



12th Annual Greater Dallas
Best Practices & DiversityFIRST™
Awards Luncheon

Promoting

EXCELLENCE

Through Diversity & Inclusion

MONDAY, NOVEMBER 2, 2015

Hyatt Regency North Dallas Hotel
701 East Campbell Road, Richardson, TX 75081

Sponsored by:

Southwest 





Founder's Welcome



Dennis Kennedy
Founder & CEO, Texas Diversity Council

Welcome to the 12th Annual Greater Dallas Best Practices and DiversityFIRST™ Awards Luncheon. I commend you for your attendance today and thank you for your support of the aims and objectives of the Texas Diversity Council.

Our theme is "Promoting Excellence through Diversity & Inclusion". We are honored to have Tom Greco, Chief Executive Officer with Frito-Lay North America, as our featured Keynote Speaker. Tom is an exemplary leader that works to consistently exemplify the importance of being a diverse and inclusive organization throughout Frito-Lay North America.

Additionally, we are very pleased to applaud and recognize outstanding individuals and organizations for their leadership, achievement, and dedication to the promotion of diversity and inclusion. Thank you and congratulations!

I would like to express my gratitude to each of our sponsors as well as our individual participants for their contributions and commitment to this year's event. Lastly, I want to also thank the planning committee, volunteers and the entire Greater Dallas Advisory Board for their hard work to ensure the success of our 12th Annual Best Practices & DiversityFIRST™ Awards Luncheon.

Officers' Welcome

Greetings!

Welcome to the Greater Dallas Best Practices & DiversityFIRST™ Awards Luncheon! We're very pleased you've joined us today.

The Texas Diversity Council is committed to advancing diversity and inclusion by transforming our work places and communities into inclusive environments where individuals are valued for their talents and empowered to reach their fullest potential. Today, we honor and celebrate companies, organizations, and individuals who have demonstrated commitment to building such a culture in their workplaces.

These honorees are leading examples of today's theme: "Promoting Excellence through Diversity & Inclusion". The results of their efforts and dedication to diversity and inclusion are visible in the companies and communities they support.

On behalf of the Greater Dallas Advisory Board, we extend our appreciation for your presence today as it shows your personal support for diversity and inclusion efforts. It also demonstrates an interest in increasing your knowledge, a prerequisite to improving business results. We hope you leave the Luncheon with new insights for creating and maintaining an environment of inclusion for all individuals in your respective organizations.

Sincerely,



Tammy Jones-Still
President, Greater Dallas Advisory Board
Sr. Director of Shared Services
Brinker International



Nicole A. Roberson, Ph.D., Sr. CAAP
Vice President, Greater Dallas Advisory Board
Director, Diversity & EEO
Dallas Area Rapid Transit

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- Nicole Roberson – Dallas Area Rapid Transit
- Diamond Sanders – Wells Fargo
- Jason deGroot – Texas Diversity Council
- Mae Marshall – Texas Diversity Council
- Angeles M. Valenciano – National Diversity Council



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 Dennis Kennedy Founder & CEO Texas Diversity Council		



TXDC Insight

The Texas Diversity Council (TXDC) is committed to fostering a learning environment for organizations to grow in their knowledge of diversity. The TXDC provides a great opportunity for organizations to learn from some of the top corporate leaders in the area of diversity. It currently consists of four advisory boards in the Gulf Coast, North Texas, San Antonio, and Austin areas.

:: Our Vision ::

We are committed to diversity and the transformation of our workplace and community into environments where people are valued for their uniqueness and are secure in the knowledge that their efforts make a difference.

:: Our Mission ::

We will enhance appreciation and understanding for the value of diversity and inclusion. We will achieve success through efforts and activities which:

- Advance corporate leadership and education/awareness of the varied dimensions of diversity
- Commit leaders to discuss issues and challenge attitudes in an effort to promote organizational change that supports diversity
- Promote outreach efforts to our youth that inspire mutual respect and understanding

:: Our Goals ::

- Promote diversity in the workplace and community by partnering with corporate entities and community organizations
- Develop leaders who are educated in and aware of the importance of diversity and proactively support cultural change within their environments
- Develop youth programs that support diversity education and build self esteem

:: We Value ::

