

2011 Out & Equal Workplace Summit  
Thursday, October 27, Session 6: 10:30AM-12:30PM

## **FEATURED PANELS**

### **Bigger, Bolder, Better: Leveraging Corporate Marketing for LGBT Social Good**

Steve Salee

Tony Tenicela

Mark Ng

Eliza Byard

GLSEN, the Gay, Lesbian & Straight Education Network, has successfully launched several corporate partnership programs that are considered best-practice case studies of what can happen when organizations share concern and values. The Ad Council and Arnold Worldwide worked with GLSEN to create a public education campaign that uses television, print and web-based PSAs to change perceptions and behaviors; IBM is using adapted materials in its global centennial celebration that teach respect. Wells Fargo is in a multi-year partnership with GLSEN to promote safety in schools. The discussion will illustrate how big and creative corporate partnerships can become.

**ROOM:** Grand Ballroom C

### **LGBT ERG of the Year Finalists: Employees Making a Difference**

Richard Linebaugh

Michael Nutt

**ROOM:** Stemmons Ballroom B

## **OUR COMMUNITY IN FILM SERIES**

### **Two Spirits**

**ROOM:** Senators Lecture Hall

## **GLOBAL SERIES**

### **How Globalization can support diversity development and the power of impact investment in developing markets.**

Paul Thompson

Explore diversity development in a global market place, development of a Global Equality Index to support impact investing, how US led programs such as supplier diversity can be globalized, and how impact investing can support the drive for change in developing markets in Asia.

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**ROOM:** Governors Lecture Hall

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**WORKSHOPS**

**Ally Empowerment**

David Hall

One of the most important steps to ensuring an equitable work environment is through ally engagement and empowerment. Allies can be highly effective, but their doing so requires significant work and planning. This interactive session will examine the qualities of an ally and various ways to engage a diverse array of allies to support workplace diversity and inclusion.

**LEVEL:** Intermediate

**TRACK:** Workplace Climate, ERG

**TARGET AUDIENCE:**

**ROOM:** Wyeth

**Benefits for Domestic Partners and Same-Sex Married Couples: Best Practices and Cutting Edge Trends**

Todd Solomon

Brian Tiemann

Join a domestic partner benefits expert who literally wrote the book on the subject for a detailed explanation and discussion of market trends and best practices with respect to domestic partner benefits and LGBT employment practices. This workshop will cover "cutting edge" issues such as tax gross-ups and comprehensive benefits for transgender employees, with practical advice on how to structure and implement these complex benefits. The information presented will be useful for all employers from those with comprehensive domestic partner benefits already in place to those considering implementing domestic partner benefits for the first time. Employers at this workshop will have the information they need to receive a 100% rating on the Human Rights Campaign Corporate Equality Index.

**LEVEL:** Intermediate

**TRACK:** Laws & Policies; Climate - Policies to Practice

**TARGET AUDIENCE:** HR and Diversity Professionals

**ROOM:** Rosetta

**Bringing the T to the ERG: Advocating for a transgender inclusive workplace**

Kristina Wertz, Esq

Masen Davis, MSW

Are you ready to prioritize transgender issues in your Employee Resource Group? Is your ERG in a position to improve the experience of your transgender coworkers? Come learn about challenges and opportunities facing transgender people in the workplace, strategies to support transgender employment, and ways to advocate for good policies and practices in your company. From health benefits to restroom access, we'll tackle some of the most pressing issues your ERG can take on.

**LEVEL:** Intermediate

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**TRACK:** ERG Engagement; Climate-Policies to Practice

**TARGET AUDIENCE:** General Audience

**ROOM:** Coronado C

**Care & Feeding of Straight Allies: Pushing the Envelope to Forge New Ground**

Jody M Huckaby

Attracting and engaging straight allies has been the laser focus of many ERGs as a way to advance equality and turn policy change into culture change. Several years into this effort, many report great success, with allies often outnumbering LGBTs. But once you've got allies, what's next? How do you transform members into engaged advocates? How can you educate on more challenging (and even political) topics? And most importantly how can you change your game to bring new allies into the fold? For participants in the original version of this training, we'll offer advanced approaches, while new attendees will learn the basics and immediately proceed to advanced tools. Bring your best ideas and biggest challenges to find strategies to engage our greatest supporters.

