# SEVENTH ANNUAL DIVERSITY SUMMER

## A CLEAR AND PRESENT OPPORTUNITY:

INTENTIONAL AND AUTHENTIC DIVERSITY LEADERSHIP

SEPTEMBER 30, 2014 - MONTGOMERY, ALABAMA



## A CLEAR AND PRESENT OPPORTUNITY INTENTIONAL AND AUTHENTIC DIVERSITY LEADERSHIP

#### SEPTEMBER 30, 2014 8:00 A.M. - 6:00 p.M. RENAISSANCE MONTGOMERY HOTEL & SPA AT THE CONVENTION CENTER

## PRESENTING SPONSOR: STIVERS FORD LINCOLN MAZDA RECEPTION SPONSOR: AUBURN MONTGOMERY GOLD SPONSORS: ALABAMA STATE UNIVERSITY, HYUNDAI MOTOR MANUFACTURING ALABAMA, WIND CREEK HOSPITALITY

Diverse, inclusive workplaces don't just happen. We are often drawn toward those like ourselves. Yet, as we look to the future, we recognize demographic shifts will require new ways of conducting business. Just as "a clear and present danger" demands immediate action, success in a changing workplace requires intentional, authentic diversity leadership.

How are you recruiting a diverse workforce? Are you maximizing the productivity of each generation in your workplace? Does your definition of diversity meet global market expectations? What are the traits of an intentional and authentic diversity leader?

At the Montgomery Chamber's seventh annual Diversity Summit, you will learn answers to these questions from renowned experts. Take advantage of this "clear and present opportunity" to enrich your personal and professional life by honing your diversity leadership skills.

# SCHEDULE OF EVENTS

## REGISTRATION STARTS AT 8:00 A.M. BREAK-OUT SESSIONS 9:00 A.M. – 10:15 A.M.

#### WANT HIGHER ENGAGEMENT? MASTER DIVERSITY AND INCLUSION! Presenter: Belinda Grant-Anderson, Vice President, Diversity and Inclusion, AT&T Room: Montgomery 1

Engaged employees are more productive, loyal and customer service oriented — qualities that drive growth and profitability. Data also shows diverse and inclusive organizations foster innovation and deliver stronger financial results. In this session, learn how AT&T creates a diverse and inclusive culture that is successfully engaging employees and driving innovation.

#### WORKPLACE FLEXIBILITY - WHAT DOES THAT REALLY MEAN?

Moderator: Teresa Katubig, CPA, CPP, PHR, Founder and CEO, Extra Help Inc. Presenters: Kim Woollard, Chief Human Resource Officer, Grow Financial Federal Credit Union; Vice Chair of the Board, Florida Diversity Council; Dr. Kathleen Christensen, Program Director at the Alfred P. Sloan Foundation; Author of Workplace Flexibility: Realigning 20th Century Jobs for a 21st Century Workforce Room: Montgomery 5

Workplace flexibility addresses all aspects of employees' lives and uses creative methods to ensure that their personal and professional roles work together. Learn to recognize life transitions and conflicts between employees' work and personal lives and how helping balance these issues retains motivation and increases productivity.

#### WALKING ON EGGSHELLS – DIVERSITY IS NO GUARANTEE FOR SUCCESS Presenter: Hamlin Grange, President and Co-Founder, DiversiPro Inc. Room: Montgomery 7

A business case for diversity states that diverse teams often find better solutions to complex problems. However, a team of people from diverse backgrounds does not guarantee success. Diversity sometimes presents challenges that must be openly and honestly discussed. The goal should always be to move beyond diversity and toward true inclusion.



