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MAGAZINE

EDITION

93

December 2016 –
March 2017



KAPLAN MOBRAY

The Next Level of
Personal Branding

Oz Mondejar

OPENING THE DOOR TO
OPPORTUNITIES

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SPEAKERS 2017**

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TIMELINE

2016

MOC NYC, Event Management Services with the TJX Companies, Inc.



2015

Special Print Edition WOC/MOC Conferences Converted to Color Media Group, Inc.



2013

Color Magazine Foundation



2011

MOC



2009

AIA



2007

Color Media Group LLC Founded



2014

Internal Restructure

2012

Color Magazine 100% Online



2010

WOC Full Color Glossy Magazine



2008

Color Magazine



SAVE THE DATE

EVENTS 2017
COLOR[®]
MAGAZINE



LEADERSHIP AND EMPOWERMENT CONFERENCE
Thursday, June 15, 2017
11:00 A.M. - 4:30 P.M.



LEADERSHIP CONFERENCE
Thursday, October 12, 2017
11:00 A.M. - 4:30 P.M.



LEADERSHIP CONFERENCE
New York



ALL-INCLUSIVE AWARDS
Thursday, December 7, 2017
5:30 P.M. - 9:30 P.M.



WELCOME



Dear Friends and Partners of Color Magazine and Color Media Group, Inc.,

As we go into our tenth year, I think back to when we started and how grateful I am that we are here—twenty-eight Men of Color Leadership Conferences, Women of Color Leadership & Empowerment Conferences, and All-Inclusive Awards, and ninety-three issues of Color Magazine later.

This year was a great year! In addition to the Men of Color Leadership Conference (MOC) hosted by Liberty Mutual Insurance in Boston, we had our first-ever Men of Color Leadership Conference in New York City, hosted by BNY Mellon. We also managed and implemented the Value of Employee Resource Groups - A Strategic Conversation for our partner, The TJX Companies, Inc.

Color Media Group, Inc. and Color Magazine are able to provide a high quality, all-inclusive publication with exceptional content and high-level professional events because you, our partners, share our mission of diversity and inclusion. Thank you for your continued support and we look forward to celebrating our 10th anniversary with you, our partners.

Un Abrazo,
Josefina



In a city rich in shades here is a color that includes all...

Color Magazine is the premier all-inclusive magazine that highlights and promotes professionals of color.

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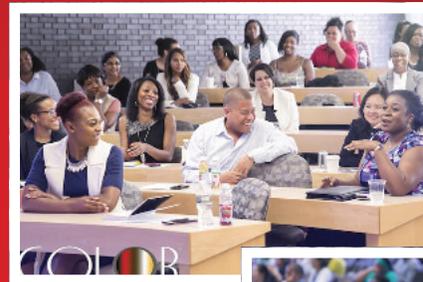
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Women
of COLOR
LEADERSHIP AND
EMPOWERMENT CONFERENCE



THE 2016 WOMEN OF COLOR LEADERSHIP and Empowerment Conference in Boston

On Thursday, June 23, 2016 Color Media Group, Inc. hosted the annual Women of Color Leadership and Empowerment Conference at Harvard Law School. Many professional women of color from the Greater Boston Area attended the conference to learn more about leadership development, be inspired, and make meaningful connections with influential executives.

The Keynote Speaker was Amelia Moran Ceja, President of Ceja Vineyards. Ceja is the first Mexican-American woman ever to be elected president of a winery. Beverly Edgehill, Vice President of Organizational Development at the TJX Companies, led a very thought-provoking panel discussion. Panelists Shilpa Pherwani, Chief Executive Officer of IBIS, and Michele Courton Brown, Chief Executive Officer of Quality Interactions, offered amazing advice and a lot of insight.

Georgianna Melendez, Director at the Office of Diversity & Inclusion at the University of

Massachusetts Boston, held an executive session titled "Embracing the 'Yay'sayers'" where she encouraged everyone to surround themselves with the right kind of people. Dawn Frazier-Bohnert, Senior Vice President and Chief Diversity & Inclusion Officer at Liberty Mutual Insurance, held a session called "Women of Color Unplugging the Power of Bias." During this session, she challenged everyone to break down any and all bias that are hindering them from achieving.

