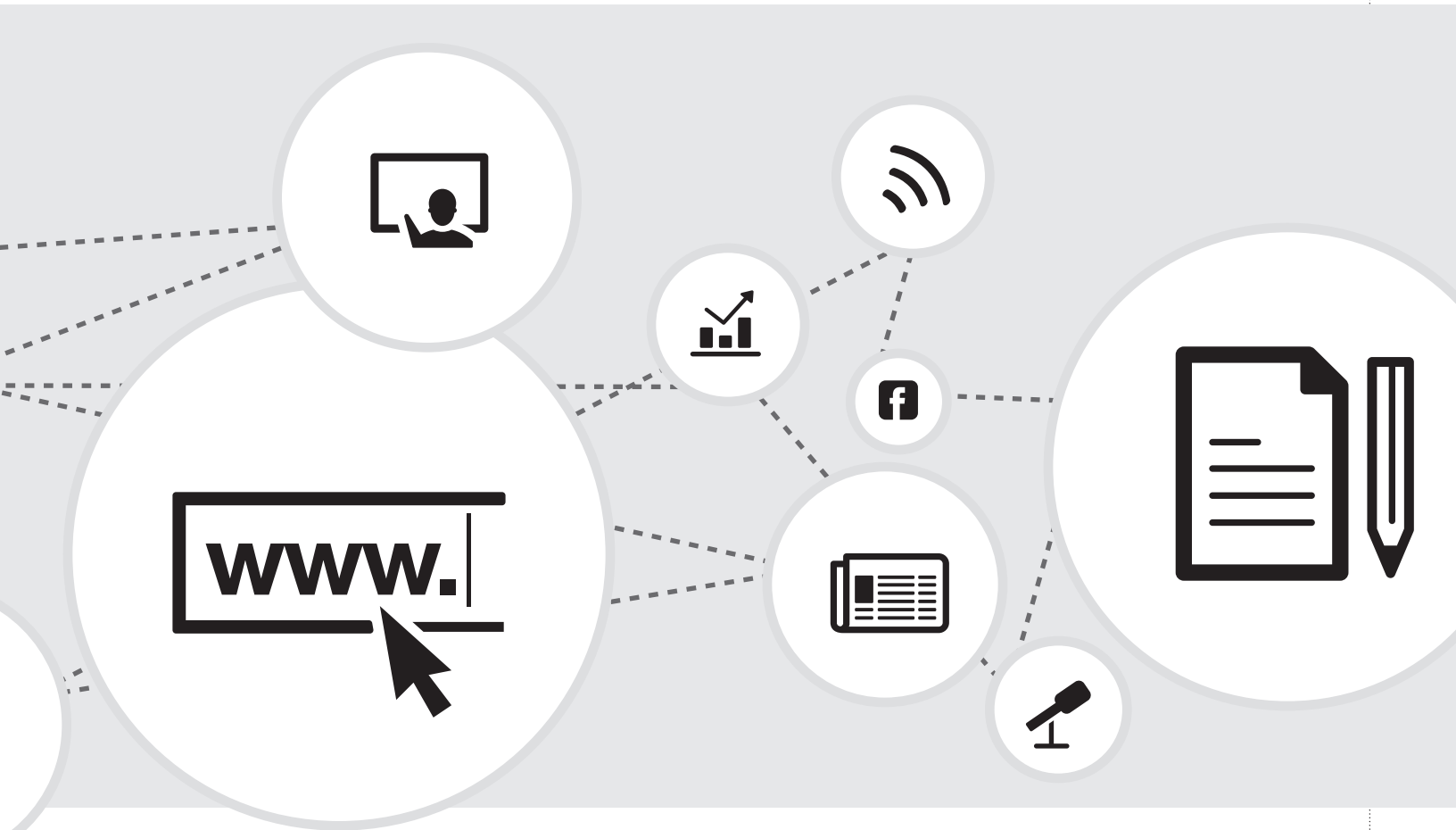


The 2012 Diversity Leader Award information explores the internal and external communication channels that some of this year's winners are using to more efficiently and effectively communicate with their employees, customers, partners and the public. Part innovation, part communication and all dedication, these companies understand it takes more than email and press releases

to build a foundation for successful communications.

From intranets and town hall meetings to corporate reporting and social networking, Diversity Journal is awarding more than sixty organizations which recognize that business communications are not one-size-fits-all and have tailored their diversity and inclusion efforts in response.

Lockheed Martin Corporation
 ManpowerGroup
 Marsh & McLennan Companies
 Medco Health Solutions
 MGM Resorts International
 Moss Adams
 MWW
 National Grid
 New York Life Insurance Company
 Newell Rubbermaid
 Northrop Grumman Information Systems
 The PNC Financial Services Group, Inc.
 Raytheon Company
 RBC Wealth Management
 Robins, Kaplan, Miller & Ciresi L.L.P.
 Royal Dutch Shell
 SAIC
 Sodexo
 Springboard Consulting LLC
 Sprint
 Target
 The Lifetime Healthcare Companies
 TWI Inc.
 Union Bank N.A.
 United States Air Force Academy
 UnitedHealth Group
 University of the Rockies
 US Airways, Inc.
 Vanguard
 Verizon
 W.W. Grainger, Inc.
 Walmart Stores, Inc.
 Waste Management, Inc.
 WellPoint, Inc.