## OPENING SESSION AND LUNCHEON 10:30 A.M. - 1:15 P.M.

#### INTENTIONAL AND AUTHENTIC DIVERSITY LEADERSHIP

*Opening Keynote:* Fred Keeton, Vice President of External Affairs and Chief Diversity Officer, Caesars Entertainment *Room:* Montgomery Performing Arts Centre

#### **DIVERSITY SUMMIT LUNCHEON**

Keynote: Pat Harris, Global Chief Diversity Officer and Vice President, Global Community Engagement, McDonald's Corporation; Author of None of Us is as Good as All of Us: How McDonald's Prospers by Embracing Inclusion and Diversity Emcee: Candy Capel, Station Manager of WVAS 90.7 FM Room: Alabama Ballroom

## BREAK-OUT SESSIONS 1:30 P.M. - 3:00 P.M.

#### CEO Forum – Traits of Inclusive Leaders

#### Presenter: Hamlin Grange, President and Co-Founder, DiversiPro Inc.

#### Room: Riverview 4

INVITATION-ONLY SESSION — Leadership should not only be a function of organizations, but also an obligation of each team member. Managing a diverse workforce is vital for success in today's global environment. Inclusive leaders help others achieve their full potential. This session will explore traits of inclusive leadership and why they are important in a complex world.

#### Advancing Women to the Top – How the Best Do It

## Presenter: Roberta Zenn Phillips, Executive Director, Center for Women in Business at the U.S. Chamber of Commerce Room: Montgomery 1

Many companies want to increase gender diversity but may not know how. The U.S. Chamber of Commerce Foundation's Center for Women in Business will outline best practices Fortune 1000 companies use to promote and develop women at board, C-suite and management levels and offer advice all organizations can use to advance women.

#### BUILDING AN INCLUSIVE ORGANIZATIONAL CULTURE

#### Presenter: Joe Gerstandt, Author of Social Gravity: Harnessing the Natural Laws of Relationships Room: Montgomery 5

Left to our own devices, we often associate with people like ourselves. This session will ask you to consider whether your organization is inclusive by configuration or by action. If you believe your organization is inclusive, then what do you do – intentionally and proactively – to include differences in groups or processes?



SUBTLE DISCRIMINATION – MAKING EMPLOYERS AWARE OF UNINTENDED OFFENSES AND EMPLOYEES WILLING TO ADDRESS THEM Presenters: Alice M. Gordon, CEO and Executive Problem Solver, Skye Connect Inc.; Shelia Fondren, Vice President of Human Resources, South Central Group, Enterprise Rent-a-Car; Fernando Valentin, President, The Trinity Design Group LLC *Room:* Montgomery 7

Some employers may practice subtle discrimination based on race, gender or religious preference without even realizing it. What are subtle actions that are offensive but perhaps unintentional? How can employees make employers aware they are being offensive? Join an honest dialogue that will reveal surprising insights from both sides.

## BREAK-OUT SESSIONS 3:15 P.M. - 4:45 P.M.

#### WE WROTE THE DIVERSITY POLICY... ISN'T THAT ENOUGH? Presenter: Christy Pruitt-Haynes, President/Chief Strategist of CORE Consulting Room: Montgomery 1

When people look, act or talk differently than we do, our first thought is often, "Why are they doing it that way? Don't they know the company would be better if everyone did it my way?" This workshop will demonstrate how different ways of thinking and acting enhance the bottom line. You will leave with a plan to strengthen your organization, improve team member morale and increase access to untapped markets.

#### Building an Inclusive Organizational Culture

#### Presenter: Joe Gerstandt, Author of Social Gravity: Harnessing the Natural Laws of Relationships Room: Montgomery 5

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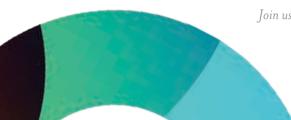
#### REDEFINING AGE IN THE WORKPLACE: DIVERSITY IS MORE THAN JUST ETHNICITY AND GENDER Presenter: Aaron McDaniel – Corporate Manager, Entrepreneur, Author and Speaker; Founder of YMerge and Jill Wakeman Foundation Room: Montgomery 7

Members of the millennial generation are entering the workplace by the millions each year. As a millennial, how do you start on the right track toward a successful career? For older generations, how do you understand, engage and empower your young workforce? Moreover, how do you develop uniquely millennial traits to reinvigorate your career? Learn the answers to these questions in a session relevant to all generations.

