

# The Care and Feeding of Allies During the Out and Equal Summit

## Raytheon Company

Frankie O'Connor (moderator)

Panelists: Rachel Beitz

Larry Harrington

Nichole Soterwood

Out & Equal LGBT Workplace Summit  
Los Angeles, CA  
October 6, 2010

# Question

---

**If you could have one person—anyone you wanted—from your company attend Out & Equal, who would it be?**

**Chances are, they would be**

**Influential**

**Powerful**

**Straight**

**Someone who's never been to Out & Equal**

# Another Question

---

**If you were responsible for bringing them to Out & Equal, what would you do to influence their experience?**

**Prepare them**  
**Guide them**  
**Make them comfortable**

# Goal for Out & Equal Participation

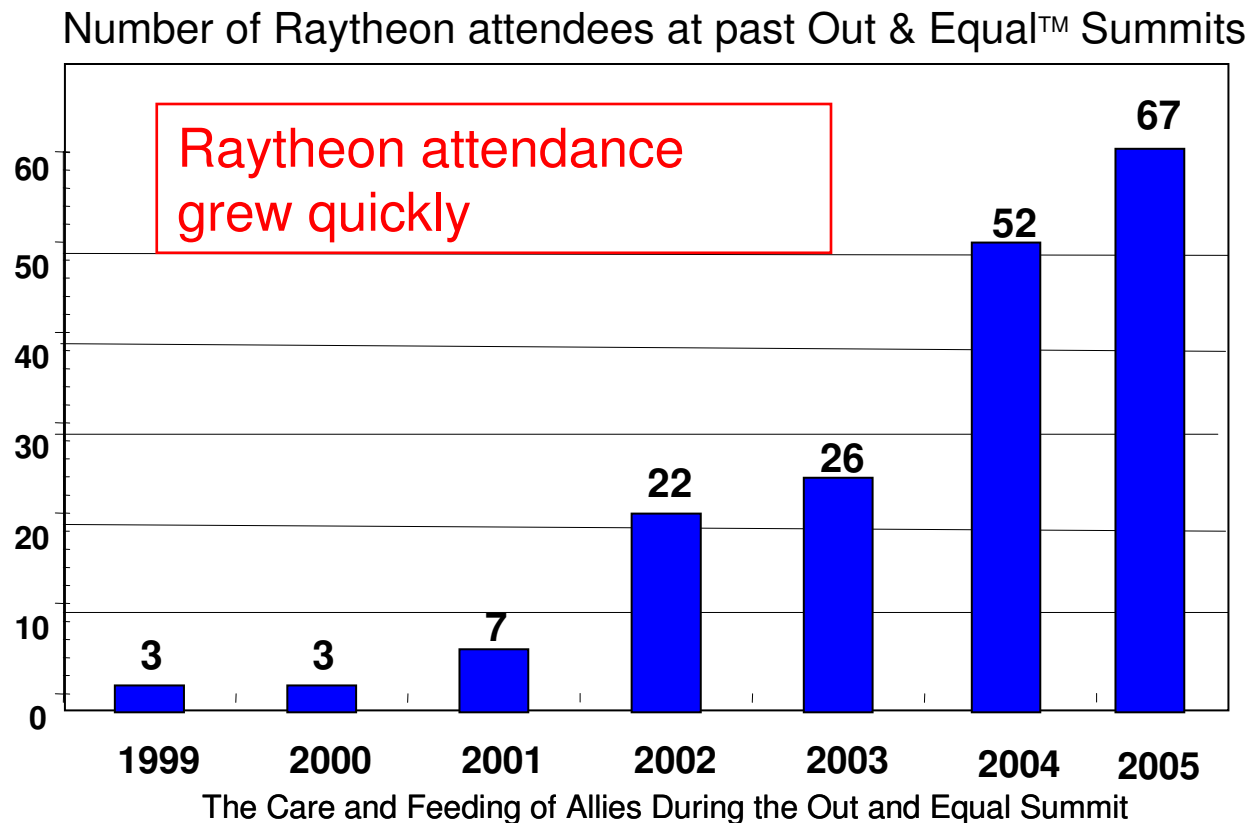
---

**Provide the attendee with an experience which will motivate them to make their workplace more inclusive for LGBT employees**

## **How do we accomplish that?**

# Background

- In 2005, the Out & Equal organizers at Raytheon were trying to manage a steep growth in attendees
- How could we ensure that each attendee have the best possible experience?