President of Westwind, LLC, Monica Molina Austin, held a session called "What is Your

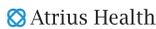
Thinking...Style?" where she asked everyone to start thinking differently and develop distinct approaches to communicating. Dani Monroe, Chief Diversity & Inclusion Officer at Partners HealthCare led a session titled "Tapping Your Talent: Eliminating Self-Imposed Barriers." In this session, she explained how women shouldn't allow for internal or external barriers to stand in the way of what they want to do.

After attending these sessions and listening in to the panel discussion, many of the women

walked away feeling empowered. An attendee told one of the executive speakers, "You were authentic and I loved that about you. I gained a lot of valuable insights and just wanted to say thanks." Others said, "These events help me to network and bring things back into perspective." Another attendee said, "It was refreshing to hear the testimonies of the challenges that women of color face today and how the use of code switching has been utilized, as I find myself doing it."



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2017 CALL FOR SPEAKERS

Do you have what it takes to speak at the 2017 Women of Color Leadership and Empowerment Conference or the Men of Color Leadership Conference?



To submit a proposal for consideration, please email publisher@colormagazine.com

MEN of COLOR[®]

LEADERSHIP CONFERENCE

NYC REVIEW



Recently, Color Media Group, Inc. and Color Magazine hosted their first ever Men of Color Leadership Conference (MOC) in New York City with the help of BNY Mellon. MOC is historically hosted in Boston, MA. However, upon attending the 2015 Men of Color Leadership Conference, Pete Rodriguez, Managing Director and Asset Servicing CAO at BNY Mellon, wanted to know what it would take to bring it to New York City.

Samir Pandiri, Executive Vice President and CEO of Asset Servicing at BNY Mellon, provided the keynote address and shared insightful stories that really motivated the attendees. Rick Najera, Director of the Diversity Showcase at CBS, shared laughs as the Master of Ceremony for the conference.

Kaplan Mobray, Preeminent Leadership Coach and Motivation Expert, and Cid Wilson, President and CEO of the Hispanic Association on Corporate Responsibility (HACR), led very thought-provoking executive sessions. Mobray's session "Change as a Leadership Constant" showed everyone how leaders have to be willing to adapt to different changes. Cid Wilson's session "Advocacy Know How: Mentors Are Not Always Sponsors" explained the difference between mentors and sponsors.

Dominic Chu, CNBC Markets Reporter, led the panel discussion. The panelists consisted of Kenneth Cooke, Vice President in the Finance Division of Goldman Sachs; Rodolfo Dominguez,

Vice President Business Transformation and Chief Digital Officer for Mercedes-Benz Financial Services; and Hector Perez, Chief Executive Officer of Quantum FBI, LLC. As these gentlemen answered questions about the roles they play in their respective companies, attendees got to listen in to how they deal with different challenges that arise while in leadership positions. Thomas Kim, Chief Compliance Officer at Thomson Reuters, gave the closing keynote.

Many of the attendees walked away from the Men of Color Leadership Conference in New York City feeling ready to move forward in their lives and in their careers. They said things like, "Definitely appreciated the underlying theme of the event—as leaders, always take care of your people' a message which often gets lost in the day-to-day minutiae." Others said, "This was a GREAT event and the networking was key!"



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MEN of COLOR

LEADERSHIP CONFERENCE

BOSTON REVIEW



The 2016 Men of Color Leadership Conference (MOC) in Boston was hosted by Liberty Mutual Insurance on Thursday, October 6, 2016. Many of Boston's most vibrant and influential men gathered for a day full of leadership development, inspiration, and the opportunity to create meaningful connections with other professionals of color.

Johnnie Hernandez, Founder and CEO of Living with Purpose, LLC, gave the Keynote address and took attendees through his journey—from working for Best Buy, to starting Living with Purpose, to following a passion project of his and bringing the SkyZone trampoline park to the people of Stockton, California.

For the concurrent executive sessions, Mark Brimhall-Vargas, Ph.D., Chief Diversity Officer and Associate Provost at Tufts University, led a discussion called “Developing the ‘Yay’sayers: Influence as Strategy.” In this session, he challenged everyone to stop asking the question “why” and to start surrounding yourself with the right kind of people.

Damon Hart, Senior Vice President and Deputy General Counsel for Liberty Mutual Insurance, led an executive session titled, “Men of Color Unplugging the Power of Bias.” Hart spoke about stereotypes in this session and encouraged others to not let anything stand in their way of achieving. Judge Darnell Jackson’s executive session explored the “Rewards & Challenges of Leadership.” In this session, he shared

personal anecdotes of when his role as a leader was tested and what he did to move forward.