# NETWORKING RECEPTION AND MEET THE AUTHORS BOOK SIGNING 4:45 P.M. – 6:00 P.M.

#### Room: Alabama Ballroom, Salon B

Join us for an after-hours networking and book signing event celebrating diversity, engagement and inclusion at both the organizational and community levels. This event allows the day's conversations to continue and provides attendees an opportunity to speak one-on-one with the presenters.





## BELINDA GRANT-ANDERSON VICE PRESIDENT, DIVERSITY AND INCLUSION, AT&T

Belinda Grant-Anderson is responsible for developing and implementing AT&T's diversity and inclusion strategy. During her tenure, AT&T has received numerous awards, including being named a Top Company for Diversity by *DiversityInc*, the No. I company for diversity by *Hispanic Business Magazine*, a Top 40 Company by *Black Enterprise*, a Top Company for Executive Women by the National Association of Female Executives and has maintained a perfect 100 percent score on the Human Rights Campaign's Corporate Equality Index. Grant-Anderson received her bachelor's degree in engineering and Master of Business Administration from Vanderbilt University. She is a past board member of the Children's Museum of Atlanta, the Vanderbilt Alumni Board, the Texas Diversity Council, the American Institute for Managing Diversity, the Center for Black Women's Wellness and St. Jude's Recovery Center.

## TERESA KATUBIG CPA, CPP, PHR, FOUNDER AND CEO, EXTRA HELP INC.

In 1995, Teresa Katubig began Extra Help Inc. as a small temporary placement agency. Her company has since expanded to locations in Illinois, Indiana, Missouri, Arizona and Alabama that offer clients in more than 30 states full-service payroll, human resources and employee benefits management. Extra Help has earned a Marion, Illinois Chamber of Commerce Business of the Year award, has repeatedly been named one of the largest woman-owned businesses in the St. Louis region and has been listed as one of the nation's fastest growing companies by Inc.com. Katubig, a Certified Public Accountant, Certified Payroll Professional and a Professional in Human Resources, has developed several innovative workforce management products and has received numerous accolades as an entrepreneur and woman business owner. She also donates her time and resources to several charities in the greater St. Louis area.



## KIM WOOLLARD CHIEF HUMAN RESOURCE OFFICER, GROW FINANCIAL FEDERAL CREDIT UNION; VICE CHAIR OF THE BOARD, FLORIDA DIVERSITY COUNCIL

Kim Woollard is responsible for the implementation and compliance of all human resource policies, as well as payroll management, staffing and employee training at Grow Financial Federal Credit Union. She began her career in management through the executive management training program at May Company. Her career has taken her to Blue Cross Blue Shield and later to PharMerica, where she served as vice president of human resources before joining Grow Financial. Woollard earned a bachelor's degree in criminology/sociology from the University of Maryland and is a certified Senior Professional in Human Resources and a member of the Society of Human Resource Management. She currently sits on the board of directors for the Florida Diversity Council and has co-chaired the annual Young Women's Leadership Symposium in Tampa.

## DR. KATHLEEN CHRISTENSEN

PROGRAM DIRECTOR AT THE ALFRED P. SLOAN FOUNDATION; AUTHOR OF WORKPLACE FLEXIBILITY: REALIGNING 20TH CENTURY JOBS FOR A 21ST CENTURY WORKFORCE; CONTINGENT WORK: AMERICAN EMPLOYMENT RELATIONS IN TRANSITION; TURBULENCE IN THE AMERICAN WORKPLACE; WOMEN AND HOME-BASED WORK: THE UNSPOKEN CONTRACT; AND THE NEW ERA OF HOME-BASED WORK: DIRECTIONS AND POLICIES

Dr. Kathleen Christensen directs the Alfred P. Sloan Foundation's Working Longer program to deepen understanding of aging Americans' work patterns and established the foundation's Workplace, Work Force and Working Families program. Under her leadership, the foundation has been credited with pioneering the workfamily research field and spearheading a national movement to create flexible workplaces that meet employees' needs while improving business performance. Christensen planned and participated in the 2010 White House Forum on Workplace Flexibility and currently serves on the board of a new organization that will design, launch and execute a national campaign to make workplace flexibility a national standard. *Working Mother* magazine named Christensen one of the Seven Wonders of the Work-Life Field and the Families and Work Institute awarded her its inaugural Work-Life Legacy Award. She is an author and widely quoted expert whose editorials have appeared in *The Washington Post, USA Today, Chicago Tribune, The Philadelphia Inquirer* and *The Atlanta Journal-Constitution*.

