

WELCOME

CREATING EQUITY & OPPORTUNITY IN THE WORKPLACE:

THE TRAVERSE CONNECT 2022 DIVERSITY, EQUITY, INCLUSION & BELONGING SUMMIT



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DEI&B KEY DEFINITIONS

Any work on diversity needs to start with a clear set of definitions. Each of these concepts is distinctively different, but they create an ecosystem of purpose and responsibility when used in tandem. DEI&B in the business community will result in innovation and resilience of its workforce.

Diversity refers to the fair representation of different social identities, like race / ethnicity, gender, and age -- across the company.

Equity includes both processes to ensure inclusion and procedures and policies to eliminate barriers or imbalances that keep employees from having equal opportunities.

Inclusion is the act of creating an environment in which any individual or group will be welcomed, respected, supported and valued as a fully participating member. An inclusive and welcoming climate embraces and respects differences.

Belonging happens when diversity, inclusion, and equity are well established in an organization. A feeling of belonging naturally grows when employees feel secure and accepted.

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AGENDA

7:30 - 8:30 AM	Networking & Registration
8:30 - 8:45 AM	Opening Remarks
8:45 - 10:00 AM	Session One - Necessary Conversations: Equitable Effective Engagement
10:00 - 10:15 AM	Break
10:15 AM - 12:00 PM	Session Two - Disability Network of Northern Michigan Panel Discussion
12:00 - 12:15 PM	Break
12:15 - 1:45 PM	Working Lunch with Aleria
1:45 - 2:00 PM	Break
2:00 - 3:00 PM	Session Three - Leveraging Technology to Drive an Engaged Culture
3:00 - 4:00 PM	Closing Remarks

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DEI&B COMMITTEE

Pam Amudsen
GT Regional Community Foundation

Nick Beadleston
Commonplace

Michael Brown
Burdco Inc

Warren Call
Traverse Connect

Katherine Marciniak-DeGood
Traverse Connect

Rick Ellery
Sarah Lee Frozen Bakery

Mary Garcia
Hagerty

Carol Greilick
Northwest Education Services

Carla Gribbs
Retired, Formerly with DTE

Valarie Handy
Handy Enterprises LLC

Tya Harrison
Lake Ann Barnwood

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Aspire North Realtors

Shannon Owen
GVSU

Mandy Sentieri
Traverse Connect

Ginger Smith
TCAPS

Trevor Tkach
Traverse City Tourism

Henry Wolf
Traverse Connect

VIEW OUR DEI&B RESOURCES *HERE*

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SESSION ONE

Necessary Conversations: Equitable Effective Engagement

An interactive, comprehensive training with emphasis on understanding how oppression shows up in our businesses and how it shapes implicit bias. This is especially important as we move toward a more equitable and inclusive business model. We will utilize theatrical tools, such as dialogue, reflection and action to create opportunities for learning and positive change. Cultural competence is built through reflection, on oneself, community, business, and the world. "Tools for Conversations" will ignite awareness and the need to shift how we communicate effectively together to build a better, more inclusive working environment.

Speaker:



Esther Triggs Associate VP of DEI | Interlochen Center for the Arts Owner | Journey Theatre Project

Esther Triggs co-founded Journey Theatre Project (JTP). JTP works with non-profits, corporate entities, educational, religious and community organizations to create a brave space for necessary conversations. As Director of Diversity, Equity and Inclusion there, Triggs challenged traditional power structures and disrupted unconscious bias, through the use of theatre, dialogue, game, and data.

Triggs, born in western Michigan, returned after twenty years of working in New York City to settle at Interlochen Center for the Arts as Associate Director of Diversity, Equity and Inclusion. She continues to work through the four values of ICA's DEI principles of Education, Vulnerability, Transparency and Accountability to move toward Transformation.

Triggs has dedicated her career to educating communities in anti-racism, diversity, equity and inclusion practices. Triggs' unique experience in both theatrical and corporate settings allows her to bridge gaps in facilitating conversations which leads to empowerment of individuals and groups toward equitable solutions.

Triggs is an alumna of Cornell's Diversity and Inclusion certificate program and a graduate of CUNY SPS' master of arts in Applied Theatre program, which utilizes theatre for social justice work. She supports organizations in understanding the perceptual, institutional, and psychological process which impact the bottom line of an organization and how we, in community, interact with each other and create a culturally competent workplace.