Javier Barrientos, Senior Director of Global Diversity and Inclusion at Biogen Idec, led the panel discussion. The panel consisted of Ed Rodriguez, President of Penmar Industries; Charles Dickerson, Senior Vice President of Business Planning and Performance at National Grid; and Jason Swanston, CEO of OVNIO. tv. During the panel discussion, they spoke about how they got started in their careers and how they overcame different challenges that were brought before them over the years.

The executive sessions and panel discussion was followed by the networking reception. The reception gives professionals of color from different companies and organizations the opportunity to get together and create meaningful relationships. Attendees walked away saying, “The conference was inspiring, meaningful, and reflective,” and “I thought the event was very informative and filled with very good energy.”

The Ninth Annual



Thursday
DECEMBER 1, 2016
 5:30 P.M. - 9:30 P.M.
www.colormagazine.com



KEYNOTE SPEAKER
Kaplan Mobray
 Preeminent Leadership
 Coach and Motivation Expert



EMCEE
Karen Holmes Ward
 Host and Executive Producer
 of WCVB-TV's Cityline

Evening Highlights

- 5:00 P.M. – 6:20 P.M.** Cocktail Reception
- 5:00 P.M. – 6:20 P.M.** VIP Cocktail Reception for Award Winners and Sponsors
- 6:30 P.M. – 7:15 P.M.** Dinner and Awards Ceremony
Welcoming Remarks
 Karen Holmes Ward
 Josefina Bonilla

Keynote Speaker
 Kaplan Mobray
- 7:15 P.M. – 8:00 P.M.** Introduction to Ceremony
Awards Presented by
 Karen Holmes Ward and
 Josefina Bonilla
Leadership
Supplier Diversity
Change Agent

Closing Remarks
 Josefina Bonilla
- 8:00 P.M. – 9:00 P.M.** Open Networking

Advisory Committee

- | | |
|-------------------------|-------------------------|
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 LEADERSHIP AWARD ORGANIZATION

YW Boston



Celebrating its 150th anniversary this year, YW Boston is the first YWCA in the nation and one of Boston's oldest social change organizations. Founded by suffragettes and abolitionists in 1866, YWCA Boston has always provided innovative and

effective programs that respond to the needs of marginalized people. In 2012, YWCA Boston underwent a rebranding process to better reflect its present-day composition and became known as "YW Boston."

Today, YW Boston is a systems change organization, using education and facilitation to make measurable improvement in gender and racial disparities, and social cohesion in Boston.

YW Boston currently serves more than 3,000 individuals each year through its programs in racial justice dialogues, socially justice leadership, and health and wellness. It works with individuals of all genders and ages, Greater Boston communities, companies, and nonprofit collaborators. Given its 150 year history of progressive social justice work, in particular in service of women and people of color, YW Boston is uniquely qualified to address issues at the nexus of racial, gender, and social equity. It aligns its work to achieve systemic change, working to reduce systemic racial and gender disparities and improve social cohesion in Boston's neighborhoods. Working across racial, religious, gender and economic divides, it moves to use an educate + empower approach in delivering programs, organizing convenings, and undertaking advocacy efforts; see outcomes of enhanced knowledge of improved attitudes/trust; immediate behavioral change; and catalyze measurable improvement in gender disparities, racial disparities, and social cohesion in Boston.

 LEADERSHIP AWARD INDIVIDUAL

Karen Morton

Liberty Mutual Insurance



Karen is the Senior Vice President and Deputy General Counsel for the Litigation and Coverage Group at Liberty Mutual Insurance. Karen joined Liberty Mutual Insurance in 2006 as Vice President and Assistant General Counsel, in the legal department.

Prior to joining Liberty Mutual, Karen was an attorney with John Hancock Financial Services, Inc., a wholly owned subsidiary of Manulife Financial Corporation. She held the position of Vice

President and Counsel, and was responsible for the management of the company's litigation and employment law functions. Karen previously held various legal positions in the public sector.

Karen is a member of the Board of Trustees for Lesley University (Cambridge, MA) Beth Israel Deaconess Medical Center, and Bridge Over Troubled Waters Board (Boston, MA), a non-profit organization dedicated to transforming the lives of runaway, homeless, and high-risk youth.

Karen is a graduate of Tufts University and received her J.D. from Northeastern University School of Law in Boston.