## HAMLIN GRANGE PRESIDENT AND CO-FOUNDER, DIVERSIPRO INC.

Hamlin Grange is a diversity and inclusion strategist and president and co-founder of DiversiPro Inc., a workplace diversity and inclusion consulting company based in Toronto. Grange's clients include major private corporations, not-for-profit organizations, television networks, health care providers, post-secondary institutions and other organizations looking to meet the challenges and reap the rewards of a culturally diverse marketplace. As a certified intercultural trainer and coach, he assesses individual and team awareness and sensitivity toward cultural differences and commonalities. Grange speaks about creating inclusive environments that value everyone's life experiences, taking an integrated approach to diversity, and running on "Six Cylinders<sup>™</sup>." He emphasizes the importance of understanding how culture affects interactions in today's fast-paced, trans-media world. Prior to his career as a diversity and inclusion strategist, Grange was a successful television and newspaper journalist.

## FRED KEETON VICE PRESIDENT OF EXTERNAL AFFAIRS AND CHIEF DIVERSITY OFFICER, CAESARS ENTERTAINMENT

Fred Keeton oversees operationalizing diversity and inclusion for Caesars Entertainment, the world's largest gaming-entertainment company. He also leads the company's senior executive team in reputation management, business outcomes through Diverse By Design (DbyD) teams, and government relations diversity and inclusion awareness. Keeton, an acclaimed speaker, articulates the requirement for inclusion-driven business enhancement. Prior to his current position, Keeton served as director of corporate claims management, director of state government affairs and vice president of government affairs for Caesars. Throughout his career, he has developed relationships with community and philanthropic leaders, government officials and key business leaders. He serves as co-chair of the American Gaming Association's Diversity Task Force as well as on the governing board of the National Minority Supplier Development Council, and continues to take a national leadership role in our country's quest for full inclusion.





## PAT HARRIS

## GLOBAL CHIEF DIVERSITY OFFICER AND VICE PRESIDENT, GLOBAL COMMUNITY ENGAGEMENT, MCDONALD'S CORPORATION; AUTHOR OF NONE OF US IS AS GOOD AS ALL OF US: HOW MCDONALD'S PROSPERS BY EMBRACING INCLUSION AND DIVERSITY

Pat Harris is responsible for development and implementation of diversity and inclusion strategies for McDonald's Corporation and its more than 33,500 restaurants in 120 countries. Under her leadership, McDonald's has made *Fortune*'s Top 50 Places for Minorities to Work, *Black Enterprise*'s Top 40 Companies for Diversity, *Latina Style*'s Best Companies for Latinas, *Asian Enterprise*'s Top 25 Companies for Asians, and has received Work Life Matters' Disability Diversity Award. Harris, a founder of the Women's Foodservice Forum and the Multicultural Foodservice & Hospitality Alliance, serves on the Women's Leadership Board at Harvard University's Kennedy School of Government, the Roosevelt University Board of Trustees, the Girl Scouts USA board, the Global Summit of Women, the Executive Leadership Council and the Chicago Shakespeare Theatre board. Harris is an author and has received numerous honors, including one of *Working Mother* magazine's Top 10 Diversity Champions in the Country and the Roundtable for Women in Foodservice's Woman of the Year. She holds a bachelor's degree in public administration and personnel administration from Roosevelt University and honorary doctorate degrees from South Carolina State University and Coker College.

