

A VIRTUAL SUMMIT

DIVERSITY

EQUITY

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The Chamber
OF CATAWBA COUNTY
Working for business

Wednesday

May 19, 2021

12:00 – 5:00 PM

2021

The Business & Economic Case

With every passing year, America grows more diverse. In fact, more than 67% of job applicants and 57% of employees expressed that they value diversity and inclusion in the workplace. It's no wonder, too, because diverse companies perform better.

When our workforce doesn't reflect our population's ever-growing diversity, it's not only a moral issue, but a business issue as well.

Diversity is important to applicants, employees, and consumers, and in 2021, that diversity includes a large umbrella of categories. Whether it's inclusion of race, ethnicity, gender identity and expression, or sexual orientation, businesses benefit from embracing different experiences, lives, and self-definitions.

5 Facts About Diversity in the Workplace Which May Surprise You:

1. Diverse companies have a 2.3x higher cash flow per employee over a three-year period than non-diverse companies. Business owners care about the bottom line. How can they not? They do, after all, have a business to run. Still, 41% of businesses say they're too busy? to increase diversity in the workplace, regardless of the fact that diverse companies bring in more money.
2. 80% of employees say they value inclusive policies in the workplace. 72% of employees also indicated that they would leave their job to work for a company that is more inclusive. In fact, 40% of LGBTQ+ employees have been harassed at work for their gender identity or sexual orientation. Of these, 41% have left their job because of this behavior. Additionally, inclusive environments improve employee mental health, regardless of demographics.
3. 87% of customers would rather patronize businesses that hire people with disabilities. Despite this, the employment ratio for people with disabilities in 2018 was only 19.1%, compared to 66% for people without a disability.
4. Ethnically diverse companies are 35% more likely to increase revenue, and gender diverse companies are 15% more likely to increase revenue. Still, women only hold 38% of managerial positions. Additionally, in a study of over 19.6 million employees, only 9% of men of color and only 4% of women of color held C-level positions, compared to 68% of white men and 19% of white women
5. Racially diverse teams outperform non-diverse teams by 35%. Despite this, 97% of executive boards don't represent the overall demographics of the United States. Since executive boards make important decisions for the company, it only makes sense to have the strongest team composition possible.

(Statistic Sources: Josh Bersin & McKinsey & Company)

Table of Contents

The Business & Economic Case Page 2

5 Facts About Diversity in the Workplace which May Surprise You Page 2

Technology Tips & Reminders Before Event Day Page 4

Conference Itinerary..... Page 4

Sponsor Listing Pages 5

Keynote Presenters Pages 6 – 11

Dedra L. W. Flournoy, Esq., MBA, SPHR Page 6

Courtney J. White Page 7

Dana Moss..... Page 8

Kimberly J. Korando Pages 8 – 9

Tom Verbeke Page 9

Lessons from Leaders on the Journey: Panelists..... Pages 10 – 11

Ericka Bartlett, PHR, SHRM–CP Page 10

Christopher A. Chesnutt Page 10

Cassia Dowdy Page 11

John Samuel Page 11

Thank You to our Chamber Investors Page 12



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Technology Tips & Reminders Before Event Day

- To access the conference and your personalized conference dashboard we ask you to be on the look-out for an email with the subject line: Important: May 19th Event Login Information. The email will be sent on May 12th
- If you have not received your LOGIN INFORMATION communication, please email events@catawbachamber.org for assistance.
- Once you login, think of your conference dashboard as Headquarters for the event. You will see a series of boxes which provide access to all of the features the event will offer --- from Main Stage, Itinerary & Program, Speaker Bios, a list of our sponsors and more.
- Once you get in the environment, click around a little and make yourself comfortable.

