



Second Annual Equality & Diversity Summit

Thursday, June 16, 2022

8:00 a.m. – 12:00 Noon

Spooky Nook Sports, Manheim, PA

Agenda

8:00 a.m. **Registration, Breakfast, Sponsors/Exhibits Open**

8:30 a.m. **Welcome and Sponsor Recognition**

8:40 a.m. **Opening Keynote: Looking to the “Sidelines” for Talent**

– *Lisette Morales, Project Manager, Baker Industries*

- Lisette Morales joined Baker Industries while on parole. At Baker, she applied her professional skills in logistics and operations from her prior career and today manages Baker’s production operations across two large, light industrial locations. She serves as a mentor and role model to dozens of individuals on their journey to reenter the workplace.
- Lisette will explain how employers seeking new sources of talent can find excellent employees in populations typically discounted and on the “sidelines” of the regular workforce – those challenged by parole or probation; substance use disorder; disability and homelessness; as well as strategies for developing their full potential.

9:15 a.m. **The Business Case for Diversity**

– *Christi Powell, Women & Minority Owned Business Enterprise Market Manager, 84 Lumber Build the Way Program*

- As 84 Lumber’s WMBE Market Manager, Christi Powell is working to make a difference in the lives of women and minorities in non-traditional careers.
- Christi will discuss the company’s new “Build the Way” initiative that supports small business, women-owned and minority businesses within other industries, and discuss how business sectors can benefit from intentionally developing new and diverse initiatives.

10:00 a.m. **Refreshment Break - Coffee, Tea, Exhibits Open**

10:15 a.m. **How to Build an Inclusive In-House Team**

– *Leslie Ferraro, VP, Chief Marketing Officer; Equity & Inclusion Council Chair, Hershey Entertainment & Resorts*

– *Donna Holloway, Executive Assistant Manager and Director of Rooms, Hershey Lodge*

– *Matt Romero, Director of Rooms, the Hotel Hershey*

– *Taylor Rowles, Senior Manager, Market Integration, Corporate and Diversity, Equity, & Inclusion, Hershey Entertainment & Resorts*

- Hershey Entertainment & Resorts Company is committed to fostering a stronger internal culture of advocacy and inclusion to help team members share their voices and collectively effect change. As part of this effort, the company has launched a multi-ethnic resource group committed to growing its inclusive culture by hosting educational events, fostering compassionate conversations, and championing the development of talented individuals from diverse heritages.
- A panel of MERG employee representatives will discuss how this effort is helping to create a true culture of inclusion among diverse employees working across Hershey’s various properties; and help attendees learn how to incorporate this culture in to their own workforce.

11:15 a.m. **Closing Keynote: Unconscious Bias in Middle Management**

– *Sara Oliver Carter, Chief Diversity Officer, Duquesne Light Company*

- Duquesne Light launched their first unconscious bias training for leadership and employees in 2018.
- As the Chief Diversity Officer with Duquesne Light, Sara Oliver Carter is committed to finding new ways to attract diverse talent to careers in the energy industry. Sarah will discuss the positive impact this and other DEI initiatives have had on helping the company retain top talent and attract the next generation of talent.

12:00 Noon **Adjourn**

Continuing Education Credits

SHRM Credits

The Pennsylvania Chamber of Business and Industry is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CPSM or SHRM-SCPSM. This program is valid for **3 PDCs for the SHRM-CP or SHRM-SCP**. For more information about certification or recertification, please visit www.shrmcertification.org.



The Pennsylvania Chamber of Business and Industry is recognized by SHRM to offer Professional Development Credit (PDC) for SHRM-CPSM or SHRM-SCPSM recertification activities.

CLE Credits

This program has been approved by the PA Continuing Legal Education Board for **3 hours of substantive law, practice and procedure CLE credit** and 0 hours of ethics, professionalism or substance abuse CLE credit. Attorneys are required to sign in at the registration desk.

CPE Credits

CPE Credits: 3

Program Sponsor PX177225

Prerequisites: None

Level: **Management**

Objective: To provide an update on human resources regulations, diversity initiatives that work, and best practices for cost containment measures and retention of critical talent.

Note: To verify attendance and earn credits, all attendees are required to be logged into Zoom.

HR Certification Institute Credits

This activity has been approved for **3 (HR General) recertification credit hours** toward GPHR, HRBP, HRMP, PHR and SPHR recertification through the HR Certification Institute. Please be sure to note the activity ID number on your recertification application form. For more information about certification or recertification, please visit the HR Certification Institute website at www.hrci.org.



HR Certification Institute's® (www.HRCI.org) official seal confirms that the Pennsylvania Chamber of Business and Industry meets the criteria for pre-approved recertification credit(s) for any of HRCI's eight credentials, including SPHR® and PHR®.

About the Speakers



Sara Oliver Carter is the Chief Diversity Officer at Duquesne Light Company, a next generation energy company that delivers safe and reliable electricity to more than a half a million customers in southwestern Pennsylvania. She collaborates directly with the executive team to build out the company's diversity and inclusion strategy and associated initiatives with a strong focus on talent acquisition, culture, community partnerships and inclusion and belonging in the workplace.