# The Approach

---

- Prepare Them
- Guide Them
- Get Their Feedback

# The Tools

---

- Pre-Brief
- Buddy System
- At-A-Glance Booklet
- Feedback Forms
- Attendee Surveys

# Pre-Brief Presentation

---

- Purpose
  - Provide background on Out & Equal
  - Outline Raytheon's goals and objectives for the conference
  - Outline expectations of company leaders
  - Provide information about the speakers, workshops, awards
  - Give a sense of Raytheon's level of participation
- Sent to each first time participant
- Used also for educating/selling managers of attendees

# Buddy System

---

- Purpose
  - Alleviate first timer fear
  - Help give understanding that our allies' presence at these events are much appreciated
  - Make sure they know where to be and when
  - Get them 'in the know' when unfamiliar terms and ideas come up (be a translator)
  - Prior to conference, get an idea of where the first timer is with respect to diversity and LGBT issues



# Buddy System

---

- Logistics
  - Buddies were assigned prior to the conference by the buddy coordinator
  - Experienced attendee was assigned a first timer, and provided instructions for serving as a buddy
  - Buddy coordinator followed up to confirm that all first timers were contacted by their buddy before the conference

# Buddy System

---

## ■ Instructions

- Introduction prior to conference
- At the conference, the buddy connects with the first-timer, helps them feel welcome
- Offer to recommend workshops to attend (with a sensitivity to where they are at with diversity and LGBT issues)
- Encourage participation at company events
- Throughout conference, clarify possible unfamiliar term, concepts or background information. Offer to be a resource.

### **Feedback from Survey:**

It helped tremendously to have an experienced person guide me through the process of familiarizing myself to the Conference

# At-A-Glance Booklet

---

## ■ Purpose

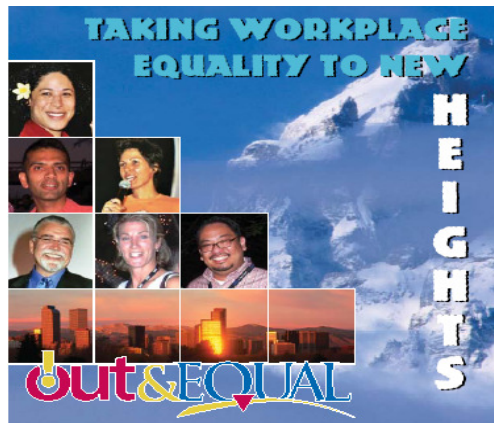
- Get everyone where they're supposed to be, when they're supposed to be there, and wearing the right thing
- Provide a Raytheon-centric schedule
- Provide contact information for all the Raytheon attendees
- Maps of the venue
- Raytheon's journey to LGBT inclusivity
- Information on Raytheon's ERG
- Provide an early hardcopy of the seminar schedule

# At-A-Glance Booklet

## Where To Be, When To Be There, What To Wear

The At-A-Glance Schedule for the  
Raytheon Out & Equal Attendee

September 22-24, 2005  
Adam's Mark Hotel  
Denver, Colorado



### Feedback from Survey:

The book is excellent, especially the consolidated workshop schedule and the "where you have to be..." section. POCs are useful, too. Excellent job and well worth doing in the future.

# At-A-Glance Booklet

## Workshop Schedule, cont.

Workshops with Raytheon presenters are highlighted in red text.  
There are many other interesting and valuable workshops.  
Please take advantage of a wide variety of offerings.