Conference Itinerary

Time	Itinerary
11:45 AM	Login Opens
12:00 PM	Welcome and Opening Remarks Lindsay M. Keisler, IOM, CCEC, <i>President/CEO</i> , The Chamber of Catawba County Dedra L. W. Flournoy, Esq., MBA, SPHR, <i>CEO/Founder</i> , Thrive Forward Collective
12:25 PM	The Business Case for DEI Courtney J. White, <i>Head of Human Resources and D&I Officer</i> , BASF Agricultural Solutions of North America
1:20 PM	Making a Statement: Considerations and Challenges Facing Companies Responding to Social Issues Dana Moss, <i>Division Vice President and Chief Diversity & Inclusion Officer</i> Corning Incorporated
2:00 PM	Lessons from Leaders on the Journey Moderator: Dedra L. W. Flournoy, Esq., MBA, SPHR, <i>CEO/Founder</i> , Thrive Forward Collective Ericka Bartlett, PHR, SHRM -CP, <i>Chief Human Resources Officer</i> , Graystone Eye Christopher A. Chesnutt, <i>Program Manager, Inclusion & Awareness</i> , Google Cassia Dowdy, <i>Director of Human Resources</i> , Design Foundry John Samuel, <i>Co-Founder & CEO</i> , Ablr 360
3:00 PM	Good Trouble: Making It Good, Avoiding the Trouble Kimberly J. Korando, <i>Attorney at Law</i> , Partner, Smith Anderson
3:55 PM	The Road to Equality and Inclusion in CommScope: Lessons Learned Tom Verbeke, <i>Vice President, HR Talent & Organizational Development</i> , CommScope, Inc.
4:45 PM	Closing Remarks

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- United Arts Council of Catawba County
- Western Piedmont Workforce Development

Diversity, Equity and Inclusion Thought Leaders



DEDRA L. W. FLOURNOY, ESQ., MBA, SPHR

CEO/Founder

Thrive Forward Collective

Considered a high energy, goal driven and results oriented professional, Dedra Flournoy brings more than 20 years of work experience garnered as a licensed attorney and human resources professional. She

began her career as a general practice attorney in Central Illinois working for the law firm of Beckett and Weber. Having earned her B.S., J.D. and MBA from the University of Illinois, she started her career with the firm where she had clerked as a student.

With her business background, she quickly focused her practice in the areas of labor and employment law and went on to work for a boutique employment law firm in Chicago, Green & Letts. After practicing for three years, Dedra made the transition to human resources by serving with the non-profit organization INROADS, which was dedicated to providing educational and internship opportunities for minority students by partnering with Fortune 100 companies. While at INROADS, Dedra was responsible for the 20% growth in corporate partnerships as the Corporate Relations Coordinator, as well as the HR functions of recruiting, staffing and training and development.

For the next several years, Dedra would have meaningful and progressively responsible HR roles working for Deloitte Consulting, Ford Motor Company, MillerCoors and ConAgra Brands and Merchants Distributors (MDI). Today, she is the CEO/Founder of Thrive Forward Collective, a full service human capital firm that specializes in talent management, team development, leadership development and diversity, equity and inclusion strategies.

An avid learner, Dedra received her graduate certificate in Organizational Development from Eastern Michigan University. She is a past member of the Society for Human Resources Management, the American Society for Training and Development and lifetime member of Delta Sigma Theta Sorority, Inc. She is a member of the Board of Directors for the Frye Regional Medical Center, Gramercy Institute for Empowering Communities and the Catawba Chamber of Commerce. She currently serves as this year's Chairwoman for the Chamber.

Dedra has three beautiful children.

DIVERS

Diversity, Equity and Inclusion Thought Leaders



COURTNEY J. WHITE

Head of Human Resources and D&I Officer
BASF Agricultural Solutions of North America

Courtney J. White, an award-winning leader, executive coach, and speaker, is the head of Human Resources for North America; Global Seeds & Traits; and Global Diversity, Equity and Inclusion for BASF Agricultural Solutions. He is accountable for leading the development and implementation of strategies to engage and harness the dynamic power of people.

Having worked with multiple top tier organizations for more than 15 years, Courtney's career has been focused on unleashing organizational potential, enhancing innovation and driving performance-based cultures of growth on six continents.

