



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 <i>Featuring Audrey DuBois Harris, celebrated international classical artist</i>
Friday, Oct. 20	
7 a.m. - 4 p.m.	Event Registration - Grand Foyer
LEADERSHIP BREAKFAST	
7:15 a.m. - 8 a.m. Grand Salon 1&2	Breakfast Buffet
8:15 a.m. - 9:45 a.m. Grand Salon 1&2	<p>Leadership Breakfast Discussion: "The New Normal: Positioning Businesses For The Browning of America" 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 marketplace.</p> <p>Host: Alvin Jones, Host and Executive Producer, <i>Planet Vehicle</i> Welcome Remarks: John Graves, Chairman, Rainbow PUSH Automotive Project Greetings: Mayor Mike Duggan, City of Detroit Remarks: Dikobe Ben Martins, Deputy Minister of Public Enterprises, South Africa Panel Moderator: James Lowry, Sr. Advisor and former partner at Boston Consulting Group Panelists:</p> <ul style="list-style-type: none"> • Jim Hackett, President and CEO, Ford Motor Company • Rev. Jesse L. Jackson Sr., Founder and President, Rainbow PUSH
9 a.m. - 11:30 a.m. Sapphire	<p>Rainbow PUSH/EXCEL Scholarship Recipients' Career Day (Private Session) 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> <p>Panel Moderator: Gail Perry-Mason, Director and Founder, Money Matters for Youth Panelists:</p> <ul style="list-style-type: none"> • Ofori Agboka, HR Director North America Manufacturing Strategy and Global Manufacturing Staffs, General Motors • Crystal Windham, Director, Cadillac Interior Design, General Motors • Michelle Alexander, Diversity Marketing Manager, General Motors
CONCURRENT PANEL DISCUSSIONS	
10 a.m. - 11:45 a.m. Grand Salon 3&4	<p>Vice Presidents of Global Purchasing/Supplier Diversity "A New Path Forward: Examining Alternative Approaches To Strengthen Minority Inclusion" 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> <p>Panel Moderator: Weldon Latham, Chair, Corporate Diversity Counseling Practice Group - Jackson Lewis PC Panelists</p> <ul style="list-style-type: none"> • Brian Krinock, Sr. Vice President Vehicle Plants, Toyota Motor Engineering & Manufacturing North America, Inc. • Burt Jordan, VP, Global Vehicle and Powertrain Purchasing & Supplier Diversity - Ford Motor Company • Tom Lake, VP of Purchasing and Cost Planning - Honda North America, Inc. • Steve Kiefer, VP Global Purchasing and Supply Chain - General Motors • Scott Thiele, Chief Purchasing Officer, FCA US LLC

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10 a.m. - 11:45 a.m. Garnet	<p>Dealership Panel Discussion - "How To Take Advantage of Dealership Opportunities In The Face Of Change" Presentation - Marc Bland, VP Diversity & Inclusion, IHS Automotive Moderator - Damon Lester, President, National Association of Minority Automobile Dealers</p> <p>Panelists</p> <ul style="list-style-type: none"> • Toby Perry, Director of Dealer Networking, Nissan • Maurice Williams, GM Sales Support Functions, General Motors • Alva P. Adams, Director of African American Business Strategy & Corporate Communications, Toyota
10 a.m. - 10:45 a.m. Amber 1	RPC Auto Summit Press Conference <i>(Media only)</i>
Rainbow PUSH/CEF Business & Education Awards Luncheon	
12 p.m. - 2:15 p.m. Grand Salon 1&2	<p>Rainbow PUSH/CEF Business & Education Awards Luncheon Luncheon Host - Lauren Sanders Welcome - John Graves, Chairman, Rainbow PUSH Automotive Project Invocation - Pastor Solomon W. Kinloch Jr., Triumph Church Greetings - Brenda Jones, Detroit City Council President</p> <p>Comments - Rev. Jesse L. Jackson Sr.</p> <p>Hyundai college intership presentation</p> <p>Benchmark Award</p> <ul style="list-style-type: none"> • Paul Edwards, U.S. Vice President, Chevrolet Marketing, General Motors • Nissan USA <p style="text-align: center;">*** Luncheon Continues ***</p>
	<p>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. Panel Moderator: TBD</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Brian Krzanich - CEO, Intel Corporation • Rev. Jesse L. Jackson Sr. - President and Founder, Rainbow PUSH
	<p>1:45 p.m. - 2:15 p.m. - Rainbow PUSH/EXCEL Scholarship Awards Presentation <i>(Supported by General Motors)</i></p> <p style="text-align: center;">*** Scholarship Awards Presentation ***</p>
CONCURRENT PANEL DISCUSSIONS	
2:30 p.m. - 4 p.m. Grand Salon 3&4	<p>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? Moderator: Ed Boyd, Chief Collaboration Officer, Connect the Dots Consulting, Inc.</p> <p>Panelists</p> <ul style="list-style-type: none"> • Gregory Edwards, Executive Vice President & Chief Operating Officer, Uniworld Group • Carol H. Williams, Owner, Carol H. Williams Advertising • Sherman Wright, Managing Partner & COO, Ten35 • Fay Ferguson, Co-CEO, Burrell Communications Group

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CONCURRENT PANEL DISCUSSIONS	
3 p.m. - 4:15 p.m. Garnet Room	Diversity HR Panel Discussion - "Roadmap to Increase African American Representation in the C-Suite and Beyond" Workplace diversity is not a Build-It-And-They-Will-Come 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. Presenter: Willie Carrington , Principal and Founder, Carrington & Carrington LTD. Panel Moderator:Carolynn Johnson , Chief Operating Officer, Diversity Inc. <u>Panelists</u> <ul style="list-style-type: none"> • Ken Barrett, Chief Diversity Officer, General Motors • Barbara H. Whye, VP Human Resources and Chief Diversity and Inclusion Officer, Intel Corporation • Adrienne Trimble, General Manager, Diversity & Inclusion, Toyota Motor North America
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 suppliers.
5:30 p.m. - 8 p.m. Grand Salon 1&2	Living Legends and Emerging Leaders Awards Reception Living Legends: <ul style="list-style-type: none"> • Bennie Fowler, Group Vice President, Quality and New Model Launch, Ford Motor Company • Kirk Lewis, Chairman and President, Blue Springs Metals LLC Emerging Leaders: <ul style="list-style-type: none"> • Sylvester Hester, President and CEO, Global GAA Manufacturing and Supply Chain Management (GAA) • Arius Webb, Attorney, Ford Motor Credit
8 p.m. - 9 p.m. Grand Salon 1&2	Rainbow PUSH Global Automotive Summit After Glow Entertainment Guest: Serieux

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