	SESSION 3: Friday 11:00am to 12:30pm	SESSION 4: Friday 1:30pm to 3:00pm
<b>FEATURED PANEL</b> <b>GOV SQ 14</b>	<b>Corporate Attitudes Toward Sexuality</b> Brian McNaught, Consultant; Deb Dagit, Merck; Kathy Marvel, Chubb	<b>The Same Sex Marriage Debate: Its Effects on the Workplace</b> Kate Kendell, National Center for Lesbian Rights; Evan Wolfson, Freedom to Marry
<b>GOV SQ 9</b>	<b>The Global State of Being LGBT - 2005</b> Craig Reisser, Brad Salavich	<b>Being Out and Staying in the Organization: Finding an GLBTA-Aware Coach or Mentor</b> Ann Johnston, Sean Burns
<b>GOV SQ 10</b>	<b>LGBT Marketing in the Current Political Environment: Backlash Strategies</b> Wes Combs, Daryl Herrschaft, Tim Kincaid, Randy Lyons, Kathryn Stock	<b>How Chubb Teaches Their HR Managers to Train Managers and Employees on LGBT Matters in the Workplace</b> Mary Scelba, Jenifer Rinehart, Valerie Aguirre
<b>GOV SQ 11</b>	<b>Being Gay in the Real World: Effective Strategies for Living Openly as a LGBT Person in the Workplace</b> Keith Swain	<b>Authentic Leadership - The Unique Voice of LGBT Leaders</b> Paula Jones
<b>GOV SQ 12</b>	<b>Teaming Up for a Successful Transition</b> Rachel Beitz, Connie Vandenberg, Greg Waltz	<b>Male-On-Male Sexual Harassment: An Emerging Issue</b> Riki Wilchins, Danny Baker, Jennifer Brown
<b>GOV SQ 15</b>	<b>The Cost of Transgender Health Benefits</b> Mary Ann Horton, Elizabeth Goza, Kathryn Kereluk	<b>Trans-Inclusion: Transition - Inclusive Health Coverage</b> Andre Wilson
<b>GOV SQ 16</b>	<b>ERGs: The Power of Connecting</b> Linda McConley, Philomena Morrissey Satre, Ron Traxinger, J. David Smith	<b>Developing Your Company's Diversity and Inclusion Strategy</b> Mark McLane, Angela Roseboro
<b>GOV SQ 17</b>	<b>Creating a Successful Pride Network Program in a Decentralized Business Environment: The Citigroup Approach</b> Sam Rubino, Robb Puckett, Erika Kohoutek, John Hawley	<b>Building and Maintaining LGBT Employee Resource Groups</b> Joseph Bertolotti, Tony Tenicola
<b>PLZ CT 1</b>	<b>Sexual Orientation and Religion: Finding Common Ground</b> Liz Winfeld	<b>Is It Safe for a Brand to "Come Out" in Today's Conservative Environment?</b> Howard Buford, Andy Bagnall
<b>PLZ CT 2</b>	<b>Mentoring Young LGBT Scientists, Engineers, and Technical Professionals: Fostering Academic, Corporate and Professional Society Partnerships</b> Amy Ross, Miriam Feldblum, Chase Hawkins, Jeffrey Ehrenberg, Rochelle Diamond	<b>Don't Ask, Don't Tell: How Attitudes and Enforcement Have Changed Since 9/11</b> Zoe Dunning, Jim Maloney, Geoffrey Bateman, Sharra Greer
<b>PLZ CT 3</b>	<b>"Coming Out of the Closet" as an LGBT Ally: The Leading Practice at Kodak</b> Laurie Mancuso, Virginia Meredith, Kathy Myers, Jane Clark	<b>Using Sustained Dialogue Around LGBT Issues in the Workplace: Results, Practice and Tools to Take Away</b> Marty Finkle, Amy Zuckerman, JD Schramm, Jaye Holly
<b>PLZ CT 4</b>	<b>Targeted AND Privileged: The Importance of Addressing Whiteness Within the LGBT Community</b> Laurie Lippin	<b>The Dance of Leadership</b> Robin Johnson
<b>PLZ CT 5</b>	<b>Transitioning at the Top: Dr. Judy Lively's Experience Transitioning on the Job as a Physician-In-Chief at Kaiser Permanente</b> Judy Lively, Mary Lee Gates	<b>"Where Do We Go From Here?" Proposed and Pending Legislation Impacting LGBT Issues in the Workplace</b> Angela Duerden, G Harrison Darby
<b>EQUALITY LOUNGE</b> <b>PLZ CT 6</b>	<b>Reflections in the Mirror</b> Denise Ayeto	<b>Prime Time Plan: LGBT Sensitivity in Commercials</b> Mike Wilke

Name	Title	City	State	Chapter
Lydia Camargo	Mgr, Media Solutions NTX Operations	McKinney	TX	Texas
Lynn Conway	Prof. Emerita, Univ. of Michigan	Ann Arbor	MI	Guest
Donna Freed	Sr. Principal S/W Engineer	Plano	TX	Texas
Debbie Hoff	S/W Quality Eng	Plano	TX	Texas
JD McCarty	NCS VP HR	McKinney	TX	Texas
Greg Moore	Certified Six Sigma Expert	McKinney	TX	Texas
Gib Murray	GLBTA North Texas President	Plano	TX	Texas
Linda Flutherford	VP, General Counsel	McKinney	TX	Texas
Justa Trevino	Women's Leadership Network Chairperson	McKinney	TX	Texas
Rudj Trevino	Principal Mechanical Eng	McKinney	TX	Texas
Louise Young	President Raytheon Global GLBTA	Dallas	TX	Texas
Rolando Zuniga	Systems/Software Quality Engineer	Dallas	TX	Texas