A true Tarheel, Courtney was born and raised in Durham, North Carolina; later graduating from the University of North Carolina at Chapel Hill. In life, he is guided by the quote "If your presence doesn't make an impact, then your absence won't make a difference."

Presentation: THE BUSINESS CASE FOR DEI

Theorists Warren Bennis and Burt Nanus generated considerable thought leadership by introducing the theory of changing dynamics in a multilateral V.U.C.A world. Their theory relayed education and understanding that many organizations would regularly face conditions of Volatility, Uncertainty, Complexity, and Ambiguity. Volatility representing the frequency and acceleration of change; uncertainty representing the surprises we can't always predict; complexity representing often-compounded forces, factors, and dynamics; and ambiguity representing the wide-ranging meanings that may be present in varying conditions. Knowing that the realities of a V.U.C.A. world are noticeably present each way we turn today, Diversity, Equity, and Inclusion (D.E.I)

become a strategic differentiator for businesses who are seeking a competitive advantage. Through it, businesses can galvanize the value of bringing people with different characteristics together to achieve better results. Leading research confirms that companies with higher-than-average diversity have shown 19% higher innovation revenues; higher representation of women in C-suite level positions results in 34% greater returns to shareholders; and companies in the top quarter for racial/ethnic diversity are 35% more likely to surpass peers. Hence, effective D.E.I. strategies enable businesses to position, and re-position, themselves for greater insights, foresight, and readiness to drive enhanced outcomes.

Diversity, Equity and Inclusion Thought Leaders



DANA MOSS

*Division Vice President and Chief Diversity & Inclusion Officer
Corning Incorporated*

Dana D. Moss, division vice president, Chief Diversity, Equity & Inclusion Officer, is responsible for leading the evolution and execution of Corning's global diversity, equity and inclusion strategy. This includes overseeing our efforts to hire, develop and retain diverse talent while creating an inclusive environment for all employees. Dana joined Corning in 2000 as a senior market analyst and held various commercial and communications roles in Corning

Specialty Materials and Corning Life Sciences (CLS) before joining Human Resources. After serving as division human resources manager for Corning Environmental Technologies and then as human resources director for Corning's Research, Development & Engineering organization, she was appointed to her current role in May 2020. Dana holds a Bachelor of Science in mathematical sciences from the University of North Carolina at Chapel Hill, a Master of Business Administration from Wake Forest University, and an Executive Masters in human resource management from the Cornell University School of Industrial and Labor Relations.

Presentation: MAKING A STATEMENT: CONSIDERATIONS AND CHALLENGES FACING COMPANIES RESPONDING TO SOCIAL ISSUES

As many companies strive to improve diversity, equity and inclusion in the workplace, a number of societal events continue to present challenges and concerns, impacting employees and other key stakeholders. From police shootings to violence

against diverse populations, many companies are left wondering "Should we speak out?" This session will discuss considerations, challenges, and tactics for companies deciding when, or if, they should respond with a statement -- or even action.



KIMBERLY J. KORANDO

*Attorney at Law, Partner
Smith Anderson*

Kim Korando is recognized as one of North Carolina's leading employment lawyers by Chambers USA: America's Leading Business Lawyers, Law and Politics North Carolina Super Lawyers, Best Lawyers® and Business North Carolina Legal Elite. She is a partner with Smith Anderson, one of North Carolina's oldest and largest law firms where she founded the firm's Employment, Labor and Human Resources practice group.

Kim serves as a trusted advisor to public and private companies throughout the U.S. in matters of financial, reputational and operational signifi-

cance. She often is retained as special counsel to conduct independent internal investigations, workplace compliance audits and workplace culture assessments, including those arising from #Me-Too and Social Justice movements and allegations of hostile and toxic work environments.

Kim is a thought leader who frequently speaks and writes on human resources compliance and risk management issues, regularly collaborates with employers developing in-house training programs, serves on the Board of Editors for the nation's leading employment discrimination treatise, and authors a leading North Carolina workplace policies and forms guidebook that is updated annually through the North Carolina Chamber.

