage sustainability and their community to invest in people working for the company, people who want to work for the company, and society. Participants will also discuss the link between gender diversity in leadership, corporate sustainability, and the increased business rewards of CSR. Find out how who you work for can work for you, and how working together can change workplaces and change lives.

Speakers:

Irene Chang Britt, Senior Vice President & Chief Strategy Officer, Campbell Soup Company

Serena Fong, Director, Government Affairs, Catalyst

Paul Lightfoot, Chief Executive Officer, BrightFarms Inc.

Charlotte Oades, Global Director, Women's Economic Empowerment, The Coca-Cola Company

Vikki L. Pryor, Principal, Change Create Transform

Andrea B. Thomas, Senior Vice President, Sustainability, Walmart Stores, Inc.

11:15 a.m. – 12:00 p.m.

From Virtual to Actual: Professional Networking Opportunity

12:00 p.m. – 2:15 p.m.

Luncheon Panel Discussion: The Portrayal of Women and Its Impact on Society

In the 1950s, it was said that a woman's place was in the home. Today, women make up nearly 50 percent of the workforce and yet equity in the workplace and at home remains elusive. Stereotypes about how women should look, how they should behave, how smart and successful they should be, how much they should earn, and what their roles should be in our society still pervade our society and our media. After more than 50 years, have things really changed that much for women? This panel of influential media insiders will candidly discuss these issues from their unique perspectives.

Moderator:

Deborah M. Soon, Senior Vice President, Strategy & Marketing, Catalyst

Panelists:

Emme, Supermodel, Entrepreneur, Mom, and Author

Susan Cartsonis, Producer, Storefront Films

Mike Devlin, EVP, Creative Director, Draftfcb Healthcare

Herminia Ibarra, Ph.D., Professor of Organizational Behavior, INSEAD

2:15 p.m. – 5:00 p.m.

Afternoon Program

2:15 p.m. – 3:00 p.m.

From Virtual to Actual: Professional Networking Opportunity

3:00 p.m. – 4:15 p.m.

Catalyst Concurrent Sessions (Please Select One)

Session A

Men Advocating Real Change: Join the Movement

Join us at the launch of MARC (Men Advocating Real Change) the first online community for professional men committed to making real change in the workplace. On

MARC, members can share observations, best practices, and advice about gender and inclusion—from men's perspectives—and become part of an influential movement for greater equity at work. In this session, meet the official MARC bloggers—all world-renowned experts in gender and masculinity—and get a sneak peek of the MARC website and its innovative subject matter. Help shape the conversations on MARC and join the movement!

Important Registration Note: This is a working session with a limited seating capacity. It is designed for men and allies committed to partnership, learning from one another, and having honest discussions in a new virtual space about how to achieve workplace equality. Sign up quickly if you are committed to contributing to the development of this important community.

Moderators:

Mike Otterman, Social Media Manager, Catalyst

Jeanine Prime, Ph.D., Vice President, Research, Catalyst

Panelists (subject to change):

Martin N. Davidson, Ph.D., Associate Professor of Business Administration, Associate Dean and Chief Diversity Officer, Darden School of Business, University of Virginia

Lars Einar Engström, Author and Senior Partner, Edcolby AB

Michael S. Kimmel, Ph.D., Sociologist, Author, Lecturer

Amitabh Kumar, Head of Media and Communication at the Centre for Social Research

Frank McCloskey, Retired Vice President of Diversity for Georgia Power

Bill Proudman, Founding Partner and COO of White Men As Full Diversity Partners

Graeme Russell, Ph.D., Consultant

Michael Welp, Ph.D., Founding Partner of White Men As Full Diversity Partners

Session B

Creating Workplaces Inclusive of Diverse Women

Diverse women have made progress in their careers over the last several years, and yet "sticking points" still impede their advancement. Prior to the session, attendees will receive a short summary of Catalyst research showing change over time for diverse women in organizational climate, relational dynamics, and individual attitudes. The following questions based on the summary will be discussed in small groups at the session:

- What other changes over time have you noted within your organization that are not captured in our current indicators? What additional indicators would you suggest?
- What norms do you see emerging in your organization that may affect the dialogue about, or approaches to, the various career experiences of diverse women?
- With increasing globalization, the definition of “difference” is becoming increasingly complex, and organizations are struggling to find appropriate measures, approaches, or systems that create a truly inclusive environment. Have you experienced approaches to inclusion that have, or have not, translated well in global contexts? What lessons have you or your organization learned?

This interactive session will leverage the expertise of attendees to shape a forward-thinking research agenda that addresses barriers to progress and helps create more inclusive workplaces.

Important registration note: This session has a limited seating capacity. It is designed for those who have a passionate interest in advancing diverse women and possess some knowledge of the role played by diversity and inclusion practices in creating inclusive environments. Sign up quickly if you are committed to contributing to the development of this important area of knowledge.

Speaker:

Katherine Giscombe, Ph.D., Vice President, Research, Diverse Women & Inclusion, Catalyst

Session C

The Resurgence of Employee Resource Groups: A Discussion of Future Trends

Employee Resource Groups (ERGs) have a rich history of convening people with common affinities for support, connections, and personal development. Today, ERGs are experiencing renewed enthusiasm as ERG members benefit from helping their organizations navigate the increasingly complex business environment. Recognized by business leaders as a win-win for all, employees are inventing new ways to impact their organization, community, and individual careers. Participants in this session will explore trends that harness the passion and skills of individuals to strengthen the impact of their ERGs.