**LEVEL:** Intermediate

**TRACK:** ERG Engagement

**TARGET AUDIENCE:** Employee Resource Group members

**ROOM:** Cortez C

**Creating a LGBT Employee Resource Group in a complex environment: HP EMEA PRIDE experience**

Patrick Lagnier

Johnny Kroneld

EMEA (Europe, Middle-East and Africa) is a very diverse region, from countries where same sex marriage and adoption are existing, to countries where you could be sentenced to death just because you are homosexual.

Creating a LGBT Employee Resource Group in an international company like HP, covering all this region, is full of challenges, roadblocks but also great hopes and joys.

This is this experience that we would like to share since we were born a bit more than one year ago, issues we faced, solutions we found, networking we did, achievements we had and the team spirit we created across the 12 EMEA countries where we have now members.

**LEVEL:** Introductory

**TRACK:** ERG Engagement; International

**TARGET AUDIENCE:** General Audience

**ROOM:** Cortez A

**Diversity, Difference and Dialogue; breaking barriers with the LGBT community and with non-LGBT identified groups**

simma lieberman

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How do we create inclusion amongst ourselves as LGBT employees as we demand equality in the workplace? How do we break through the unspoken tensions around race, class, gender identification, age, size, ethnicity, and gender issues that separate us within the LGBT community? We'll use the Conscious Diversity, Difference and Dialogue Process to make those difficult conversations easier, so we can all do our best work and be more effective together. This is an opportunity to comfortably go beyond your comfort zone and get comfortable with discomfort around our diversity dimensions.

We'll provide tools, skills and experience to take this process and be able to communicate and develop mutual support with non-LGBT groups

**LEVEL:** Intermediate

**TRACK:** ERG Engagement; Diversity & Community

**TARGET AUDIENCE:** HR and Diversity Professionals

**ROOM:** Coral

**Driving Affinity Group Outcomes through Metrics**

Brian Fruchey

Jason Webb

Ryan McKee

Are you wondering how to effectively measure affinity group performance and achievements? Can you tie your affinity groups back to enhanced employee engagement? These questions will be addressed as we share Accenture's LGBT Network approach to tracking affinity group metrics and communicating consistent messages to executives around positive impacts of affinity groups.

**LEVEL:** Advanced

**TRACK:** ERG Engagement; Climate-Policies to Practice

**TARGET AUDIENCE:** Senior Management

**ROOM:** Monte Carlo

**Everyone Transitions along with an employee: Boeing's approach to the intersection of work and situation**

Michelle Smith

Debbie Smith

Connie Summers

This workshop looks at the public nature of gender transitions and how the interactions of the transitioning employee at work, in the community, with customers, and with family influence are reflected in the workplace. We will also show how Boeing's transgender guidelines provide an environment in which negative influences are managed to minimize both the stress on the transitioning employee and the impact on productivity.

**LEVEL:** Intermediate

**TRACK:** Laws & Policies; Climate - Policies to Practice

**TARGET AUDIENCE:** HR and Diversity Professionals

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**ROOM:** Emerald

**Executive Sponsors: Use'em or Lose'em**

Mr. Casey Horton

Mr. Kevin Janes

Mr. Michael Andrews

Ms. Melinda Brown

Mr. Larry Harrington

Mr. Gib Murray

Mr. Trung Tieu, M.A - Communication

Executive sponsors are a vital resource to Employee Networks as mentors, advisors, and in the case of the LGBT networks, as highly visible champions. How do you build a good working relationship between network leaders and Executive Sponsors? PepsiCo, Raytheon, and Ernst & Young share their experiences in developing these relationships. Whether together for several years or only a few months, our panelists will provide best practices for establishing, maintaining and leveraging strong sponsor/leader relationships.

**LEVEL:** Intermediate

**TRACK:** ERG Engagement; Climate-Policies to Practice

**TARGET AUDIENCE:** Employee Resource Group members

**ROOM:** De Sota A & B

**Good to Great: How GLOBAL is Helping J&J Grow Its Business in the LGBT Market**

Mr. Matthew Tumminello

Mr. Scott Creighton

In this session, senior leaders of J&J GLOBAL's marketing committee shares the success it has had in helping J&J explore the LGBT market and enhance the existing gay marketing programs of several J&J brands. The presenters will share the evolution of their work over a period of two years. In year one GLOBAL produced seminars on J&J campuses for marketing executives on how to incorporate LGBT consumers into business planning. In year two, GLOBAL went deeper and took brand marketers through a day-long "stress test" of their gay marketing programs and identified ways to strengthen and enhance the plans.

