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EDITION

89

July-December 2016

in a city rich in shades, here is a COLOR that includes all...

MAGAZINE



AMELIA MORÁN CEJA

SUCCESS IS IN THE CULTURE

LISA COLEMAN
EXPANDING THE
DISCUSSION
ON DIVERSITY

PETE RODRIGUEZ
INVESTING
IN THE FUTURE

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Thursday, December 8, 2016

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BOSTON



Dear Friends,

This June, my son graduated from the 8th grade. As I watched him walk across the stage to get his diploma, I was struck by the different roles we play as mothers, executives, mentors, and women.

What role will I play in his future success?

For many of us, success has been limited by the way we see ourselves, cultural upbringings, and in self-constructed barriers we place near and dear. Recognizing this is almost as important as redirecting and transforming them.

At the beginning of the year, Color Magazine sent out a call for speakers. The resounding theme of proposals we received focused on breaking free from barriers. All of the executive speakers for the 2016 Women of Color Leadership and Empowerment Conference touch upon this in their sessions.

Another theme that surfaced was whether the success of one person was a direct result of the success of many. As professionals of color, are we doing enough to pay it forward? Are we making that phone call or sending that email to help someone get a job? Are we doing enough? It can't all be self-promotional. Success of the individual is important and success of the group is essential. Can we commit and leverage to make things happen for others? Is this the key to success?

Challenge yourself to take that extra step and lend that helping hand to other professionals of color so that they, too, can obtain the kind of success that they were born to obtain.

Un Abrazo,
Josefina

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MAGAZINE

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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r. Lisa M. Coleman

is the Chief Diversity Officer and Special Assistant to the President at Harvard University. Coleman is responsible for promoting diversity and inclusion initiatives across Harvard's schools, centers, institutes, museums, and leadership programs.

"Institutions of higher education mainly used lawyers to address issues of diversity and inclusion," says Coleman. "What everybody really needed was an office to manage the current policies and compliances as well as be more proactive for the future."

The office of institutional diversity was newly created and Coleman was determined to start it off in the right direction. The goal of the new office and position is to have better communication and discussions about diversity and inclusion within Harvard University's community.

Because the world of diversity and inclusion moves so quickly, Coleman tries to balance everything by keeping up-to-date on new rules and regulations as often as she can.

"The culture we live in changes on a daily basis, too," says Coleman. "Part



of my job is keeping up with those changes and seeing that the ones that are applicable become part of the school culture."

Before working at Harvard, Coleman received her doctorate from New York University in Social and Cultural Analysis, American

Studies. In addition to this, Coleman has also earned not one, but three masters degrees in African and African American Studies; Women's, Gender, and Sexuality Studies; and Communication Studies from Ohio State University.

In the past, she has directed the Africana program at Tufts University. She was the first senior diversity officer that the university has ever had.

"I think the key to any understanding between cultures is education and communication," says Coleman. "With increased education comes increased curiosity, but oftentimes

people are afraid to start the conversation.”

Dr. Lisa Coleman’s goals are all about educating others on issues of diversity and inclusion. She is focused on bringing out the things that make us all unique and celebrating them. Coleman believes that people deserve to showcase what makes them different, no matter what side of diversity they come from.

She wants to ensure that all minorities have a voice and that they can all come together to achieve any and every one of their goals. Her hard work and dedication to obtaining that goal is inspiring. Coleman aims to be a force of change and she needs others to follow in her footsteps to make this happen.

Coleman has received countless awards for her work in teaching and academic leadership, as well as disability and gender equality. In addition to all of her different roles within diversity and inclusion, Coleman is also a consultant. She works for several national and international boards.





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He has been a part of two Men of Color conferences—once as a participant and again as a panelist. Pete recognized the importance of these events and decided to bring the Men of Color (MOC) Leadership Conference to New York City this fall.

PETE RODRIGUEZ

Managing Director & Asset Servicing CAO at BNY Mellon

What was it about the Men of Color Conference that most intrigued you?

