

15th Annual Rainbow PUSH Global Automotive Summit
Theme: “Driving Ethnic Inclusion in the Global Automotive Expansion”

An Initiative of the Citizenship Education Fund

Celebrating a 15-Year Journey Promoting Equal Opportunities for People of Color

MGM Grand Detroit Meeting and Events Center

October 13, 2014 (Conference Day)

October 14, 2014 (Women’s Networking Workshop)

Schedule of Events

Monday, Oct. 13	CONFERENCE DAY
8:00 – 9:30 a.m.	LEADERSHIP TOWN HALL BREAKFAST AND PANEL DISCUSSION
8:00 – 8:30 a.m. Grand Salon Ballroom #1	Buffet Breakfast
8:30 – 9:30 a.m. Grand Salon Ballroom #1	<p>Leadership Town Hall Panel Discussion “A New Narrative: Has Diversity Become A Diversion?”</p> <p>Before the Civil Rights Act of 1964 was passed an employer could reject a job applicant because of his or her race, religion, sex or national origin. On the business side, companies could turn down qualified minority suppliers for contracts and dealership candidates, and look the other way to lending support to the surround communities in which they worked. And, it would all be legal. As we embark upon the 50th Anniversary of the passing of the Civil Rights Act of 1964, racial equality is still not guaranteed. Affirmative-action legislation, designed to level the employment playing field for whites and minorities, has been attacked as unfair to whites. And, in recent decades, the basis of a diverse workforce, supplier diversity initiatives and minority dealer development programs also include women, people with disabilities, veterans and LGBT. Panelists will discuss whether diversity has become a diversion for African Americans who were the true influencers of the implementation of the Civil Rights Act.</p>
9:45 – 11:45 a.m.	CONCURRENT PANEL DISCUSSIONS
9:45 – 10:55 a.m. Grand Salon Ballroom #3	<p>Global Purchasing and Supplier Diversity Panel Discussion “Automotive Purchasing Leaders Discuss Global Expansion Opportunities: North America and Beyond”</p> <p>The global automotive industry is in better shape than it was five years ago, especially in the US, where profits and sales have recovered following the recent economic crisis, and in China, where growth remains strong. This progress will likely continue, according to The McKinsey Report. By 2020, global profits for automotive OEMs are expected to rise by almost 50 percent. The new profits will come mainly from growth in emerging markets and, to a lesser extent, the US. Europe, Japan, and South Korea will be stagnant in terms of profit growth. Automotive Purchasing leaders will discuss future growth opportunities in emerging markets. As well as, how ethnic minority suppliers and supplier diversity initiatives can make key strategic decisions now to sustain a successful and long term future in the automotive industry.</p>
11:00 – 11:45 a.m. Grand Salon Ballroom #3	<p>Supplier Diversity Panel Discussion “Supplier Diversity Professionals Share Inside Knowledge on Effectively Moving Through the System”</p> <p>The primary role of those involved in supplier diversity programs is to ensure the inclusion of diverse businesses in the competitive bidding process, find the best suppliers and build a supplier base that is reflective of diverse customer and employee base. The minority population is increasing in number, purchasing power, and business development activity. This record growth is enabling minorities to wield significant economic power as consumers and business owners. Their clout positions them to be invaluable strategic suppliers and business partners in the years ahead. Supplier Diversity Professionals will share their company’s plans on how its supplier diversity initiatives will enable future growth for ethnic minority suppliers to sustain a successful and long-term future in the automotive industry.</p>