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SESSION TWO

Untapped Talent & Resources

With labor shortages affecting all businesses - both large and small, for-profit and non-profit - many businesses are looking for new ways to attract and retain talent. Regardless if an employee is hired from the outside or is mentored from within, skilled, talented, and loyal employees are a hot ticket item for businesses to remain open and successful. But as businesses work to expand their pool of skilled workers, they are overlooking one key demographic: people with disabilities.

Speakers:

Alanna Lahey

Associate Director | Disability Network of Northern Michigan

Alanna graduated from Tulane University with a BA in Psychology and Sociology and a JD from Syracuse University. As a Traverse City native, Alanna was eager to return home to scenic Northern Michigan and the amazing community after tackling life in the deep south and the northeast. Those life journeys inspired an immense passion for civil rights and social justice: working to remove barriers, facilitating equality and empowering others in self-advocacy. She enjoys exploring new places and meeting new people while traveling, taking time for self-reflection in the great outdoors and most importantly, appreciating moments shared with her friends, family and rescue pooch, Alfie.



Demarie Jones

Independent Living Resource Specialist | Disability Network of Northern Michigan

Demarie received her Master's in Social Work from Grand Valley University. Demarie has been advocating for people in the mental health systems for years. She is also involved with poverty issues in Leelanau County. Demarie enjoys her work at Disability Network, working with people to help them remove barriers and live full lives in their communities. In her spare time, she teaches fiber arts and tends to her animals on her fiber farm.



John Burtrum

Employment Specialist | Disability Network of Northern Michigan

John graduated from Western Michigan University with a BA in Sociology. He has a passion for working with people with disabilities and has many years of experience providing them support in different ways. John is committed to the person-centered approach for program planning, support and services provided to people with disabilities. Prior to joining Disability Network, John was a director for an Independent Living Services program for people with developmental disabilities in Sacramento, CA. John and his family recently relocated back to Michigan from Auburn, CA to be close to family. He is very excited to be back in Michigan and happy to call Traverse City his home. John enjoys spending his free time with his wife and two kids.



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SESSION TWO

Untapped Talent & Resources

Speakers *continued*:

Sherrie Goff-Hoogerhyde

Employment Specialist | Disability Network of Northern Michigan

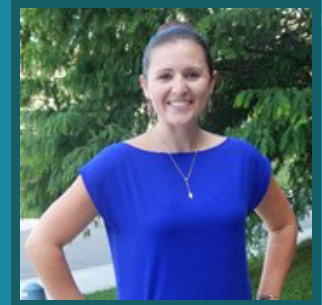
Sherrie graduated from Grand Valley State University with a Master's degree in Social Work. She has resided in Northern Michigan her entire life and has worked in a variety of fields including the court system, Community Mental Health, private agencies, schools, adult foster facility, foster care and adoption agencies. Sherrie was hired in December 2014. She serves as Outreach Coordinator to seven counties in northeast Michigan and serves as an Independent Living Specialist on the east side of the state. Sherrie is happily married and enjoys her large family. She loves assisting the most vulnerable clients and enjoys learning from them too.



Kelly Blakeslee

Upbound Manager | Upbound At Work

Kelly Blakeslee is the Upbound Manager for Upbound At Work, the employment program for the Autism Alliance of Michigan. She is a Certified Rehabilitation Counselor, and a Limited Licensed Professional Counselor. Kelly works with neurodiverse candidates to prepare for and obtain competitive integrated employment. She collaborates with agencies and employers throughout the state to support neurodiverse hiring initiatives and employer training.



Chelsea Fink

Employment Specialist | Upbound At Work

Chelsea Fink is the Account Manager for the Traverse City region within Upbound At Work (Autism Alliance of Michigan). Chelsea is the primary connector within the Traverse City area, whose role is establishing relationships with employers and developing disability-employment initiatives. Chelsea holds a Bachelor's Degree in Psychology and is pursuing a PhD in the Naturopathic Field. Prior to Chelsea joining Upbound, she worked for the Grand Traverse Band of Ottawa and Chippewa Indians as the Health and Disabilities Coordinator for the Head Start, Early Head Start, and Great Start to Readiness programs, as well as Behavioral Health Counseling at Munson Medical Center.



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LUNCH WITH ALERIA

Demystifying Inclusion: Focus Areas for Measurable Impact

Inclusion can be tricky because it has to do with how people feel, how they experience and interact with others, and their sense of belonging with your organization. Aleria's framework, the Categories for Inclusion, provides strategic opportunities for growth within your organization. In this session, attendees will have the opportunity to share their workplace experiences anonymously. Finally, looking at data collected at last year's DEI&B Summit, Aleria will present recommendations on how we can drive greater inclusion across the Traverse City community.