There are two reasons I attended those events. The first one is that I'm a firm believer that you can never have too many tools at your disposal, and I really think that by attending those meetings I came away with new ideas and a new energy to bring back to my job. Secondly, as an individual driving diversity and inclusion (D&I) efforts in my business, I'm always on the lookout for new talent. I didn't attend those events looking to recruit people, but I always have my mental rolodex with me and when I meet people who impress me,

I remember them. When an opportunity comes up at BNY Mellon, I go back and remember the people who made a positive impression to see if they fit our needs.

You've been with BNY Mellon for nine years now, but can you look back and imagine what a young Pete Rodriguez would gain attending the MOC event in New York this fall?

Any young person starting out in the business world needs to get their foot in the door. They need to be noticed. Everyone they meet at these events, every successful businessman who attends them, started somewhere. Somebody had to

notice them and believe in them enough to let them in the door to learn how the business world really works. That's the real key to success.

How did you get to where you are today? How were you able to get your foot through the door?

I grew up as a poor kid in the inner city in New York with no idea how to get started in the business world or even if there was a place for me in it. I had no plans for college; after high school my only plan was to get a job. I used to work as a messenger in New York and I did my deliveries on foot so I could save the tokens. The

door finally opened for me in 1988 when I got a job working in financial services at a major trust bank. I didn't start in financial services. I started out as a microfilm clerk. Remember microfilm? I used to sit in front of the microfilm machine looking up information for seven hours and fifteen minutes a day. Not the most exciting job, but I did it and I did it well. Before long, somebody noticed the good work I did and decided to invest in me. They moved me to accounting and they offered to pay for me to go to school at night. That was the start of everything I've achieved in business so far.

You do a lot of commuting between New York City and Florida for work and to see your family. What's it like to do so much traveling?

I'm a very spiritually grounded person, and that really gives me the strength to handle any problems that come my way. It reminds me of what is really important in life, like having a wonderful family who supports me. I know without those things, I'd probably be one of those corporate executives with no work-life balance.

What do you enjoy doing in your spare time? What else are you passionate about?

Any spare time I have I spend with my family. I don't make any plans until we've all made plans to do things together. I don't schedule or attend any events on the weekend, and I silence the phone on weekends and vacation—that's family time.

To be honest, it wasn't always that way. I used to have my phone on all the time. Then my wife showed me some pictures she took of me on vacation when I wasn't looking and in each of them I have my phone to my ear. She didn't make a big deal about it; she just showed me the evidence. That's when I stopped checking emails all throughout weekends and vacations. That's when I also learned that I may be a CAO at work, but that doesn't mean much at home.

What was it about Color Magazine's Men of Color Leadership Conference that made you want to bring it to New York City?

I really believe in what Color Media is doing with their events and could see how important the Men of Color and the Women

of Color events have become to the local community. Now I want to help them bring what they do to the world stage in New York. For me, that means bringing the best possible talent to the event. Sure, the venue is nice and there will be good food and drink, but the core of the event will be the speakers we are lining up to be there. We're just putting the final touches on the agenda, and when people see it, they are going to be very impressed. I know we here at BNY Mellon are excited to be part of it because the people attending the event are just the kind of eager professionals we are looking for. That doesn't mean it's a recruiting event, because it's not by any stretch of the imagination. However, I can assure you that every business leader attending the event is coming with their own mental rolodex and won't forget who makes an impression on them that day.





KEYNOTE SPEAKER
Amelia Morán Ceja
President
 Ceja Vineyards

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Executive Speakers



Dawn Frazier-Bohnert
 SVP and Chief Diversity & Inclusion Officer
 Liberty Mutual Insurance



Georgianna Melendez
 Director, Office of Diversity and Inclusion
 University of Massachusetts Boston



Monica Molina Austin
 Founder and President
 Westwind, LLC



Dani Monroe
 Chief Diversity & Inclusion Officer
 Partners HealthCare

Executive Panelists



Michele Courton Brown
 Chief Executive Officer
 Quality Interactions



Shilpa Pherwani
 Chief Executive Officer
 IBIS

Executive Panel Moderator



Dr. Beverly "Bev" Edgehill
 Vice President, Organizational Development
 The TJX Companies, Inc.



