



19th Annual Rainbow PUSH/CEF
Global Automotive Summit
"Defining The Critical Path To Ethnic Minority Growth"
Schedule of Events



Time/Room	Event Activity
Thursday, Nov. 1	
6 p.m. - 10 p.m. Location TBA	Rainbow PUSH Welcome Reception and Rev. Jackson Birthday Celebration <i>**Entertainment to be announced at a later date**</i>
Friday, Nov. 2	
7 a.m. - 4 p.m.	Event Registration - Grand Ballroom Foyer
LEADERSHIP BREAKFAST	
7:15 a.m. - 8 a.m. Salon A & B	Breakfast Buffet
8:15 a.m. - 9:45 a.m. Room: Salon A & B	Leadership Breakfast Discussion "Delivering Minority Opportunities: Utilizing Attainable Timetables and Goals" It's one thing to spout the virtues and necessities of a diverse automotive industry, but quite another to turn rhetoric into tangible results. Calculated and purposeful steps must be taken to attain the level of minority participation the industry needs. Those steps include developing realistic and measurable objectives that bolster ethnic minority participation at all levels of the automotive industry. This panel will discuss the importance of making those objectives public while also fortifying the methods by which ethnic minorities are made aware of the opportunities that exist.
9 a.m. - 11:30 a.m. Room: MCC3	Rainbow PUSH/EXCEL Scholarship Recipients' Career Day <i>(private session)</i> The scholarship session will showcase General Motors employees and their careers, with approximately 25 students and their families in attendance.
CONCURRENT PANEL DISCUSSIONS	
10 a.m. - 11:45 a.m. Room: Salon C	Vice Presidents of Global Purchasing/Supplier Diversity "Strategies For Fostering Sustainable Tier 1 African American Suppliers" African American automotive suppliers are in the midst of an evolutionary period in their existence. Instead of a 20th century business model of building widgets, suppliers must now focus on a technologically driven strategy for sustainable and long-term growth. This environment presents a unique opportunity to help strengthen Tier 1 African American-owned suppliers by, in part, promoting substantive joint ventures that meet the industry's needs. This year's panel will discuss pragmatic strategies for creating joint ventures and how joint ventures sustain and promote long-term growth.

**rooms and times subject to change*

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10 a.m. - 11:45 a.m. Room: MCC2	Dealership Panel Discussion "The Plan For Ethnic Minority Dealer Growth By 2020" African American consumers remain an important group to the overall growth of the automotive industry year over year. Consequently, OEMs must advance beyond the one-way transactional relationship they have had with African American consumers and view them more as business partners who helped ignite the industry to its best ever seven-year stretch between 2010 and 2016. This panel will focus on how best to leverage African Americans' robust subsidization of the industry by promoting African American-owned dealership reciprocity by the year 2020.
10 a.m. - 10:45 a.m. Room: MCC1	Rainbow PUSH Global Automotive Summit Press Conference <i>(media only)</i>
	Rainbow PUSH/CEF Business & Education Awards Luncheon
12 p.m. - 2:15 p.m. Room: Salon A & B	Rainbow PUSH/CEF Business & Education Awards Luncheon 1:15 p.m. - 1:45 p.m. - Business & Education Fireside Chat "Technology and the Automobile: The Nexus of Minority Business Growth" Technology has created latent opportunities for a qualified minority workforce and untold chances for advancement by minority auto suppliers. It has become a game-changing phenomenon that has sparked business growth all over the world. The modern-day automobile's reliance on technology has created incredible opportunities, and it remains critical that those opportunities trickle down to MBEs. This panel will focus on how minority businesses can leverage their expertise and take part in this expanding discipline. 1:45 p.m. - 2:15 p.m. - Rainbow PUSH/EXCEL Scholarship Awards Presentation <i>(Supported by General Motors)</i> **Scholarship Awards Presentation**
2:30 p.m. - 4 p.m. Room: Salon C	Advertising & Marketing Panel Discussion "Why Racial Parity Matters in Advertising and Marketing" It is incumbent for both sides—agency and client—to reach an industry-wide consensus on how to attain parity in the expanding advertising and marketing space. This crucial debate is but another step in the ongoing process to identify and eliminate many of the obstacles scattered on the path of progress. Panelists will focus on the importance of OEMs having African American-owned agencies of record with varied responsibilities, including creative and/or media buying, account management and strategic planning capacities.

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3 p.m. - 4:15 p.m. Room: MCC2	Diversity HR Panel Discussion "The Future Is Now: Opportunities in The Technological Economy" As an emerging discipline in the automotive industry, technology offers a wide array of new career opportunities. Whether the technology focuses on improved safety features, performance or efficiency, this burgeoning area of study opens the door to those with an interest in the industry. Panelists will discuss what technology in automotive entails, what the educational requirements are, what the typical career trajectory looks like and the importance of networking.
3:30 p.m. - 5 p.m. Room: MCC3	Professional Services Discussion "The Foundational Components: Diversity in The Professional Services" <i>(focusing on finance, legal, accounting & insurance)</i> The professional services panel will discuss overall outsourcing of accounting, finance, insurance, legal and other indirect purchasing needs, as well as how ethnic minority firms can gain access to decision makers in the automotive professional services space.
Evening Activities	
5:30 p.m. - 6:30 p.m. Room: Salon A & B	Living Legends and Emerging Leaders Awards Reception <i>**Event host and award recipients to be announced later**</i>
6:30 p.m. - 9 p.m. Room: Salon A & B	Rainbow PUSH Global Automotive Summit After Glow <i>**Entertainment to be announced later**</i>

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