Presentation: GOOD TROUBLE: MAKING IT GOOD, AVOIDING THE TROUBLE

Every employer has heard the call to action on diversity, equity and inclusion. Hiring and promotion goals. Retention strategies. And it's not just race and me-too's—consider among others LGBTQ, the growing concept of gender fluidity, religion and accommodating the differently abled.

There is no shortage of advice from the experts. Always well-intended, but not always well-executed. In this session, we will discuss commonly recommended actions and offer practical advice for making them good while avoiding the trouble.



TOM VERBEKE

VP HR, Talent and Organizational Development
CommScope

Tom Verbeke is the Vice President of talent and organizational development for CommScope, a 8.5BN \$ world leader in networking and telecommunications infrastructure, pushing the boundaries of technology to create the world's most

advanced networks. Tom currently oversees the diversity & inclusion, talent acquisition, learning and development, talent management, leadership development, employee experience, culture, change & OD practices for its nearly 30,000 employees globally across more than 60 countries.

Over the last years, Tom has been deeply involved in several multi-billion-dollar acquisitions within CommScope, leading the Culture and Organization Design workstreams to successfully integrate multiple large global organizations while building out the Talent function and teams. Over the last year, he has also established a new learning function,

and built out the company's diversity & inclusion practice.

Prior to his current role, Tom was the Head of International HR & Global Sales, overseeing the EMEA, APAC and China regions for HR. Prior to him joining CommScope, Tom spent 9 years with Sony Corporation, based in the UK for 6 years, and in Tokyo, Japan for an additional 3 years. During those years he held various positions both as a Strategic Business Partner as well as in Organizational Development, heading up Employee Communication & Engagement, Global HR head for Sales & Marketing and culminating as Global HR Talent Acquisition Head for Sony Corporation.

Tom has an Executive MBA from Kingston University in London, UK and a Masters degree from the Catholic University of Leuven Belgium, graduating in Work and Organizational Psychology.

Tom is currently based in Charlotte, NC after spending most of his career living and working across Europe and Japan with his family.

Presentation: THE ROAD TO EQUALITY AND INCLUSION IN COMMSCOPE: LESSONS LEARNED

CommScope, a world-leading provider of telecom infrastructure solutions in both the wired and wireless data connection business, found itself having to design and reinvent a global Diversity, Equity, and Inclusion strategy in 2019. This keynote speech tells the story of how the global D&I strategy evolved from a legacy practice to a purposeful design of company-wide and all-encompassing inclusive culture initiative. Following multiple acquisitions, numerous benchmarking, and industry conversations, CommScope took a direction to

stay away from the dominant Employee Resource Groups, so prevalent in larger global companies, and head down a whole other path altogether. Tom, leading the global D&I strategy and effort for CommScope, will be sharing what that path eventually looked like. The presentation will then hone in on insights and lessons learned from their experience. Finally, he will share reflections on this journey in the hope of helping other companies forge their path towards a business-relevant focus on Diversity, Equity, and Inclusion.

Lessons from Leaders on the Journey: Panelists



ERICKA BARTLETT, PHR, SHRM-CP

*Chief Human Resources Officer
Graystone Eye*

Ericka has operated as the Chief Human Resources Officer for Graystone Eye, an ophthalmology practice that employs over 250 employees in four locations, for the last three years.

Ericka serves as a strategic partner focused on employee

relations, recruitment and retention, compensation, benefits, training and development, and develops programs that focus on growth, customer service, and health & well-being for employees and providers.

With over 20 years of professional human resources experience, Ericka provides counsel and support to her team to help them achieve strategic and operational goals. Her comprehensive background in HR management, recruitment, retention, compensation, labor relations, policy interpretation, training and communication has resulted in strong and trusting relationships with

her current and previous employers as well as with the different non-profit organizations that she has had the opportunity to serve.

Ericka is a former President, VP of Membership, and Board member of Catawba Valley SHRM Chapter, former Treasurer of Western Piedmont Medical Professionals, a local chapter for the North Carolina MGMA, and current member of the Diversity, Equity and Inclusion Committee at Graystone.