The information presented in the following pages is only a portion of the information we have gathered from the 2012 winners. In an ongoing effort to trumpet the successes of these companies, we will be featuring snapshots of the winners throughout all our 2012 issues.

2012 DIVERSITY LEADER AWARDS



WEBINAR

AKRAYA TO THE NEXT LEVEL

Akraya President Sonu Ratra is actively involved in NCMSDC's educational webinars and workshops as a presenter/speaker, sharing her thoughts on how to take a diversity certificate to the next level to grow and build business.

SOCIAL MEDIA



USAFA

Officers offer Support via Facebook

Lieutenants (recent graduates) working for USAFA Admissions correspond with potential future cadets via Facebook. These Lieutenants personally contact and cultivate mentoring relationships with students identified as needing this extra measure of support.

HARRIS

Profiling Award Recipients at Harris

Harris has company pages/accounts on Facebook, Twitter and LinkedIn in which the company communicates press releases, career fairs and inclusion conferences, company and employee awards/recognition, and open positions within Harris. Harris profiled employees that were recipients of various leadership and technology awards at the 2011 Black Engineer of the Year Award conference.

AKRAYA Akrayan

Akraya has been using its Facebook page and LinkedIn Group called AKRAYAN in innovative ways to spearhead ideas regarding supplier diversity. Akraya updates its Facebook page regularly with diversity efforts and created an interactive forum for its consultants, contacts, and clients where they can share feedback.

US AIRWAYS

Social Media Takes off at US

The airline uses Facebook, Twitter, and LinkedIn to reach various parts of the community. Each of the Employee Resource Groups have their own pages as well.

MANPOWERGROUP

Tweeting to the Invisible

ManpowerGroup is heavily involved in social media, using social networks to help reach untapped sources of talent such as women, those with disabilities and those with cultural barriers to work. Manpower's CEO regularly communicates via Twitter, including news on company diversity initiatives as well as labor market expertise.

GIBBONS PC Tweet Me

The firm promotes the accomplishments of its diverse attorneys through all forms of media, including social media. The firm posts information to its Twitter account @GibbonsPC.

EVENTS



CATALYST CEO Summit

The biannual Catalyst CEO Summit brings member CEOs together to discuss the most pressing issues related to the critical roles women play within their organizations and in regards to women's leadership advancement. Their active Speakers Bureau takes Catalyst experts and messages to leading global forums, conferences, and organizations around the world. Also, the Advisory Services team shares deep expertise and practical, "how-to" guidance with members as they design diversity initiatives and interventions.

Catalyst also hosts The Catalyst Awards Dinner, which celebrates initiatives to advance women in the workplace and is held annually in New York City and attended by over 1600 executives. Various other Catalyst events, such as round-tables, panels, and networking events help members connect and learn from one another.

FANNIE MAE

Speaker Series at Fannie Mae

Fannie Mae sponsors ongoing speaker series in support of employees, including the series Women in Technology, in support of the professional growth and development of women who work in technology, and Minority Top Talent, in support of the professional growth and development of high-achieving minority employees.

SPRINGBOARD Springing for Diversity

Springboard Consulting hosts The Disability Matters Awards Banquet and Conference, a multi-day conference, which bans technology or handouts by presenters, increasing engagement among guests.

GIBBONS PC Gibbons shows support through Numerous Bar Associations

The law firm's external outreach supports numerous minority legal and business organizations, providing opportunities to meaningfully connect with the diverse communities it serves. The firm is a signatory to important initiatives that promote diversity and inclusion, like the New York City Bar Diversity Principles; the Minority Corporate Counsel Association; and the bar associations Garden State Bar Association, National Bar Association, and Hispanic Bar Association. Gibbons is also a sponsor and supporter of community organizations such as the HRC and GLAAD. GDI's supplier diversity program, GDI-123, is a first for the legal industry; the program engages clients and provides women- and minority-owned businesses and law firms procurement and other strategic business opportunities.

OTHER



CREATE CONNECTIONS RBC

RBC uses the "Create Connections" five-step recruiting road map to recruit experienced women advisors. "Create Connections" includes a monetary referral bonus paid to any employee that refers an experience female advisors and the support of a seasoned female advisor that serves as a complex liaison to the hiring manager. The recruiting road map is used by branch hiring managers and has gained the support of senior leaders and women across the firm.

GLOBAL MOBILE APP CISCO

Cultural Advisor is a mobile application that provides instant, customized information to help bridge communication and work-style differences between Cisco employees and their global counterparts.