Karen Morton has long been a champion of diversity and inclusion, making a difference for young women and professionals of color both in and out of the office for decades. Most recently, as part of a Boston in-house lawyers working group, she helped develop the first-ever inter-bar association networking group.

KAPLAN MOBRAY

Preeminent Leadership Coach and Motivation Expert

By: John Black

Calling Kaplan Mobray inspirational is a little like calling Tom Brady a pretty good player. Spend a few minutes talking with him, on almost any subject, and you walk away full of ideas—not his, but yours. That’s how he inspires you. He makes you think. Ask anybody who has read his best-selling book, *The 10Ks of Personal Branding*, and they can tell you how Kaplan Mobray has inspired them to be their best in any given situation. Through his career as an author and motivational speaker, Kaplan has inspired and transformed countless lives through his insightful approach to personal branding and leadership development. Through his innovative presentation style Kaplan Mobray teaches organizations how to transform their business and increase their brand reputation. He also motivates individuals to become effective leaders at all levels. Get ready to get branded.

Q: Can you tell me more about what you do as a leadership coach and motivational speaker?

A: As a best-selling author and motivational speaker, I spend sixty to seventy percent of my time on the road, speaking to corporate groups and individuals. I talk to them about personal branding and taking ownership of the path they are on. I do a lot of individual career counseling, helping people in a leadership role become better leaders or helping people who feel their

career is in a slump get out of the negative zone and become more positive, more directed by taking more control over their own careers.

Q: How did you get started in your career?

A: I’ve been an entrepreneur since 2010. I worked in Corporate America for about fifteen years before that and I was on the fast track to success. Then in 2006 I was invited to speak at NYU and they told me it could be on any topic



The
10Ks of
Personal
Branding

(K)reate a Better

Kaplan Mobray



I chose as long as it pertained to business. That's when I came up with my ten points of Personal Branding. It was a great success; one of the students came up to me when it was over and told me I had changed his life. That's when I knew I was on to something. I reworked those ideas about Personal Branding and turned it into a more formal presentation and started picking up a lot of speaking engagements. I eventually turned my ideas into a book, *The 10Ks of Personal Branding*, and it became a best seller.

Q: Before we go any further, can you explain what you mean by "Personal Branding"?

A: Personal Branding is all about taking control of who you are and the image you project out into the world. People leave too much control in the hands of others, especially when it comes to social media. You need to take back control and project what you want people to see when they see you. And it's not just on social media. You project who you are when you meet people in person or when you hand a prospective employer your resume at an interview. Take ownership. Present the person you want to be on every possible level.

Q: What does a typical day look like for you? What's the most rewarding part of your job?

A: I traveled more than 200 days last year, so on a typical day you'll find me in a cab heading to or from LaGuardia Airport. I usually fly into a city and check into a hotel. The next day I give my presentation, then depending on the time I either head back to the hotel or to the airport. I keep track of it and last year I actually traveled for 205 days, spoke in seventy cities in five countries, so I'm on the move a lot, but I love what I do because I get to help people. There is a great sense of fulfillment in knowing that you've helped someone. Sometimes it comes in the form of a person coming up to me and telling me how much what I spoke about meant to him, other times I see it in the face of a person who was asking some pretty tough questions and walked out of that hall with a lot to think about. Either way, I've made a difference and there's no better feeling.

Q: If you weren't working as a motivational speaker, what would be your dream career and why?

A: I play saxophone and piano, so I guess my dream career would be traveling around the world playing music with a great band. I'd also like to be a professional magician; I have since I was a little kid. In fact, I play a song called Mr.

Magic on saxophone when I perform. It's kind of my secret admission of that childhood dream. And if I can't be either of those, I love to run so maybe a professional runner.

Q: What's one thing that a lot of people may not know about you?

A: If there is a piano in the hotel where I am staying I will get up in the middle of the night, go downstairs and play it for a little while. When I'm through, I go back upstairs and go to sleep. It's my quiet time.

Q: What do you enjoy doing in your spare time? What are you most passionate about?

A: I love to run. I'm a big believer in the idea of a healthy body means a healthy mind and spirit, so working out is very important to me. Running is great because you can get into a rhythm where your body just goes and you can free your mind up to think. Also, I love to salsa dance. Not too many people know about that, but you can watch me on YouTube.

Q: What advice would you give to younger generations of men who are trying to get their foot through the door?