## ROBERTA ZENN PHILLIPS EXECUTIVE DIRECTOR, CENTER FOR WOMEN IN BUSINESS AT THE U.S. CHAMBER OF COMMERCE

Roberta Zenn Phillips leads the U.S. Chamber of Commerce's Center for Women in Business, which empowers women at all levels to advance in the business world. CWB works to increase opportunities for women to serve on corporate boards and in the C-suite; mentors women in all career stages; and builds a network for women entrepreneurs to encourage networking, education and professional growth. Previously, Phillips was director of the Chamber's Campaign for Free Enterprise, where she managed a \$10 million budget, conducted outreach and organized national campaign events. Before leading CFE, Phillips was the Chamber's managing director for small and midsize membership. Earlier, Phillips worked for the Export-Import Bank, the official export credit agency of the United States. She joined the agency as a political appointee and held a progression of increasingly responsible positions. Phillips is a Northeastern University graduate.





## JOE GERSTANDT AUTHOR OF SOCIAL GRAVITY: HARNESSING THE NATURAL LAWS OF RELATIONSHIPS

Joe Gerstandt has worked with small not-for-profits to Fortune 500 corporations. He speaks at numerous conferences and blogs at joegerstandt.com. An author and contributor to the Workforce Diversity Network Expert Forum, his insights have appeared in *Diversity Executive*, *HR Executive*, *The Diversity Factor*, *The American Diversity Report*, the *Corporate Recruiting Leadership Journal* and *Associations Now*. He serves on several boards including the Global Diversity and Inclusion Foundation and the *HR Examiner* advisory board. A former U.S. Marine who served in Operations Desert Shield and Desert Storm, Gerstandt attended Iowa State University before working in management and business development. He then made a career change and worked for a not-for-profit organization where he was drawn to diversity and inclusion issues. Today, Gerstandt advocates for resetting the diversity and inclusion conversation and believes we cannot apply 20th century approaches to 21st century issues.

## ALICE M. GORDON CEO AND EXECUTIVE PROBLEM SOLVER, SKYE CONNECT INC.

Alice M. Gordon is the founder of Skye Connect Inc., a firm specializing in crisis and issue management, supply chain enhancement integration and content production. Gordon previously worked for Southern Company, one of the nation's largest electric utility providers. As a spokesperson for Alabama Power, a Southern Company, she spoke on behalf of the more than 6,500 employees impacting 1.4 million customers, and for Southern Nuclear Operating Company, manager of Southern Company's nuclear power plants. She then served as supplier diversity and relations manager and led and developed such initiatives as internal compliance training, staff hiring, budget and compliance management, diversity database and key procurement tracking metrics. Before working in the utility industry, Gordon had an award-winning broadcasting career as a television anchor/ host, radio host, public relations manager and news director. Gordon has also been a columnist for newspapers in Alabama and Florida.



## SHELIA FONDREN VICE PRESIDENT OF HUMAN RESOURCES, SOUTH CENTRAL GROUP, ENTERPRISE RENT-A-CAR

Shelia K. Fondren attended college at the University of North Alabama where she studied business administration. After following her husband to Eastern Kentucky University, she discovered her passion for human resources while working in the university's career development and placement office. Upon moving back to Alabama, Fondren was hired by Enterprise Rent-A-Car as an administrative specialist to the general manager for the South Central Group. In 1998, Fondren became the group human resources supervisor for Enterprise and earned the title of manager one year later. As manager, she created the first diversity team in the South Central Group and was instrumental in diversity initiatives within the company. In 2008, Fondren was promoted to vice president of human resources.

## FERNANDO VALENTIN PRESIDENT, THE TRINITY DESIGN GROUP LLC

Fernando Valentin, president of The Trinity Design Group LLC established in 2004, originally hails from Yonkers, New York. Valentin obtained his bachelor's degree from Concordia College after a tour of duty with the United States Marine Corps. Shortly after, he completed his Master of Business Administration from the University of New Haven. Valentin sits on the board of directors of The Jimmie Hale Mission and the Birmingham Business Alliance (BBA). He is the past chair of the BBA's Birmingham Regional Enterprise Council and is also the former Samford University Executive-in-Residence.