- Leadership that values diversity and inclusion and stimulates the potential of all individuals to contribute and achieve their goals
- Ethical leadership that promotes trust, mutual respect, and understanding
- Teamwork and alliances that cultivate diversity and inclusive work environments
- Networking and mentoring opportunities with corporate leaders and peers
- Scholarship programs for deserving high school and college students
- Awards and recognition programs in order to promote diversity initiatives

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If you are interested in becoming a member, please contact Jason deGroot at:
jason.degroot@texasdiversitycouncil.org or 281.984.7043

Keynote Speaker



Tom Greco

Chief Executive Officer, Frito-Lay North America

Thomas (Tom) Greco is Chief Executive Officer, Frito-Lay North America, a unit of PepsiCo. In its global portfolio of food and beverage brands, PepsiCo has 22 different brands that generate more than \$1 billion each in annual retail sales. With net revenues of over \$66 billion, PepsiCo's main businesses also make hundreds of other enjoyable foods and beverages that are respected household names throughout the world.

Tom assumed this role in September 2011 and is responsible for overseeing PepsiCo's snack and convenient foods business in the U.S. and Canada. Frito-Lay North America (FLNA) is the company's most profitable operating division.

Tom joined PepsiCo in Canada in 1986 and has served in a variety of positions, including region vice president, Midwest; president, Frito-Lay Canada; senior vice president, Sales, Frito-Lay North America; president, Global Sales, PepsiCo; executive vice president, Sales, North America Beverages; and most recently as executive vice president and chief commercial officer, Pepsi Beverages Company (PBC). In this role, Tom was responsible for leading PBC's retail selling efforts across the U.S. and Canada.

Before joining PepsiCo, Tom worked at Procter & Gamble.

Tom is based in Plano, Texas.

Education:

- Honors Bachelor of Commerce, Laurentian University, Sudbury, Ontario
- Master of Business Administration, Richard Ivey School of Business, London, Ontario

Affiliations, Appointments and Awards:

- Co-chair, Food Marketing Institute's (FMI) Associate Member Advisor Board
- Executive sponsor, PepsiCo Asian Network (PepsiCo's employee diversity network that aims to making PepsiCo the employer of choice for Asian Americans, using their skills and talent to grow the company)
- Award winner, "William J. Grize Diversity Hall of Fame Award - Network of Executive Women" (2011)

Mistress of Ceremonies



Brenda Teele

Owner, Aegis Title Company, LLC

Brenda Teele is the owner of Aegis Title Company, LLC. Her experience in the title industry is immense, overseeing more than 25-thousand Real Estate transactions as the Contract Manager for a multi-million dollar government contract.

Prior to leading offices in Dallas, Fort Worth, and Houston for Jackson Law Firm, Brenda gained a wealth of knowledge of Texas real estate and lending from the news anchor desk. She is a 25 year veteran in the television industry starting in Baltimore, Maryland as a news desk editor before becoming a news writer in Los Angeles and ultimately a news anchor in the Dallas Fort Worth market.

She became a part of the Dallas/Fort Worth community in 1995 and has enjoyed on-air positions at WFAA-TV, NBC5, CBS11, ABC Radio Networks, and KKDA-Radio.

During her tenure, she's enjoyed television conversations with President George W. Bush, Bill Cosby, Maya Angelou, George Foreman, Kenny Loggins, Wyclef Jean, Amy Grant, and Arriana Huffington, Russell Simmons, John Legend, and Paula Dean., just name a few.

Brenda also values gives back to the community. She is a featured speaker for a non-profit organization that helps teens break the cycle of teen pregnancy. She's also active in her church and always willing to volunteer her time hosting the events like the UNCF Telethon, MDA Telethon, and emceeding galas for the Urban League, Dallas Arts Community, and JL Turner League of African American Attorneys.

Born in Los Angeles, CA, Brenda is a graduate of Howard University with a Bachelor of Arts degree in Broadcast Journalism.

She has received a variety of honors and awards including an Emmy, Golden Mike Award, Los Angeles Press Club Award, National Association of Black Journalists Award, and numerous Associated Press Awards.

Brenda is the proud mother of three sons, Evan, Pierce, and Chase. They are members of Oak Cliff Bible Fellowship Church in Dallas, Texas.