Speaker:

Lisa Russell
Co-Founder & CEO | Aleria



Co-Founder & CEO of Aleria, passionately tackles real-world problems with innovative and impactful solutions. After several years in the financial services industry, Lisa gained extensive entrepreneurial experience holding key positions on the founding teams of funded and acquired technology startups. Over the years, she has been recognized for her commitment to community and the impact of her efforts focused on mentorship, education and creating opportunities for women and marginalized communities. Currently, she leverages her passions and expertise to

help take the guesswork out of diversity & inclusion as Co-Founder and CEO of Aleria.

SESSION THREE

Leveraging Technology to Drive an Engaged Culture

The transition to a new way of working - in the context of a global pandemic with far-reaching societal and economic implications - presents both challenges and opportunities for promoting diversity and fostering inclusion. Before COVID-19, the social and business imperatives for D&I became increasingly clear, with a commitment to and investment in D&I on the rise across corporate America and around the world. Now, more than ever before, investments in technology will drive belonging and human connection. This session will explore trends impacting D&I and how belonging and creating psychological safety will be key in driving an engaged culture.

Speaker:

Mary Garcia
Director of Diversity, Inclusion & Belonging | Hagerty



Mary Garcia serves as Hagerty's Director of Diversity, Inclusion & Belonging. In this role, Mary leads the strategy and execution to increase diversity and develop a culture of belonging across the company. Mary is an accomplished people and culture leader with recognized expertise in talent research and sourcing, diversity and inclusion strategy and consulting, talent management solutions, operations optimization, and talent acquisition. She is experienced in developing strategies, driving change, managing through ambiguity, building trust and gaining the

confidence of key internal and external business partners. Mary is dedicated to fostering equity, access and opportunities that allow employees to achieve their full potential and an organization to amplify its mission.

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CLOSING SESSION

Lead With Action: Steps You Can Use in Your Business Today

Making commitments to DEIB in your business can be overwhelming. Hosts Dan and Ellie will share some concrete steps for attendees upon returning to their businesses in this closing session. In this presentation, Ellie and Dan will discuss moments, interactions, and key lessons from trusted resources and their own lived experiences. These will include the role of education, what to do about cancel culture, and a few other provocative concepts, and they will try to make you laugh too. You won't want to miss this session as it aims to tie together the knowledge and magic gained throughout the day.

Speakers:

Daniel Russell, Sr. **Vice-President of National Corporate Sales | Trion Solutions**

Daniel Russell, Sr. is a nationally recognized public speaker, motivator, influencer, and change-agent. He is an experienced business professional with an extensive background in employee administration and business management. Dan also has several years of experience in the banking and finance industry serving as a Vice President for Wells Fargo Bank and Wachovia Bank. In addition to his employee administration and banking experience, Dan has also trained and developed business owners and entrepreneurs across all types of business sectors. As a speaker and trainer, Dan is well-respected and is known for his success in guiding business owners, entrepreneurs, and young adults with engaging and inspiring content. He is passionate about helping people achieve their dreams and visions, making their ideas become reality. Mr. Russell serves on several boards throughout Michigan. He has served on the Board of Directors for Winning Futures, a youth mentoring program in southeast Michigan and on the Board of Directors for Hope Against Trafficking, a nonprofit assisting women who have been victims of human trafficking. He is a board member with the Troy Rotary and at Covenant House Detroit, an organization providing housing and support services to youth facing homelessness.



Ellie Hudson **Co-Founder | Green Door Workshop** **Independent Consultant**

Ellie Hudson is a Consultant and Co-Founder of Green Door Workshop, a distributed (remote working) business services firm that puts organizational development best practices together with consumer and market research to help clients pursue strategic goals cohesively throughout their organizations. Ellie's clients say that she most positively impacts their change initiatives, human-centered program designs, solving tough problems, and securing grants.



Through decades of experience leading projects for non-profit and for-profit companies in Chicago, Los Angeles, London, Traverse City and remotely in such varied fields as education, sales, and strategy, Ellie applies her values of inclusivity, transparency, hard work, and fun to delivery successfully for clients. Outside of work, she enjoys time with her family doing all that Traverse City has to offer from the lake life to the ice rink, where she is a member of the Traverse City Curling Club and has served on its Board. Ellie is also a current member of the Traverse Connect Diversity, Equity, Inclusion and Belonging (DEIB) Committee and Chair of the Education Committee for the Coffee Coalition for Racial Equity.

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