## CHRISTY PRUITT-HAYNES PRESIDENT/CHIEF STRATEGIST OF CORE CONSULTING

CORE Consulting founder Christy M. Pruitt-Haynes, SPHR, works with major corporations, universities, not-for-profit organizations and independent professionals. She is often recruited to support corporate mergers and acquisitions, assist start-up organizations, and help organizations create and implement strategic human capital plans. Pruitt-Haynes earned her bachelor's degree in personnel and labor relations and master's degree in human resources development. She is a certified Senior Professional in Human Resources. Pruitt-Haynes began in human resources by starting a recruiting, training and placement firm for individuals exiting alcohol/drug rehabilitation centers and homeless shelters. She later held positions with such organizations as Shoney's Inc., the Memphis Grizzlies and CMT and MTV Networks Nashville. A 2011 Nashville Emerging Leader's Award recipient, she is currently on the board of Saint James School and is a member of the Society for Human Resources Management, Montgomery Area Chamber of Commerce and American MENSA.

## AARON MCDANIEL CORPORATE MANAGER, ENTREPRENEUR, AUTHOR AND SPEAKER; FOUNDER OF YMERGE AND JILL WAKEMAN FOUNDATION

Aaron McDaniel works to help millennials build foundations for successful careers. He was one of the youngest individuals to serve as regional vice president at AT&T, a Fortune Global 100 company, and taught a highly rated, student-led leadership course at UC Berkeley's Haas School of Business. McDaniel is the author of *The Young Professional's Guide to the Working World*, an international top 10 listed book printed in multiple languages, and *The Young Professional's Guide to Managing*. He has been written about in *Forbes, Bloomberg BusinessWeek*, *US News & World Report* and *Kiplinger*. He has also been featured on NPR, CBS Radio and ABC and has spoken to groups of young professionals at top companies and organizations such as Wells Fargo, Deloitte Consulting, UnitedHealth Group and the United Way.



# **REGISTRATION FORM**

Company Name		
Address		
Phone Conta		
Email	_	
	# of Participants	
Diversity Advocate	@\$800	HR PROFESSIONALS
Includes reserved corporate table for 8 at the	~	Earn your CEUs at the Diversity Summit
luncheon, 8 Summit registrations that include		
break-out sessions, reception, and name badge		Stellin round Wolf
recognition for entire Summit		2014
Chamber Member Registration	@\$75	FAROVED FOR CREDIT
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#### Registration Starts at 8:00 a.m.

#### BREAK-OUT SESSIONS 9:00 A.M. – 10:15 A.M.

Want Higher Engagement? Master Diversity and Inclusion! Room: Montgomery 1

Workplace Flexibility – What Does That Really Mean? Room: Montgomery 5

Walking on Eggshells – Diversity is No Guarantee for Success Room: Montgomery 7

#### OPENING SESSION AND LUNCHEON 10:30 A.M. - 1:15 P.M.

Opening Session – Intentional and Authentic Diversity Leadership Room: Montgomery Performing Arts Centre

Diversity Summit Luncheon – None of Us is as Good as All of Us: How McDonald's Prospers by Embracing Inclusion and Diversity Room: Alabama Ballroom

#### BREAK-OUT SESSIONS 1:30 P.M. - 3:00 P.M.

CEO Forum – INVITATION ONLY Room: Riverview 4

Advancing Women to the Top – How the Best Do It Room: Montgomery 1

Building an Inclusive Organizational Culture Room: Montgomery 5

Subtle Discrimination – Making Employers Aware of Unintended Offenses and Employees Willing to Address Them Room: Montgomery 7

#### BREAK-OUT SESSIONS 3:15 P.M. - 4:45 P.M.

We Wrote the Diversity Policy... Isn't That Enough? Room: Montgomery 1

Building an Inclusive Organizational Culture Room: Montgomery 5

Redefining Age in the Workplace: Diversity is More Than Just Ethnicity and Gender Room: Montgomery 7

#### NETWORKING RECEPTION AND MEET THE AUTHORS BOOK SIGNING 4:45 P.M. – 6:00 P.M.

Room: Alabama Ballroom, Salon B



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