Program Agenda

MISTRESS OF CEREMONIES WELCOME

Brenda Teele

Owner, Aegis Title Company, LLC

TEXAS DIVERSITY COUNCIL WELCOME

Angeles M. Valenciano

President & EVP, National Diversity Council

TEXAS DIVERSITY COUNCIL BOARD OF DIRECTORS WELCOME

LaMonte Thomas

President & General Manager – North Texas and Oklahoma, Cigna

GREATER DALLAS ADVISORY BOARD WELCOME

Tammy Jones-Still

President, Greater Dallas Advisory Board, Brinker International, Inc.

– LUNCH SERVED –

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Nicole A. Roberson, Ph.D., Sr. CAAP

Director, Diversity and EEO, DART

AWARDS PRESENTATIONS

Brenda Teele

CEO CHAMPION OF DIVERSITY AWARD RECOGNITION AND PRESENTATION

Angeles M. Valenciano

KEYNOTE SPEAKER

Tom Greco

Chief Executive Officer, Frito-Lay North America

CLOSING REMARKS

Angeles M. Valenciano

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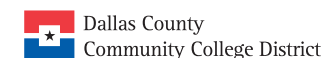
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Award Recipients



MERRIDITH SIMPSON

Merridith Simpson is the Diversity and Inclusion Manager at UT Southwestern Medical Center in Dallas. In this role she leads the strategic development and implementation of the Institution's diversity and inclusion strategy, impacting nearly 14,000 faculty and staff. Merridith ensures that diversity and inclusion are essential components of the Institution's core missions of research, education and patient care.

Merridith's key responsibilities include building a diverse and inclusive culture that encompasses all hospitals and clinics. Merridith collaborates with human resources to develop strategies for talent management and employee engagement, and partners with communications and marketing departments to help guide institutional branding.

Before joining UT Southwestern, Merridith held leadership roles at Raytheon, an aerospace and defense contractor, in their Intelligence and Information Systems (IIS) business segment. There, she held positions spanning engineering operations, communications, human resources, and diversity.

Leading engineering operations Merridith oversaw workforce planning of nearly 3,000 scientists and technical professionals, and streamlined the business' performance and development processes. She also spearheaded community outreach efforts in Science, Technology, Engineering and Math (STEM). As diversity and inclusion lead, she established core training, grew the maturity of Employee Resource Groups (ERGs), and steered several diversity councils.

Merridith is a member of the Society for Diversity, and Executive Women in Texas Government. She is active in the community, serving on the Lakewest YMCA Board of Management, and leads the women's auxiliary at Living Waters Ministries in Mesquite, TX.

Merridith is a Certified Diversity Professional (CDP) and holds a Bachelor of Science in Human Relations and Business.

DEANDRE JONES



DeAndre is the Vice President and head of the west region's middle market sales organization for American Express. In this role, he works with his leadership team to maintain an engaged organization that delivers strong performance for the global corporate payments business unit. A team committed to driving long term profitability and delivering shareholder value. DeAndre joined American Express in April of 2014 as an Executive Director in the Large Market Client Group. In this role, he lead a team of senior managers that were responsible for overseeing nearly \$2B in charge volume across several states within the west region's large market growth segment. Prior to joining American Express, DeAndre held a variety of regional and national leadership roles across marketing, strategy and sales at Capital One N.A as the company acquired several banks and navigated an enormous amount of change over an 8 year span.

DeAndre is a leader that loves to inspire and lead through change. He's a champion of diversity and works closely with several organizations such as the National Diversity Council, National Black MBA Association and the National Society of Hispanic MBA. He is also the executive sponsor of the Black Employee Network's Texas chapter at American Express.

Committed to learning new things and acquiring knowledge, DeAndre has several degrees from a variety of schools and seminars, including an MBA in Leadership, a M.A. in Counseling Psychology and a Doctorate in Christian Education.

DeAndre lives in Phoenix with his wife and three daughters where he enjoys playing golf and keeping up with his favorite sports teams.

Award Recipients



LIJI THOMAS

Liji started her career lobbying on Capitol Hill for an increase in housing for low income women and children. In 2005, Liji joined Countrywide as a Project Manager and quickly rose through the ranks to become Assistant Vice President of Compliance

and Risk Management. In this role, she oversaw compliance and risk assessment in Countrywide's offshore operations and authored Countrywide's Model for Offshore Compliance, a cross functional, global, risk-based approach to the company's compliance efforts.

