

18th Annual Rainbow PUSH/CEF Global Automotive Summit
"Expanding The Scale and Scope For Ethnic Minority Inclusion"
Schedule of Events

Time/Room	Event Activity
Thurs., Oct. 19	
6 p.m. - 10 p.m. Grand Salon Foyer	Rainbow PUSH Welcome Reception and Rev. Jackson Birthday Celebration
Friday, Oct. 20	
7 a.m. - 4 p.m.	Event Registration - Grand Foyer
8 a.m. - 4 p.m.	Google Charging Station - Amber 2
LEADERSHIP TOWN HALL BREAKFAST & PANEL DISCUSSION	
7:15 a.m. - 8 a.m. Grand Salon 1&2	Leadership Town Hall Buffet Breakfast
8:15 a.m. - 9:45 a.m. Grand Salon 1&2	<p>Leadership Town Hall Panel Discussion: "The New Normal: Positioning Businesses For The Browning of America"</p> <p>America's population metamorphosis from a white-majority nation to a "majority-minority" nation continues in earnest. The U.S. Census Bureau estimates that by 2044, there will be more people of color in America than whites. This changing populace puts a spotlight on the role people of color will play in helping sustain America's affluence and global competitiveness. As minorities grow in numbers, they will become the bedrock of the American economy and the main value creators in the nation's corporate supply chain. Thought leaders in this panel will discuss the urgency of minority entrepreneurship, tactics to help close the wealth gap while also outlining the varied ways in which minority businesses can remain competitive in the global marketplace.</p>
9 a.m. - 11:30 a.m. Sapphire Room	<p>Rainbow PUSH/EXCEL Scholarship Recipients' Career Day (<i>Private Session</i>)</p> <p>The scholarship session will showcase General Motors employees and their careers, with approximately 25 students and their families in attendance. The session will include continental breakfast beginning at 8:30 a.m.</p>
CONCURRENT PANEL DISCUSSIONS	
10 a.m. - 11:45 a.m. Grand Salon 3&4	<p>Vice Presidents of Global Purchasing/Supplier Diversity</p> <p>"A New Path Forward: Examining Alternative Approaches To Strengthen Minority Inclusion"</p> <p>Minority inclusion in the automotive industry, at all levels, remains a battle. In spite of Rainbow PUSH's persistent advocacy on behalf of black automotive suppliers, black dealerships, minority ad agencies and minorities in corporate boardrooms, minorities continue to fall short of achieving parity. Consequently, a re-imagined discussion with new strategies must take place. What has been done to this point has not worked. In a country that, with each passing year, sees its minority population grow, it becomes an imperative to ensure minority inclusion is part of the discussion relative to the automotive industry--and the American corporate infrastructure at large.</p>
10 a.m. - 11:45 a.m. Garnet Room	<p>Dealership Panel Discussion - "How To Take Advantage of Dealership Opportunities In The Face Of Change"</p> <p>African American-owned dealerships have plummeted by 65 percent since 2005. Several factors have contributed to this precipitous decline, but despite the varied challenges facing African Americans in the industry, opportunities still exist for those interested in excelling as dealership owners. This panel will examine those opportunities both for entrepreneurs with aspirations of entering the business as well as those already in the business.</p>

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10 a.m. - 10:45 a.m. Amber 1 Room	Rainbow PUSH Global Automotive Summit Press Conference <i>(Media only)</i> Rev. Jesse Jackson Sr. and the Rainbow PUSH Global Automotive Summit leadership team will speak and answer media inquiries. The 2017 Automotive Diversity Scorecard , a snapshot of each automotive manufacturer's ability to build and sustain ethnic diversity as a driver of marketplace competitiveness, will be unveiled.
LUNCHEON, FIRESIDE CHAT & PUSH/EXCEL SCHOLARSHIP AWARDS	
12 p.m. - 2:15 p.m. Grand Salon 1&2	Rainbow PUSH/CEF Business & Education Awards Luncheon 1:15 p.m. - 1:45 p.m. - Business & Education Fireside Chat "The Technology Evolution: Driving The Automotive Industry" As technology advances, so, too does its role in automotive manufacturing. From autonomous vehicles to electric cars to Forward Emergency Braking systems, the proliferation of technology is altering the way consumers experience traversing the roadways. The rapidly expanding technological boundaries also create a unique opportunity for people of color to expand the scale and scope of their businesses while retooling their workforce to meet the growing demand. Panelists: Brian Krzanich - CEO, Intel Rev. Jesse L. Jackson Sr. - President and Founder, Rainbow PUSH 1:45 p.m. - 2:15 p.m. - Rainbow PUSH/EXCEL Scholarship Awards Presentation <i>(Supported by General Motors Foundation)</i> Our General Motors Foundation scholars will be recognized by VIPs and presented with their scholarship awards.
CONCURRENT PANEL DISCUSSIONS	
2:30 p.m. - 4 p.m. Grand Salon 3&4	Advertising & Marketing Panel Discussion "A Paradigm Shift: The Increasing Necessity For Growing Minority Advertising and Marketing Agencies" African Americans are a dynamic economic force. With buying power north of \$1 trillion, African Americans have the ability to move the monetary needle when it comes to marketers. Despite this fact, an increasing number of companies have dramatically cut advertising budgets aimed at African American consumers. This phenomenon has led many black-owned advertising agencies to shutter their doors, thus relying on general market agencies to communicate to the consumer. Missing the mark on cultural nuances and unique value propositions becomes a greater possibility utilizing this method. How can we best stem the tide on this growing issue that many outside the industry don't talk about?

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3 p.m. - 4:30 p.m. Garnet Room	Diversity HR Panel Discussion - "Road Map to Increase African American Representation in the C-Suite and Beyond" Workplace diversity is not a <i>"Build-It-And-They-Will-Come"</i> stratagem. Rather, it is a hands-on process that requires a complete and total buy-in from the highest levels of an organization. Despite this universal understanding of how best to implement and sustain diversity initiatives, participation of people of color at practically every level of the automotive industry remains inadequate, especially in the C-Suites. While, indeed, altering the trajectory of this phenomenon cannot be completed overnight, the focus of this panel is to continue highlighting the tactics needed to not only attain parity, but to maintain it. Conversely, everyone will not take a path of higher learning, therefore, we must remain vigilant of the demand of autonomous-related production employment.
3:30 p.m. - 5 p.m. Sapphire Room	Technology & Mobility Panel Discussion "Autonomously Speaking To The Millennial Generation: A Concrete Reality Paving The Way For The Future" Autonomous technology is a game-changing development that can potentially alter the automotive landscape. But just how disruptive is this new technology, and is that disruption a plus or minus for the industry and its consumers?
AWARDS RECEPTION & AFTER GLOW	
5:30 p.m. - 8 p.m. Grand Salon 1&2	Living Legends and Emerging Leaders Awards Reception
8 p.m. - 11:30 p.m. Grand Salon 1&2	Rainbow PUSH Global Automotive Summit After Glow Entertainment Guest: <i>to be announced at later date</i>

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