A: Decide the type of person you are. Are you content to be average as long as you're happy? Or are you the type of person who wants more out of his career and his life. It sounds simple, but your honest answer will shape the rest of your life. Personally, I never want to be average; I want to be extraordinary in everything I do. People need to set goals, and I don't mean goals like, 'I want to be a millionaire.' Set goals that you can achieve with a reasonable amount of effort. And when you achieve it, give yourself the credit that you deserve for making it happen... then set another goal. That's how you build confidence.

Q: How would you define success?

A: I think you find success in the fulfillment of meeting those goals like the ones I just talked about. There's always success to be found in meeting goals. And I think you find success when



you appreciate the life around you. I know when I wake up and it's a beautiful day I take time to appreciate it. It's another day to do something extraordinary in your life.

Q: Who and/or what inspires you?

A: My parents. I was born in Bermuda, but they moved here to the United States because that's where the best opportunities for me could be found. They had nothing they could give to me; they had very little themselves. But they made sure I was in a position to get the best chance possible to make something of my life. So when I was in junior high, I did as well as I could so I'd get into a good high school program. In college I did the same and graduated at the top of the class. It's an attitude I bring to everything I do. I see an opportunity and I do everything in my power to make it happen.



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CHANGE AGENT
AWARD ORGANIZATION

PRIDE Business Resource Group Ahold USA



The PRIDE Business Resource Group's (BRG)

mission is focused on awareness, education, and understanding of the Lesbian, Gay, Bisexual, and Transgender community, leveraging their strengths to provide an inclusive and welcoming place to shop and work, while supporting our communities

The PRIDE BRG was recently formed in June of 2016 by associates interested in having such a group. One of our executive members quickly raised his hand as executive sponsor to support this BRG, being an ally with a personal attachment. The BRG wanted to clearly communicate to our communities, customers,

and associates our company's commitment to support the LGBT community. Very quickly, the BRG strategically aligned with our local brands—Stop & Shop, GIANT/MARTIN'S, and Giant Carlisle—to participate in and support key local PRIDE events across the operating areas of the brands. Pride events included Boston, Providence, Harrisburg, and Washington DC. While each event was executed and supported differently, the reception by the LGBT community was overwhelming. A quote from some of the participants was that during one parade, they rounded the corner and the parade attendees were chanting "Stop and Shop... Stop and Shop," which echoed through the city's high rise buildings and was very moving. This is a demonstration to tens of thousands in attendance that Ahold and the brands are committed to Diversity & Inclusion and supporting our LGBT associates and communities.



CHANGE AGENT
AWARD INDIVIDUAL

Aixa Beauchamp Beauchamp & Associates



For more than twenty years, Aixia Beauchamp has worked in the field of philanthropy in the United States, Europe, and Latin America, helping institutions to strengthen their programs and broaden their impact in disenfranchised communities by crafting and managing programs that cut across many sectors. She began her career in the philanthropic sector as a program officer at the NY Community Trust. As a consultant for the Association of Community Trusts in

London, she facilitated dialogues to advance funder relations in diverse communities. She has partnered with the Coalition for New Philanthropy, a collaboration among foundations to promote practice of sustained, strategic philanthropy among African American, Latino, and Asian American donors.

Past projects have included working with the Rockefeller Foundation and Hispanics in Philanthropy to promote philanthropy and maximize donor and institutional management resources. Groups such as the Rockefeller Foundation, the Puerto Rico Community Foundation, the Barr Foundation, and the Hispanic Federation have benefited from her involvement. She currently sits on the grantmaking committee of The Hestia Fund, as well as the boards of The Philanthropy Connections, Board of Overseers at Children's Hospital, and The BASE. Aixia is also co-founder of the Latino Legacy Fund.



SUPPLIER DIVERSITY ORGANIZATION

Procurement Team

New York City Department of Information Technology & Telecommunications

NYC Information Technology & Telecommunications

Procurement Team for the New York City Department of Information Technology & Telecommunications

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overseeing the solicitation of competitive and noncompetitive bids, proposals, evaluation of bids and contract award.

They also direct the negotiation of terms and prices with contractors, approval of contracts, contract changes and modifications, processing of small purchases, determination of vendor integrity, contract registration, and monitoring the performance of contractors.