This workshop will demonstrate how ERG leadership can bring business value to companies and, in turn, engender more support internally for LGBT employees and customers.

**LEVEL:** Intermediate

**TRACK:** ERG Engagement; International

**TARGET AUDIENCE:** Employee Resource Group members

**ROOM:** Cortez B

**Hookin Up: Mingling Your ERGs**

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Ms. Angela Pracher  
Ms. Leticia Godwin  
Matt Keys  
Clinton Holland  
Mr. John Wagner

Join Blue Cross and Blue Shield of Florida in exploring the synergy between two of its ERGs: RESPECT (representing the Gay, Lesbian, Bisexual, and Transgender population) and possAbilities (representing People with Disabilities). These two groups identified a common issue that has recently made headlines: bullying. These affinities are often at risk of being bullied in schools, in communities, in workplaces. After learning about the child with cerebral palsy whose father had confronted and threatened her bullies on a school bus in Florida last Fall, possAbilities team members reached out to RESPECT, whose own affinity members had recently been victimized and driven to suicide, to discuss a collaboration to educate employees about this topic. This session will explore the collaboration process and expected outcomes.

**LEVEL:** Intermediate

**TRACK:** ERG Engagement; Climate-Policies to Practice

**TARGET AUDIENCE:** General Audience

**ROOM:** Metropolitan Ballroom

**How To Succeed Even If You Don't Win: A Midwest Policy Battle Over Same-Sex Marriage**

Shaun Hawkins  
Mr. Brian McNaught  
Jeff Winton  
Robert Armitage  
Mike Huckman

This workshop will focus on how to form powerful partnerships to influence negative legislation in your state. We will highlight how several Indiana companies from the Out and Equal Regional affiliate banded together to influence discriminatory legislation. Lessons learned will cover the angles of public affairs, advocacy organizations, media/communications, business impact and culture change. Senior leaders from the companies involved, as well as external experts, will educate on how you can win as a company even if you lose the state vote.

**LEVEL:** Intermediate

**TRACK:** Laws & Policies; Climate - Policies to Practice

**TARGET AUDIENCE:** General Audience

**ROOM:** Topaz

**Inspirational Leadership Your Way**

Elizabeth Goza  
Betsey Upchurch  
Jim Casey

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Anthony Virostko

Contrary to popular belief, effective leaders don't all look like gods, talk like a preacher, and drive people and results like an Iditarod contender. This workshop focuses on the core skills and traits of inspirational leaders that transcend style and then shows you how to integrate them into your individual approach. Through experiential methods, discussion and discovery, participants can expect to understand their own unique style; how to utilize the styles of those who are different; gain tools to use at work to increase leadership effectiveness; and learn how to bring out the leadership in others.

**LEVEL:** Intermediate

**TRACK:** Professional and Personal Development

**TARGET AUDIENCE:** Employee Resource Group members

**ROOM:** Stemmons Ballroom C

**LGBT Issues in an International Setting**

Sarah P Stuart

Randy Reyes

Scott Safier

Keerthana Mohan

Eleanor Mulligan

Supporting diversity & inclusion in an international organization presents many challenges, including cultural, legal and social barriers. Supporting LGBT employees can be incredibly important but can also be very challenging for multi-national corporations. In many countries, LGBT people face open discrimination, violence and criminal prosecution. Utilizing Employee Resource Groups to help navigate these challenges and develop inclusive workplace practices globally has proven to be successful for Google. Google's LGBT Employee Resource Group has been both reactive and proactive in our international offices to support our colleagues. In this workshop, we will use Google's experience as a case study for how ERG involvement can enable company's to scale their inclusion efforts globally and customize these efforts for individual offices and cultures in which they operate.

**LEVEL:** Intermediate

**TRACK:** Laws & Policies; International

**TARGET AUDIENCE:** General Audience

**ROOM:** Obelisk A & B

**Out and proud in 2011: Research, Expertise, and the Applied Perspectives of LGBT Professionals**

Larry Martinez, MS

Dr. John Cornwell

Dr Brian Roote, PhD

Terry Hildebrandt

Dr. Tim Kincaid, EdD, MBA

Lyne Desormeaux

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Patrick Vitale, MEd.  
Nicholas Salter, Ph.D.