Important Registration Note: Attendees with experience as a member, coordinator, or leader of an ERG are encouraged to attend this session to map out what successful ERGs will look like in the future and around the world.

Moderators:

Sylvia Apostolidis, Senior Director, Member Services, Catalyst

Mary N. Boughton, Senior Director, Catalyst Western Region

Panelists:

Sumita S. Prathap, Global D&I Network & Strategy Leader, Kimberly-Clark Corporation

Jennifer Rickard, Chief Diversity Officer, Hewlett-Packard Company

Julie Seitz, Director Workplace 2020, The Coca-Cola Company

Barbara Wittick, Senior Vice President, Branch Manager, Chubb Group of Insurance Companies

Session D

Get in on the Ground Floor of the Equality Initiative

Representatives from Catalyst, The National Council for Research on Women, and The White House Project will take you inside a new and exciting collaboration, while collecting stories from audience members that will help shape the direction of the campaign itself.

Moderator:

Shifra Bronznick, Founder & President, Advancing Women Professionals

Speakers:

Linda Basch, Ph.D., President, National Council for Research on Women

Tiffany Dufu, President, The White House Project

Serena Fong, Director, Government Affairs, Catalyst

Katie Orenstein, Founder & CEO, The OpEd Project

Marie C. Wilson, Founder and President Emerita, The White House Project & Ms. Foundation for Women

4:15 p.m. – 5:00 p.m.

Closing Remarks and Reception

March 29, 2012

7:15 a.m. – 8:00 a.m.

Check-In and Continental Breakfast

8:00 a.m. – 11:30 a.m.

Morning Program

8:00 a.m. – 8:20 a.m.

Welcome and Opening Remarks

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

8:20 a.m. – 9:45 a.m.

2012 Catalyst Award Winner Plenary Session

Commonwealth Bank of Australia—Opening the Door for Gender Diversity
Sodexo—Making Every Day Count: Driving Business Success Through the Employee Experience

Senior leaders, including the CEOs, from the 2012 Catalyst Award-winning organizations discuss the strategies and tactics used to successfully advance women, embrace diversity and inclusion, and change their workplaces, communities, and lives.

Moderator:

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

Panelists:

Ian Narev, Managing Director & CEO, Commonwealth Bank of Australia

Tristan Wills, Executive General Manager, Corporate Sustainability, Commonwealth Bank of Australia

George Chavel, President & CEO, Sodexo North America

Rohini Anand, Ph.D., Senior Vice President and Global Chief Diversity Officer, Sodexo

9:45 a.m. – 10:45 a.m.

Evolution of a Catalyst Award-Winning Initiative

Since 1987, when Catalyst started recognizing corporate initiatives to advance women, the landscape for diversity

All Day

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and inclusion has evolved tremendously. Join panelists from former Catalyst Award-winning organizations as they discuss the evolution of diversity and inclusion at their organizations, how they continue to drive progress and sustain results even during difficult times, and the lessons they have learned along the way.

Moderator:

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

Panelists:

Sam Ladah, HR Vice President, Workforce Strategy and Programs, IBM

Gerald Lema, Corporate Vice President and President, Asia Pacific, Baxter International Inc.

Nancy Nazer, Vice President, Human Resources, TD Bank Group

10:45 a.m. – 11:30 a.m.

From Virtual to Actual: Professional Networking Opportunity

11:30 a.m. – 1:30 p.m.

Luncheon Panel Discussion: Redefining the Mommy Track

Ilene H. Lang, President & CEO, Catalyst, speaks with sisters **Maggie Wilderotter**, Chairman and Chief Executive Officer, Frontier Communications, and **Denise Morrison**, President and Chief Executive Officer, Campbell Soup Company

I:30 p.m. – 3:30 p.m. Afternoon Program

1:30 p.m. – 1:45 p.m.

Break

1:45 p.m. – 2:45 p.m.

Concurrent Sessions (Select One)

Session A

2012 Catalyst Award Winner: Commonwealth Bank of Australia

Come hear how Commonwealth Bank of Australia implemented a variety of strategies and programs aimed at breaking down barriers for women and diverse populations across the country. Unique programs include mandatory and in-depth unconscious bias training for all senior leaders, a rigorous talent review process, and a progressive approach to creating a culture of flexibility that rewards results over face time.

Moderator:

Jennifer Kohler, Director, Advisory Services, Catalyst

Panelist:

Tristan Wills, Executive General Manager, Corporate Sustainability,
Commonwealth Bank of Australia

Session B

2012 Catalyst Award Winner: Sodexo

Join panelists from Sodexo in a conversation about their multi-pronged initiative focused on Sodexo's more than 15,000 salaried employees working at 6,000 client sites and offices throughout the United States. Compelling features include a host of professional development programs designed to share diversity lessons with staff and clients, strategic employee network groups, robust mentoring, and a variety of innovative tracking and monitoring mechanisms.

Moderators:

David Lau, Associate, Catalyst Canada

Svetlana Mostovsky, Senior Director, Development, Catalyst

Panelists:

Patty LaMothe, MS, RD, District Manager, Health Care, Sodexo

James Taylor, President, Senior Living, Sodexo

Session C

From Virtual to Actual: Professional Networking Opportunity

2:45 p.m. – 3:30 p.m.

Closing Remarks and Reception