PUBLISHER'S AWARD

Oswald Mondejar

Spaulding Rehabilitation and Partners HealthCare



Oswald "Oz" Mondejar is the Senior Vice President of Mission and Advocacy for Partners Continuing Care, Inc. ("PCC"), the non-acute care services division of Partners HealthCare. Oz works at the intersection of policy, advocacy, and media, defining PCC's core values and leveraging the organization's resources in order to maximize positive social impact—locally, nationally, and internationally. He is responsible for mission integration and administrative operations across three divisions: Human

Resources, Marketing Communications, and Community Relations including Adaptive Sports.

Prior to joining Partners HealthCare in 2001, Oz led the New England Region recruitment program for the Social Security Administration and worked as a human resources executive in a number of different industries including manufacturing, hospitality, and finance. Internationally recognized for his expertise on accessibility, disability rights, and workplace accommodation, Oz serves on several nonprofit boards and is an advisor to others.

Oz has received numerous awards, including the Partners for Youth with Disabilities Christopher Dunne Award, Hispanics Executives Making an Impact in Boston 20 on the Move, the Massachusetts Commission for the Blind Employment Leadership Award, the Disability Law Center Leadership Award, and the White House Champion of Change Award.

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OZ MONDEJAR

If you were to sit down with Oz Mondejar, you'd realize very quickly that he's one of the humblest people you've ever met. He'll tell you that he's spent many years working in the public and private sectors, but he might not tell you that he's the Senior Vice President of Mission and Advocacy at Spaulding Rehabilitation Network and Partners HealthCare. The work Mondejar does for different communities could be described as nothing less than admirable.

Among other recognitions around diversity and inclusion, Oz Mondejar was honored as a "Champion of Change in Disability Employment" by the White House for his work in developing the first public-private partnership between the Spaulding Rehabilitation Network and the Massachusetts Rehabilitation Commission.

"That was quite an honor," says Mondejar. "We brought in state agency representatives to work within our business in healthcare. This was key to the recruitment and retention process."

Mondejar's main goal as the Senior Vice President is to be a good community contributor. He focuses on breaking assumptions about what people can and cannot do based on their abilities, gender, and/or race.

"I'm committed to opening doors," says Mondejar. "Seeing people come in, work hard, and be rewarded."

He works to break down barriers for those who don't usually have a voice by reaching out to the community. Cultural competence and community outreach is important to the overall business strategy of Spaulding Rehabilitation Network and Partners HealthCare.

When it comes to recruitment, Mondejar is invested

in connecting employers with a diverse pool of candidates to select from. As a business imperative, he's focused on retaining talent by engaging leadership at all levels.

Mondejar believes that everyone has something different to bring to the table. Inclusion, to him, means bringing in the right behaviors, perspectives, and experiences to help drive better business decisions.

As Mondejar spoke about the work he does, he also shared what inspired him to help those with disabilities. He was born with a disability and he said that as a kid people would say, "No, you can't do that" and "No, you won't do that." He challenged them by simply asking, "Why not?"

"There's still so much to be done," says Mondejar. "And while I'm still around, I'll continue to think of new and creative inclusive partnerships that increase employment opportunities for all."

Aside from his work in demystifying disabilities, Mondejar also invests in the future workforce by mentoring. He's invested in youth development and in learning what they value as well as helping them to move forward with job training and exposure. He offers career coaching for entry level professionals.

WHY Employee RESOURCE GROUPS?

By Jailene Adorno

Did you know that employee resource groups can be one of the most vital assets to a company or organization? An employee resource group (ERG) is an employee-led group that brings together people of diverse backgrounds to share innovative ideas, help accomplish business goals, help employees make connections with others, and to ensure their comfort.

“The main goal of an employee resource group is to provide a space and place for people of similar backgrounds or interests to come together,” says Candace Burns, Director of Workforce Development at the Dana-Farber Cancer Institute.

ERGs often provide a platform for employees to share ideas. By increasing employee engagement, they’ll be more likely to stay and grow with the company. According to Burns, ERGs allow employees to feel more connected to their organization as well.

Companies and organizations should allow for the fostering of unity and diversity rather than hierarchy when it comes to showcasing talent and skills. These groups help in engaging employees to work to their full potential. ERGs are also working to bring together employees in colleges and universities as well.

“It’s important that individuals feel they can bring their whole self to work,” says Donna Bonaparte, Vice President of

Human Resources at Babson College. “When this is possible, they can do their very best.”

These groups are also important in helping employees network and make connections with others. By allowing these people the time and space to get together and share their common interests with each other, companies are allowing them to be as innovative as they can be. Employees also have the opportunity to meet and greet with people from various departments.