Dawn Frazier-Bohnert
SVP and Chief Diversity & Inclusion Officer
Liberty Mutual Insurance

Senior Vice President and Chief Diversity and Inclusion Officer Dawn Frazier-Bohnert, joined Liberty Mutual Insurance in 2013 to shape the new office of Diversity & Inclusion. She is responsible for leading the design, development, and implementation of the company's diversity and inclusion strategy and programs.

"At Liberty Mutual we are expanding how our employees see diversity and inclusion," says Frazier-Bohnert. "Diversity is not only about race, gender, age, sexual orientation, or perspective; the dimensions that make us human—diversity is about all of us! This is woven into our mission and vision statements and is an integral part of everything we do."

In the past, Frazier-Bohnert was the Chief Administrative Officer and Partner at Global Novations, where she developed their human capital strategy and led their post-merger company through culture-shaping efforts.



Georgianna Melendez
Director, Office of Diversity and inclusion
University of Massachusetts Boston

As the Chief Diversity Officer at the University of Massachusetts Boston, Georgianna Meléndez ensures that all students and faculty members feel included within the university community. "I find harnessing that diversity through programing and collaborative work very satisfying," says Meléndez

In addition to her position at UMass Boston, Meléndez also serves as a board member for the Association of Public Land Trust Universities' Commission on Access Diversity and Excellence, as well as the City of Peabody Zoning Board of Appeals.

On top of all of this, Meléndez is also a doctoral candidate, working on her dissertation. She enjoys painting in her spare time and she's very passionate about uplifting others and making sure that everyone has a voice. "Every career choice has been about this goal," says Meléndez. "Whether it was working with and on behalf of survivors of domestic violence and sexual assault, or it was about creating visibility for groups who have traditionally been pushed back and away from the table."



AMELIA

Morán Ceja

President Ceja Vineyards

By John Black

In wine, they say, is truth. Speaking with Amelia Morán Ceja, President of Ceja Vineyards in California, we also learn that in wine there is family, friendship, life, and love. There are thousands of stories of everyone who helped make the wine you taste, from the people who planted the first grapes to the distributors who brought the bottle to your table.

“I started out as a young girl of twelve, harvesting grapes with my father and even then I wanted to learn about the fruit and the land and the wine that came from them,” Ceja said in an interview with Color Magazine. “I’ve always had a great passion to learn, not just from books or in school but to learn about how things are made, whether it’s wine or food or just about anything else. When I am passionate about something, I want to learn everything there is to know about it.”

As a young girl, Ceja’s first passion, naturally, wasn’t wine. It was food, especially the food she helped her grandmother, Mamá Chepa, make growing up in Las Flores, Jalisco, Mexico. “She was a strong, beautiful woman,” she said. “I watched her cook meals

for the entire village, and saw the love and care she put into every dish she made. It was amazing to watch her take these simple ingredients and create something magical from them. I think about her a lot when I cook today.

“Both Mamá Chepa and my mother taught me so much,” Ceja continued. “They loved me unconditionally, and that allowed me to grow up, to be confident about who I was and believe that I could be whatever I wanted to be. They encouraged me to explore the world and find my place in it rather than try and force me into becoming anything I didn’t love.”

Fast forward a few years beyond cooking by her grandmother’s side and past those early days of harvesting grapes with her father. Move past the school years at Robert Louis Stevenson School in St. Helena and her years of studying history and literature at UC San Diego. Stop the clock in 1980 and you will find Amelia, her husband Pedro, his brother Armando, and their



parents Juanita and Pablo Ceja pooling their resources to stake their claim in the world of wine by creating Ceja Vineyards.