Many workplace practitioners and activists are unaware of the growing body of research available on LGBT topics. This workshop will act as a forum to connect the current and future objectives of LGBT workplace research in an easy to understand format, as well as showcase the applied perspectives of LGBT professionals. The session will begin with panelists presenting an overview of their research, highlighting particularly important findings and making recommendations to integrate these findings into the professional lives and workplaces of our audience members. Particular emphasis will be placed on identifying the type of future research that needs to be conducted, as well as responding to the questions audience members may have about their own unique experiences.

**LEVEL:** Introductory

**TRACK:** Climate - Policies to Practice

**TARGET AUDIENCE:** General Audience

**ROOM:** Coronado A

**Promote Yourself! How your LGBT identity can enhance your powerful personal brand in the workplace.**

Mr. Jordan Freitas  
Mr Daniel Black  
Sharon R. Delshad

What does it take to establish your personal brand and leverage your LGBT identity or ERG involvement to enhance your personal brand? Join Ernst & Young to learn the art of exhibiting your personal brand while highlighting how bringing your authentic self to work is an advantage in the workplace. Covering storytelling, awareness of inherent bias and preferred work styles, and integrating LGBT identity, we'll use examples and simulations to connect to performance feedback, recruiting/hiring processes and day-to-day workplace interactions. Leverage the power your personal brand can have in the workplace through an LGBT perspective and how you can use it to enhance workplace equality!

**LEVEL:** Introductory

**TRACK:** Professional and Personal Development

**TARGET AUDIENCE:** General Audience

**ROOM:** Morocco

**Putting the B back in LGBT: how employers can foster bisexual-inclusive workplaces**

Mr. Brent Chamberlain  
Ellyn Ruthstrom  
Ms. Marie Hartung

Despite the many strides toward LGBT equality in workplaces, countless bisexual men and women still feel unable to be themselves at work. Drawing from groundbreaking research and personal testimonials,

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this workshop will explore the unique experiences that bisexual-identified employees face and how they differ from those of their lesbian, gay and trans-identified colleagues. The panel will also discuss successful strategies and explore key recommendations on how to include bisexual people in your LGBT workplace initiatives.

**LEVEL:** Intermediate

**TRACK:** Climate - Policies to Practice; Diversity & Community

**TARGET AUDIENCE:** General Audience

**ROOM:** Miro

**Reverse Mentoring: A Pathway to Securing C-Suite Engagement and Cultural Transformation**

Nicole Gardner

Dan Gettings

An engaging 90 minute workshop to share the transformational power of "reverse mentoring" in securing C-suite engagement and organizational cultural change as facilitated by a LGBT employee resource group (ERG) at Oliver Wyman, a leading international management consulting firm. Reverse mentoring is a series of facilitated confidential, personal and candid discussion between senior leaders, LGBT employees, and allies about experiences coming out at work and interacting with colleagues and clients---a safe environment for the leaders to learn about LGBT issues and concerns, without fear of inadvertently giving offense or being perceived as prying into the lives of employees.

**LEVEL:** Intermediate

**TRACK:** Climate - Policies to Practice; Professional and Personal Development

**TARGET AUDIENCE:** General Audience

**ROOM:** Carpenter Ballroom

**Social Media and Mobile Strategies to Engage LGBT Employees and Customers**

Steven M. Bailey

The LGBT community continues to be one of the earliest adopters of new technologies as well as one of the most discerning segments of consumers. Your company has made great strides to support the LGBT community among your employees and externally, but how do you enable both employees and this powerful consumer group to know about your efforts, to find your products and to know your stance? Do your employees have a way to interact on-the-go at work and at home? Can your customers find your CEI score when shopping in your store or online? Learn how to cut through the hype and confusion of social media and mobile strategies and take away an action plan to get you on your way.

**LEVEL:** Introductory

**TRACK:** ERG Engagement; Climate-Policies to Practice

**TARGET AUDIENCE:** General Audience

**ROOM:** Coronado B

**The Business Case for Transgender-Inclusive Health Benefits**

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Ms. Rebecca J. Solomon, J.D., LL.M.