Ericka received her BS in Accounting from Gardner-Webb University. She is also PHR and SHRM-CP certified. When Ericka isn't working solving people challenges or creating new and exciting employee engagement opportunities, she enjoys her time with her husband of 20 years Len, her two kids, Jack and Veronica, and her pets (Thor – husky mix, Bella – Frenchie dog, and Lola – the "queen" cat). Both Jack and Veronica swim for the YMCA, therefore they keep Ericka's weekends pretty booked with swim meets.



CHRISTOPHER A. CHESNUTT

*Program Manager, Inclusion & Awareness
Google*

Christopher A. Chesnutt is the Inclusion and Awareness Program Manager for Google Data Centers, supporting all global data center diversity, equity and inclusion initiatives.

A native of Goldsboro, North Carolina, he graduated from Strayer University with a bachelor's degree in Business Administration. Prior to joining Google, Christopher served as Chief Ministry Officer and

Chief Operating Officer for several non-profits and ministries in North Carolina and Michigan. His career with Google began in 2016, as the data center's administrative business partner in Lenoir, North Carolina. There, Christopher was in charge of providing technical and administrative support for site executives, serving as a project manager and representing Google in the community.

In addition to his core work, Christopher led the Black Googler Network @DataCenters's employee resource group. He now serves as the chairman of the Global Black Googler Network for the Americas.

Lessons from Leaders on the Journey: Panelists



CASSIA DOWDY

Director of Human Resources
Design Foundry

Champion of People.
Relationship Builder.
HR Navigator.

Cassia Dowdy is a native of St. Louis, Missouri (GO CARDS!). She and her husband Richard moved to Hickory in 2009. They are the proud parents of three boys,

Josiah, Evan, and Jackson.

With just under 15 years of progressive HR experience, Cassia prides herself with the ability to navigate corporate policies and bureaucracy to get to the heart of the business. She believes building, and maintaining solid relationships, servant leadership, effective communication, compassion, and understanding are the keys to leading a successful organization.

Cassia is currently the Director of Human Resources at Design Foundry in Hickory, NC where she is responsible for all things culture, and people development. Human resources programs, and services for the organization fall under her area

of responsibility, along with employee relations, health and welfare, safety, compliance, organization development and learning. Cassia is most proud of the success Design Foundry has had introducing the entire organization to serving in the community. This past quarter, she partnered with local organizations, leading the largest effort yet of scheduling one-hundred thirty-six associates to volunteer their time during the normal workday.

Prior to her role at Design Foundry, Cassia spent nine years at Sutter Street Mfg. Inc., a Division of Williams-Sonoma and two years with Sara Lee Bakery.

Cassia is passionate about maintaining the "human" side of HR and gets excited about partnering with others to help them grow and develop.

She is a recipient of the Foothills Region's 2020 Top Ten Under Forty award, and a 2017 Leadership Catawba Graduate. She currently serves on Safe Harbor's Board of Directors in the role of co-chair and serves as a Board member for the Catawba County United Way.



JOHN SAMUEL

Co-Founder & CEO
Ablr 360

At Ablr, John focuses on helping organizations be more inclusive by removing the barriers that have hindered people with disabilities from accessing education, retail, entertainment, and employment.

John's passion for his work is very personal as he is blind and wants to make sure the obstacles he has faced are removed for others. Over the past 15 years, John has held leadership roles domestically and internationally. While launching and serving as the CEO for Aster Cameroon, a global telecom infrastructure Joint

Venture, he built a \$45 million business bringing internet access across Africa. Afterward, he became an early member of Homestrings, a USAID backed crowdfunding platform, where he helped raise capital for startups in emerging markets. John holds his MBA from George Washington University, BS in Accounting from North Carolina State University. In 2019, John was selected to the Triangle Business Journal's 40 under 40, and the Business Journal's Influencers: Rising Stars, a national list of 100 young influential business leaders.

He serves on the Board of Directors of Aravind Eye Foundation, the world's largest eye care provider, and is a public speaker who loves connecting with people and telling impactful stories.

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