“There is a cross-section of representation from different departments at meetings. Typically attendees wouldn’t be in the same room together,” says Burns. “It has been a great opportunity to connect with executive leadership in a more intimate setting”

When it comes to accomplishing business goals, ERGs help in a big way. By creating that safe place and sense of community, employees are more inclined

to reach out to people in their own communities.

“These ERGs are able to provide valuable information, ear on the ground information that is necessary for the organization to be successful in the communities we serve,” says Ive Gonzalez, Vice President of Talent Acquisition and Inclusion at Eastern Bank. “Members of the employee network groups engage our communities externally and represent our employees internally—their voice and contributions are invaluable.”

For example, if a specific community has a cultural expectation, need, or there is an opportunity to support the community, employee resource group members are aware and engaged in those issues that affect those communities. They help facilitate information and insights through engagement and connections externally; and they have executive management support internally to reach out to our different communities to impact positive change.

Employee resource groups provide an overall value to different companies, organizations, colleges, and universities. *"It's the value of the employee, really,"* says Bonaparte. "Value is achieved when you have optimum success of the employee. If they can't be themselves, they can't perform as well."

Alyce Johnson, Staff Diversity and Inclusion Manager at MIT, believes that ERGs also help to foster a sense of community for employees. *"The ERGs enhance our community, and educate our community,"* says Johnson.

When it comes to leadership exposure, Johnson explained how the infrastructure of the

ERGs gives employees the opportunity to volunteer, and become part of a planning group to develop programming and events.

"It's an open forum for staff to come together," says Johnson.

Gonzalez spoke about how giving employees the opportunity to take on leadership roles, changes their whole mindset. *"In their position, they may not be able to be expand a certain skill set because the position does not require it,"* says Gonzalez. "So when they are given projects and are able to express themselves, they come alive. They are able to acquire new skills in a safe and supportive

environment. This enables our employees to take on a role that will expand their skill sets—this is a win-win for the individual, the company, and the community."

Employee resource groups raise awareness of issues and thoughts about things that employees can't necessarily say aloud in the office. These groups also allow for them to ask questions about how to move forward in their career and how to become valued employees.

How does your company or organization utilize employee resource groups?

THE VALUE OF EMPLOYEE RESOURCE GROUPS

A Strategic Conversation with the TJX Companies, Inc.

As part of **The TJX Companies, Inc.'s** diversity and inclusion initiatives, **Color Media Group, Inc.** provided event management services for the Value of Employee Resource Groups—A Strategic Conversation. **The TJX Companies, Inc.** opened their doors to leaders and advocates of employee resource groups (ERGs) from several organizations to join the discussion and learn how others best utilize their own employee resource groups.

Robert Rodriguez, Ph.D., President of DRR Advisors LLC, moderated the event and offered a lot of great insight. Rodriguez's organization is dedicated to diversity and also specializes in ERGs. He shared a

strategic framework for creating ERGs consisting of the 4Cs—culture, career, commerce, and community which he developed.

Aida Sabo, Vice President

of Diversity and Inclusion at Parexel, spoke about the importance of engaging executive sponsors. Sabriya Stewart from Liberty Mutual Insurance shared information about key considerations



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THE VALUE OF EMPLOYEE RESOURCE GROUPS

TUESDAY
October 11, 2016
 12:30 PM-6:00 PM

when launching ERGs such as structure, budget, ally strategies, and business alignment.

Julianne Haskell, Managing Director of Global Inclusion and Diversity at State Street Corporation, spoke about starting and running global ERGs and shared the example of State Street's global employee resource groups.

Isabel Cruz, Senior Human Resources Manager at General Electric, led a session about connecting ERGs with

talent management and described how ERGs work in fulfilling their goals supporting recruitment and retention.

Juliette Mayers, President and CEO of Inspiration Zone LLC, gave the closing keynote address and shared some inspiration about how she leveraged the power of strategic networking to support and grow her career while applying the same principles to the growth of ERGs.

The Value of Employee Resource Groups—A Strategic

Conversation closed with a networking reception where attendees from Harvard Pilgrim Health Care, Bentley University, Eversource, the University of Massachusetts Boston, and many others could meet and greet. Attendees walked away saying, *"It is great to see colleagues and other members of this group keep up with what is going on in the diversity arena"* and *"Congratulations on taking the lead of this important topic!"*



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