In 2008, Liji joined the Internal Audit Department of Southwest Airlines. During her time in Internal Audit, Liji led the company's first Capitalization of Labor Audit and published an article in the October 2010 issue of Internal Auditor magazine. She then assumed a role as Manager of Business Strategies, implementing new business initiatives impacting over 3,600 individuals. These initiatives included strategies to increase revenue, improve Customer experience and realize process efficiencies. In the first six months of 2012, Liji impacted revenue generation in excess of \$40 million. Currently, Liji serves the company as Senior Manager of Diversity and Inclusion, informing all aspects of Diversity and Inclusion for the nation's largest domestic airline.

Liji is married to Arun and has two daughters, Athena and Ava. She is a Former Jesuit Volunteer and a 1998 graduate of Vanderbilt University. She earned three Master's degrees and holds CPA, CIA, CRMA and SHRM-CP designations. She was chosen to deliver her graduate school commencement address and sits on the Community Diversity Advisory Council of the University of Texas at Dallas.

MARCOS G. RONQUILLO



Marcos G. Ronquillo has over 30 years of trial experience representing governmental agencies, such as the Dallas Independent School District and the Federal Deposit Insurance Corporation as well as Fortune 500 companies in high-profile controversies where public policy and social concerns collide in the courtroom.

Mr. Ronquillo is a past recipient of the State Bar of Texas Presidents' Special Citation Award and Outstanding Lawyer of the Year Award from the Texas Mexican Bar Association. He was named to the 2013 list of the Best Lawyers in America.

Mr. Ronquillo has been awarded the national Spirit of Excellence Award by the American Bar Association, National Commission on Minority Lawyers. He has been recognized nationally as an outstanding lawyer by the American Immigration Lawyers Association, *Dallas Business Journal*, Ernst & Young, Texas Diversity Council and Texas Lawyer. He has also been honored by Texas Monthly and Super Lawyer magazines and listed as a Texas "Super Lawyer" from 2003 through 2014. In addition, *Super Lawyers* has named him to the list of the top 100 lawyers in the Dallas/Fort Worth area.

He is the former President of the Dallas Mexican American Bar Association and former Chairman of the Dallas Hispanic Chamber of Commerce. He is the former National Chairman of the University of Notre Dame, Hispanic Alumni Association and currently serves on the Board of Advisors of George Washington University Law School.

He was honored in 2011 by *Hispanic Business Magazine* as one of the "100 Most Influential Hispanics" in the United States, and by *Latino Leaders Magazine* with its prestigious "Maestro Award for Leadership." He has served on numerous boards and commissions including the Dallas Museum of Art, Dallas Area Rapid Transit Authority (DART), Children's Medical Center and JPMorgan Chase to name a few. He currently serves on the Board of the United States/Mexico Bi-National Chamber of Commerce and the Smithsonian National Latino Center Advisory Board.

Corporate DiversityFIRST™ Awards

The Texas Diversity Council established the DiversityFIRST™ Awards Initiative in 2004 to recognize and commend organizations for their support of diversity and inclusion in the workplace and community. The selections are made by members of the Texas Diversity Council Staff and the Central Texas Advisory Board.

Nominations should reflect efforts and achievements in the field of diversity and inclusion by businesses, corporations, community groups or non-profit organizations. The efforts and achievements must have been demonstrated through specific work with other individuals or groups, or through a specific product, initiative, innovative program or activity that has a visible, tangible, or measurable impact that results in a truly inclusive environment where individuals are valued for their talent and are able to reach their full potential.

The Corporate DiversityFIRST Award is presented to an organization that has:

- Developed and implemented an effective equal opportunity program as demonstrated by a diversified work force in which all persons are afforded opportunities for employment and upward mobility, regardless of race, ethnic origin, gender, religion, age, sexual orientation, disability, or any other prohibited basis of discrimination.
- Exhibited visionary and insightful leadership to confront and resolve inequities through strategic decision-making, allocation of resources, and establishment of priorities.
- Established a corporate culture with an extraordinary and unfailing commitment to diversity and inclusion in the workplace and community
- Demonstrated a consistent pattern of an organizational commitment to the recruitment and retention of individuals of underrepresented populations.
- Cultivated and promoted diversity initiatives that established a more inclusive and equitable work/learning environment.
- Demonstrated continued corporate responsibility by devoting resources for the improvement of the community at large.