Monday, October 13	CONFERENCE DAY - Continued
9:45 – 11:45 a.m.	<p>Diversity Human Resources Roundtable Discussion <i>“ Breaking Down Historic Barriers to Hiring and Promoting People of Color”</i> Diversity in the workplace in the U.S. was virtually non-existent for the first 150 years after the country's founding. A stronger voice among minority workers slowly changed the workplace from a white male domain to better reflect a multicultural society. As we celebrate 50 years since the Civil Rights Act of 1964 was passed, many companies today fail to follow the spirit of the legislation. Norms and practices within a company can affect hiring, retaining and promoting ethnic minority employees. The only way real change can come about is if companies implement policies and provide training that promotes racial equality. Cross-industry HR vice presidents will discuss workplace barriers and institutionalized cultural thinking, while sharing best practices around recruiting, retaining and promoting ethnic employees to reflect the racial makeup of society and the local communities.</p>
12:00 – 2:15 p.m.	BUSINESS AND EDUCATION AWARDS LUNCHEON and PANEL DISCUSSION
12:00 – 1:00 p.m. Grand Salon Ballroom #1	Business and Education Luncheon
1:00 – 1:45 p.m. Grand Salon Ballroom #1	<p>Panel Discussion – <i>Automotive Leaders Speak on the Positive Effects of An All-Inclusive Ethnic Minority Business Environment</i> The business case for diversity theorizes that, in a global marketplace, a company that employs a diverse workforce, is better able to understand the demographics of the marketplace it serves and is thus better equipped to thrive in that marketplace than a company that has a more limited range of employee demographics. A company that sees an all-inclusive environment as an investment or value-added model requires an intentional implementation from top leadership for the culture to truly be one of inclusion and acceptance. Automotive CEO's will discuss the positive effects of an all-inclusive ethnic minority business environment.</p>
1:45 – 2:15 p.m. Grand Salon Ballroom #1	PUSH Excel Scholarship Awards Presentation
2:30 – 4:00 p.m.	CONCURRENT PANEL DISCUSSIONS
2:30 – 4:00 p.m. Sapphire Room	<p>Advertising and Marketing Roundtable Discussion <i>“ The Total Market Approach Must Be Inclusive of Ethnic Minority Media Representation”</i> Some 54% of all advertisers are practicing some level of Total Market strategy. Several prominent attempts by general-market agencies to co-opt multicultural-marketing assignments under the banner of "total market" have failed. Meanwhile, other mainstream attempts to be-all-you-can-be to advertisers and offering the multicultural bucket approach continue to be just projects. To be successful, consumer and business-to-business brands have to stop talking about marketing to “general market,” with the leftovers dedicated to minority segments, and instead demand that companies capture all the dollars in the pie. The Total Market approach must be inclusive of ethnic minority media representation driven by ethnic media agencies and outlets.</p>
2:30 – 4:00 p.m. Garnet Room	<p>Professional Services Roundtable Discussion <i>“Accountability for Professional Services Inclusion in Supplier Diversity Procurement Goals”</i> Professional Services are not always top of mind within the automotive supplier diversity processes. Contracts are being awarded without the input of the supplier diversity leadership which may not lead to ethnic inclusion in the area. Professional Services representatives from legal, accounting, investments, risk management and IT will meet with supplier diversity representatives, purchasing buyers and executive specialists to strengthen the focus on including professional services metrics and accountability within the supplier diversity process.</p>

Monday, October 13	CONFERENCE DAY - Continued
2:30 – 4:00 p.m. Grand Salon Ballroom #3	Supplier Diversity Game Changers: <i>Positioning Your Business To Win Through Capacity Building and Joint Ventures</i> The minority supplier is faced with a tough competitive global environment. The rules of the game are changing every day. As global competition stiffens, minority suppliers are forced to change business models to keep up with the demand. Capacity building and joint ventures are solutions to sustainability among minority suppliers. Panelists will discuss myths, obstacles, and new strategies to a pathway of sustainability.
4:15 – 5:15 p.m. Grand Salon Ballroom #3	Spotlight on Automotive Minority Legacy Suppliers and Dealers: <i>Coaching the Next Generation</i> Black-owned automotive suppliers and dealers, dubbed Legacy Suppliers and Dealers by Rev. Jesse Jackson, Sr., have proven to be the best and brightest at what they do. They are on par with other suppliers in terms of product quality, engineering, price, and customer service. The black-owned automotive suppliers and dealers in existence today are essentially first-generation entities. There are few black-owned automotive suppliers and dealers on the horizon that are preparing the next generation to succeed today's businesses. As the Rainbow PUSH Automotive Project celebrates 15-years of promoting equal opportunities for people of color, legacy suppliers and dealers will share their years of experience and candid advice on sustaining a business against all odds.
5:30 – 10:00 p.m.	AWARDS and NETWORKING RECEPTION
5:30 – 10:00 p.m. Grand Salon Ballroom #1	Living Legends and Emerging Leaders Awards & Networking Reception Join us for an evening of networking and entertainment as we celebrate our 15-year journey to promoting equal opportunities for people of color. We will honor Living Legends and Emerging Leaders in the automotive industry. The Living Legend Award is presented to one who has paved the way for the success of others in the automotive industry. The Emerging Leader Award is presented to a next generation professional of merit, accomplishment and service who is making a significant impact in the automotive industry.
Tuesday, October 14	
8:00 a.m. – 1:00 p.m.	WOMEN'S BREAKFAST AND NETWORKING WORKSHOP (Pre-Registration Required)
8:00 a.m. – 1:00 p.m. MGM Grand Detroit Immerse Spa	Women's Breakfast and Networking Workshop <i>"The Campaign of You: Health, Wealth and Business Opportunities for Women of Color"</i> A session that offers women of color in the automotive industry the opportunity to network, develop relationships to collaborate in order to gain business opportunities, and unwind on a holistic note of finding work/life balance for one's health and wellness. <i>(Pre-Registration is required to attend.)</i>

HURRY REGISTER TODAY!

CONFERENCE REGISTRATION DISCOUNT RATE ENDS –
AUGUST 31, 2014

HOTEL ACCOMMODATIONS - MGM GRAND DETROIT "RAINBOW PUSH AUTO SUMMIT" DISCOUNT RATE ENDS –
SEPTEMBER 13, 2014

FOR MORE INFORMATION ON CONFERENCE AND HOTEL REGISTRATION
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