There is an increasing consensus in the established medical community and beyond that transgender-related

health care is "medically necessary" care. However, in employer-provided health benefit plans, the specific exclusion of any medical benefit for transgender-related care is still widely prevalent, even among companies that

have a transgender-inclusive non-discrimination policy. This workshop will focus on making the case to employers

for the need to remove such exclusions from their health-benefit plans. Topics covered include: the gap between non-discrimination policy and practice; a cost analysis; employee recruitment, retention and productivity impacts; evolving diversity recognition standards; case studies; and best practices.

**LEVEL:** Intermediate

**TRACK:** Laws & Policies; Climate - Policies to Practice

**TARGET AUDIENCE:** Employee Resource Group members

**ROOM:** Coronado D

**The Pursuit of One Voice - Diverse Perspectives Seeking Inclusiveness Within the LGBT Community: WWYD?**

Corey McDougle

Sara Johnston

Victor Nieves

Ms Alexia Ward

"They don't understand what it's like to be me!" "That group only caters to one kind of person!" Have you ever been that person who is hesitant to join an LGBT group because either its current membership doesn't appear to be representative of people like you or you fear they may not understand your needs? There are a number of diverse perspectives within the LGBT community that don't always work collectively. This working session will use some of those perspectives in an interactive way for attendees to better understand that diversity and inclusiveness is one of the most critical components within the LGBT community. Ultimately, the goal is for us to speak in one voice despite our differences as we have more in common than we often realize.

**LEVEL:** Introductory

**TRACK:** Climate - Policies to Practice; Diversity & Community

**TARGET AUDIENCE:** General Audience

**ROOM:** Fleur de Lis A & B

**Transgender-Inclusive Healthcare Coverage: CEI 3.0 and Progress**

Andre Wilson, MS

Jamison Green, Ph.D.

Mrs. Maryellen Lammel

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Deena Fidas, MA

This workshop is designed to help employers achieve fully-inclusive health insurance with respect to the Corporate Equality Index 3.0 criteria. Based on our experience with CEI-rated employers' plans, we'll share the results from the 2012 survey, walk through and take questions about tips and best practices, pitfalls to avoid and educational resources to address misconceptions about the viability of implementing the benefits. Additionally, we will hear from Alcoa on how they made the business case internally to achieve this coverage.

- \* Give participants a clear picture of the interaction of the employers with insurance administrators, including medical policy
- \* Give participants tools to effectively advocate for inclusive benefits at their own companies, either as benefits managers or interested employees
- \* Ensure participants understand the goals of the CEI 3.0 criteria with respect to transgender-inclusive benefits.

**LEVEL:** Intermediate

**TRACK:** Laws & Policies; Climate - Policies to Practice

**TARGET AUDIENCE:** General Audience

**ROOM:** Sapphire

**Understanding the new generic top-level domains (gTLD) coming to the Internet, including .GAY**

Scott Seitz

Over 500 new generic top-level domains (.wine, .news, .nyc, .sports) may be introduced in the next 18 months through a new program created by the Internet Corporation for Assigned Names and Numbers (ICANN), the governing body of the Internet. Scott Seitz, Founder and CEO of dotgay LLC, the lead applicant to create the new .gay domain will catch you up on the history behind ICANN and the new gTLD applications. The session will also include a review of the timeline, discovery changes coming to the Internet, as well as a discussion on how the new wave of gTLDs will affect your online portfolio and business. You will also learn about dotgay LLC's strategy to create a Community based .gay domain that builds value, business and organizational excellence to the global community, while giving 67% of domain sale profits back to the community.

**LEVEL:** Introductory

**TRACK:** Community & Diversity

**TARGET AUDIENCE:**

**ROOM:** Stemmons Ballroom A

**You & Insurance: Understanding Insurance Options Today**

Steven A Lauro

Jason Ott

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This workshop will examine the various insurance options that exist for each of us, focusing on LGBT offerings. The session will cover the various state and governmental issues that are present for the LGBT community. It will also examine tools and resources that are available to each of us, such as Aon's Wedsafe product. The presenters will explore the challenges and opportunities employers face in providing the LGBT workforce and their families with benefit coverage. This interactive presentation will help attendees better understand the insurance landscape and the growing need to meet the demands of the LGBT community.

**LEVEL:** Intermediate

**TRACK:** Professional and Personal Development

**TARGET AUDIENCE:** General Audience

**ROOM:** Cortez D