Congratulations to our Corporate DiversityFIRST™ Award Winners:

Lee Hecht Harrison

**Dallas Black Chamber of Commerce
Dallas Convention and Visitors Bureau
Mary Kay Corporation**

Special Thanks to our Best Practices Presenters

Danon Carter, D.M. – Da'non Enterprises
Tamara Bond Beverly – Tam Bond Associates, LLC, Mercedes-Benz Financial Services
Sandi Mitchell, ACC, CPC, MBA – APEX Leadership Coaching, LLC



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Diversity & Inclusion 2.0:
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This annual event is held to educate and create local dialogue on diversity and inclusion and to celebrate the wide array of differences in our workplace and communities.



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- Multicultural Leadership Awards



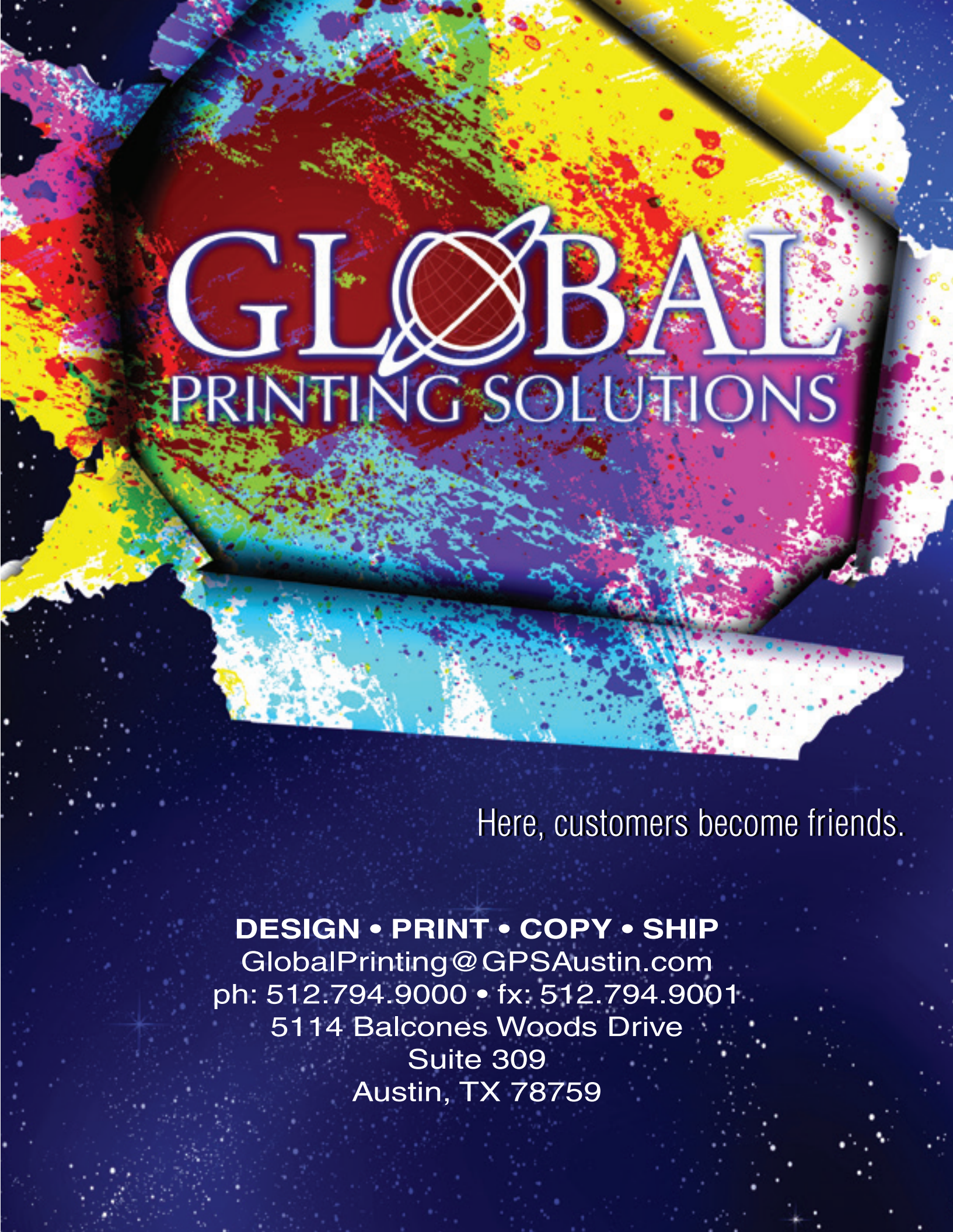
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