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FOR IMMEDIATE RELEASE

## **CONFERENCE TACKLES IMPACT OF CULTURAL DIVERSITY IN WORKPLACE**

### **HISPANIC PROFESSIONALS OF GREATER MILWAUKEE INVITES EMPLOYERS, SUPERVISORS & PROFESSIONALS TO 6<sup>TH</sup> ANNUAL LEADERSHIP CONFERENCE MARCH 19 AT THE HILTON HOTEL**

Feb. 8, 2010 – The nation is becoming increasingly diverse, and more business and corporate executives are making it a priority to hire a workforce reflective of our diverse population. However, as more people find themselves to be the first culturally diverse employees at their workplace, important questions emerge:

- *Can you be true to your cultural voice and identity at a workplace not used to diversity?*
- *How do you take advantage of your cultural knowledge to help achieve company goals?*
- *Is there such a thing as being “too cultural” in the workplace?*
- *How can you contribute to a culture of inclusion where you work?*

On March 19, a full-day conference, “Nuestras Voces: Finding and Using Our Own Voice,” will explore these and other timely questions. The 6<sup>th</sup> Annual Hispanic Leadership Development Conference is hosted by the Hispanic Professionals of Greater Milwaukee, which with more than 500 members is the leading networking and educational organization for Latino/Hispanic professionals in Southeast Wisconsin.

The conference takes place at the Hilton Hotel in Milwaukee, and will feature experts in workforce diversity, a panel discussion and a keynote address by Bernardo M. Ferdman, Ph.D., titled “Leading for Inclusion: Bringing Your Whole Self to Work.” Ferdman is a professor at Alliant International University, and has written and lectured extensively on the issue of cultural identity in the American workplace. The Cardinal Stritch University Leadership Center and HPGM are cosponsoring Ferdman’s keynote talk.

To read some insightful Ferdman essays on the topic of workplace diversity, go to:  
<http://bernardoferdman.org/Articles/Ferdman%20SDPA%20columns%202007.pdf>

Yvonne Brodsky, executive director of HPGM, says the idea to hold a conference about diversity in the American workplace emerged as result of members asking how they (as a culturally diverse group) can advance their professional success in a large organization, as well as corporate and business leaders asking about ways to diversify their workforce. “As an organization HPGM strives to strike a dialogue with corporate and business leaders about the benefits of diversifying their ranks,” Brodsky says. “This conference features experts that will show us how to effectively grow a diverse workforce by focusing on how the individual employee can bring his/her whole self to work.”

Other speakers at the conference include Gregory Jones, director of diversity and inclusion for Northwestern Mutual; Saul Boscan, vice president of community affairs for Harris Bank; Martha Artiles, chief diversity officer for Manpower, Inc., and Gerardo H. Gonzalez, owner of Gonzalez, Saggio and Harlan LLP.

The registration deadline for the conference is March 12. The conference will last from 7:30 a.m. to 3:15 p.m. on March 19 at the Hilton Hotel, 509 W. Wisconsin Avenue in Milwaukee, and will include a continental breakfast, lunch and networking opportunities. Registration costs are \$79 for HPGM members and \$99 for nonmembers. To register, visit [www.hpgm.org](http://www.hpgm.org).

**SUMMARY:**

What: Hispanic Professionals of Greater Milwaukee hosts a full-day conference that brings together hundreds of leading Hispanic and minority professionals to participate in a series of workshops that explore how a professional can remain true to their own cultural identity while thriving in a non-diverse work environment.

When: 7:30 a.m. - 3:15 p.m., Friday March 19

Where: Hilton Hotel, 509 W. Wisconsin Ave., Milwaukee

How: Register by Friday, March 12 at [www.hpgm.org](http://www.hpgm.org). Registration cost is \$79 for HPGM members and \$99 for nonmembers includes continental breakfast and lunch.

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