Sara has a passion for diversity and inclusion and knows they are integral and critical components to sustainable business excellence. She is committed to supporting the attraction and retention of talent through innovative diversity and inclusion efforts in both the workplace and community.

With more than 20 years of business operations and human resource management experience, Sara is a results-oriented human resources professional. During her career, she has held a variety of positions in corporate staffing, employee relations and operations while serving as a member of various community boards.

Prior to joining DLC in 2019, Sara was the Senior Director of Talent, Diversity and Inclusion for Pennsylvania State University. In this role, she was primarily accountable for leading and creating the talent management, talent acquisition, diversity, and inclusion framework throughout the University system with the goal of attracting, developing and retaining high potential diverse talent.

Before her time with Pennsylvania State University, Sara worked with Highmark for 18 years in a variety of human resources positions culminating into the role of Vice President, Diversity and Inclusion.

Sara earned a bachelor's degree in business communication and a master's of science degree in professional leadership from Carlow University.



Lisette Morales is Senior Production Manager for Baker Industries, Inc., a non-profit workforce development program which provides essential work opportunities and training for hard-to-employ adults who are challenged by parole/probation, substance use disorder, homelessness and disability. Lisette and her team help over 200 people each year successfully transition into the workforce while managing two large packaging and assembly operations in the Philadelphia area.

Lisette's professional experience in operations and logistics, her passion for connecting with people and her lived experience in the criminal justice system inform her work at Baker Industries. Part boss, part teacher, part mentor — Lisette is dedicated to helping individuals build positive skills and attitudes to overcome their past and improve their lives. She has a powerful story to share about how employers can tap into the talents of diverse, underemployed populations to find great employees.



Christi Powell, the Women's Business Enterprise Market Manager for 84 Lumber Company, has over 30 years of expertise in business development and sales, as well as with start-up companies within the construction and oil and gas industry. Throughout her career she has specialized in procurement, business development, marketing, human resources and making financial decisions. As a Woman-Owned Business Leader, Christi is responsible for the overall leadership and management of the MWBE program for 84 Lumber Company. She oversees the operations and business development of the Women Business Enterprise department; develops community and associate awareness of diversity and inclusion and workforce development; and leads the company's "Build the Way" initiative. In addition, Christi is focused on supporting customers and WMBE contractors at all 84 Lumber locations. She also supports the growth of associates, relationship building, supporting customers and supporting small businesses through the 84 Lumber Company WBE Ambassador program.

Christi holds several board and council seats in the construction industry and in the community, and is a volunteer mentor for PA Women Work. She serves several communities in the United States and Nicaragua through 84 Lumber and Chosen Children Ministries. She and her husband, Michael, have two daughters, Kayla and Madison.

Hershey Entertainment & Resorts Panelist Bios

Leslie Ferraro

Vice President, Chief Marketing Officer, Hershey Entertainment & Resorts
Diversity, Equity & Inclusion Council Chair



Leslie was named Vice President and Chief Marketing Officer in February 2017, having previously served as Vice President of Marketing & Analytics, Managing Director of Marketing, and Director of Entertainment Marketing for the company. Prior to joining Hershey Entertainment & Resorts in 2014, Leslie spent 15 years in the Consumer Goods Industry working for PepsiCo in various leadership roles, including Marketing, Director of Sales, and General Manager of Operations for the Pennsylvania Market.

Donna Hollway

Executive Assistant Manager and Director of Rooms Division, Hershey Lodge
MERGE (Multi-Ethnic Resource Group for Everyone) Chair



Donna is the Executive Assistant Manager, Director of Rooms Division at Hershey Lodge. Donna joined the company in 2007 with more than 20 years in the hospitality industry throughout the Caribbean and the U.S. Passionate about the Hershey Lodge's inclusion initiatives, Donna serves as the chair of its MERGE (Multi-Ethnic Resource Group for Everyone) Employee Resource Group.

Matt Romero

Director of Rooms Division, The Hotel Hershey
Workforce Inclusion Committee Chair



Matt has served as Director of Rooms at The Hotel Hershey, a Forbes Four-Star Award, and the AAA Four-Diamond Award, since 2017. Matt previously held positions at the Four Seasons Santa Barbara, Four Seasons Las Vegas, and Four Seasons Resort and Residences in Vail Colorado. A driving force in the company's diversity efforts, Matt chairs The Hotel Hershey's Workforce Inclusion Committee.

Taylor Rowles

Senior Manager, Market Integration — Corporate and Diversity, Equity & Inclusion,
Hershey Entertainment & Resorts
MERGE (Multi-Ethnic Resource Group for Everyone) Co-Chair



Taylor joined Hershey Entertainment & Resorts in 2013 as an intern in the Marketing department. Shortly thereafter, she joined the company as a full-time team member serving in a number of roles within the Marketing department. With a commitment to employee engagement, Taylor is currently co-chair of the MERGE (Multi-Ethnic Resource Group for Everyone) Employee Resource Group.