Name	Title	City	State	Chapter
Mike Bellotti	Director, HR	Tucson	AZ	Tucson
Gregg Hlavacek	Sr. Design Eng I	Tucson	AZ	Tucson
John Linder	Principal HR Generalist	Tucson	AZ	Tucson
Niki Mathias	JSOw Program Office	Tucson	AZ	Tucson
Mark Moellenhoff	Principal Engineer	Tucson	AZ	Tucson
Bob Perez	Director, OE & Learning	Tucson	AZ	Tucson
Amanda Simpson	Chief Engineer	Tucson	AZ	Tucson
Nichole Soterwood	Sr. Systems Engineer	Tucson	AZ	Tucson
Linda Taylor	Mgr. Diversity	Tucson	AZ	Tucson
Greg Wilson	Sr. HR Generalist	Tucson	AZ	Tucson
Cindi Zadina	S/W Engineer	Tucson	AZ	Tucson

O&E Raytheon Core Team:	Name	Contact
Core Team Lead	Richard Wohletz	310-658-8916 cell
Logistics Lead	Jim Schweitzer (not attending)	714-446-4172 work
Raytheon Booth Content/Setup	Lydia Camargo	214-642-2367 cell
Apparel/Raytheon Shirts	Rolando Zuniga	214-336-7004 cell
Corporate Diversity Office Rep	Dorene Robarge	978-397-4646 cell
HR Diversity Council Liaison	Chase Hawkins	201-694-9343 cell
Raytheon GLBTA President	Louise Young	617-875-3386 cell
Raytheon GLBTA Vice President	Nichole Soterwood	520-349-4401 cell
Raytheon GLBTA Global Sec/Treas	Rob Fanning	978-793-2067 cell
Raytheon Booth Staffing	Sean Kurysh	303-324-3203 cell

GLBTA Chapter Coordinators:	Name	Contact
Tucson	Gregg Hlavacek	520-360-7155 cell
Aurora	Lisa Banner	720-210-4895 cell
North Texas	Gib Murray	214-392-4851 cell
Northeast	Paul Weeks	603-508-0132 cell
Wichita	Susan Fairchild	316-304-4528 cell
El Segundo and Fullerton	Richard Wohletz	310-658-8916 cell
Mid-Atlantic and Florida	Mike Novak	703-989-9847 cell

# Feedback Forms

- Purpose
  - Provides content for the Outbrief
  - Outbrief makes it easy for attendees to share their experience with managers and teams back at work, as well as members of the local ERG
  - Key for collecting best practices and lessons learned
  - Provides areas of growth for next year’s Out & Equal


## Session Feedback Form Instructions

If you’ve been to Out & Equal before you know that there are so many opportunities for learning and collecting best practices that it’s hard to make sure that all of these get back to Raytheon. This year, not only do we have more people than ever attending the Out & Equal Summit (and therefore attending more workshops), we are also implementing a new method for collecting these practices to bring back to Raytheon.

Each attendee will receive a handful of Session Feedback Forms in their registration packet. We ask that for each session that you attend (workshop/panel/plenary) you fill out one of these Session Feedback Forms. They don’t require very much information, so you can put as little or as much as you find appropriate for the session.

Throughout the Summit, please return these forms to your chapter coordinator. They will be given to the team responsible for creating the 2005 Out & Equal Outbrief. This team will process all the forms.

The information will have multiple purposes. It will be included in Raytheon’s Out & Equal Outbrief--which will be seen by Raytheon Diversity Councils, GLBTA chapters and management. It will also be placed in a repository for reference by those interested in this year’s Summit.

Session Feedback Form	
Your name:	<input type="text"/>
Your site:	<input type="text"/>
	
Session (Workshop/Panel/Plenary) Name:	
Presenter(s) Name(s):	
How can what you learned be applied at Raytheon?	
<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	
<small>If I were asked to give my own impression/opinion of this session in a "soundbite" I would say this:</small>	

# Attendee Survey

---

- Purpose
  - Provides feedback to company event organizers on event management
  - Provides feedback to company diversity organization on event itself
- Anonymous Online Survey
  - Questions related to the event planning
  - Questions related to the attendees' experiences
  - Questions related to event's value to the company

## **Example Survey Question:**

Question 18: Due to your experience at Out & Equal, are there any specific actions you plan to take to become more involved in diversity efforts at Raytheon?

**Answer from the Survey:**  
As an ally, I will tell folks about my experience and involvement with GLBTA and hope to gain allies for the group.

**Answer from the Survey:**  
Yes. Out and Equal is tremendously motivating. I would like to see some of the diversity tactics employed by the GLBTA spread to other ERGs as best practices.

**Answer from the Survey:**  
I've already joined the NE GLBTA!

# Workshop Takeaways

---

- **The importance of knowing your attendees, and connecting with them prior to Out & Equal**
  
- **With preparation and planning you can make Out & Equal an experience which will give your attendees the desire to make your company a more inclusive workplace for LGBT employees**

# **Q&A and Exchange of Ideas**