“It was a huge risk. You don’t just put up a sign and suddenly start selling wine,” Ceja said with a laugh. “We still kept our day jobs. Pedro was working in Silicon Valley—which was ninety miles away—and I was working at another local winery, but also raising three children at the time. There was a lot of sacrifice, but the dream was always before us. Everything we did brought us a little closer to making it real. The job I had at the winery taught me a lot

about how the industry really works, and I started taking business classes so we could come up with a plan to be successful not just for the time, but for the future. Looking back on it, it was a crazy way to live, but it formed the basis for everything we have today.”

What Ceja and her family have today is a very successful, award-winning winery—Ceja Vineyards was twice named “Best Boutique Winery in Napa & Sonoma” by Best of Napa and Sonoma Valleys, based on the 2008 and 2009 popular polls.

Although Ceja Vineyards was

founded in 1999 and the partners voted Amelia as the first Mexican-American woman ever to be elected president of a winery, they had been grape growers since the 1980s, selling their grapes to wineries all over the Napa and Sonoma counties. By starting their own wine production company—Ceja Vineyards—they were able to release wine under their own label. Today, Ceja Vineyards still sell 85% of their total grape harvest to other wineries, using only 15% of their own production.

She has been recognized by the California legislature



as “Woman of the Year” in 2005 for “breaking the glass ceiling in a very competitive business,” and was named Business Woman of the Year by the Sacramento Hispanic Chamber of Commerce in 2008. Inc. Magazine selected Ceja Vineyards as the “Entrepreneur of the Year 2004” (one of seven) in the January 2005 issue. The Harvard Business School published a case study titled Ceja Vineyards: Marketing to the Hispanic Wine Consumer and the California Latino Legislative Caucus awarded the vineyard owners the “2012 Latino Spirit Award” as recognition of “individuals that exemplify the spirit of the Latino community that have contributed to the State of California.”

While all the awards and special recognitions are great, Ceja is perhaps proudest of the way Ceja Vineyards has helped to change the way the world looks at Latinos and Latino culture. “Nobody in the wine industry ever really thought about the Latino community when it came to marketing. They see Mexican food and they only think of beer and margaritas. They never imagined pairing Mexican cuisine with wine,” Ceja said. “First of all, they really don’t know what Mexican cuisine is—to them it only



means really spicy, hot food which is not what authentic Mexican food is all about. We wanted to show them how wrong they were and what they were missing by not understanding what Mexican food and culture was all about.”

A self-proclaimed “tech geek,” Ceja used the Internet as the perfect marketing tool to reach the Latino audience that every other winemaker was ignoring. She started making a series of cooking videos that not only showed how authentic Mexican food is made, but what wines could be paired with each meal. Fun and informative, the videos give viewers a taste of what it’s like in Ceja’s kitchen, chatting with the chef as she prepares a warming batch of Pozole or

a Menudo. You can take a mini class in pairing wine and cheese, the perfect way to make Nopales (Cactus) Salad or her Award-Winning Super Bowl Chili—Carne con Chili. The success of the cooking videos has spawned not only a series of virtual trips through the Ceja Vineyards, but has led to Chef Ceja shooting a pilot cooking show for PBS where she will not only share recipes and wine pairings but serve up a slate of guest appearances with people she thinks are important to know more about. One of her first guests, for example, will be Dolores Clara Fernández Huerta, the American labor leader and civil rights activist who was the co-founder of the National Farmworkers Association, which later became the United Farm Workers (UFW).

While the virtual world has become an important marketing and educational tool for Ceja Vineyards, Ceja is the first to tell you that nothing compares to actually coming to the vineyard and spending time with the family that makes the wine you have come to taste. When asked what makes a visit to her vineyard different than a stop at any of the other vineyards in Napa or Sonoma, Ceja sums up everything she's learned about the industry—and about people—in three simple words: "It's our culture," she said. "Mexican people are very warm and welcoming, so people will immediately feel comfortable when they walk through the door. We make every tour special too. I can talk to a person for a few minutes and know exactly what kind of wine they will like. From there I can serve them what they are familiar with, and then take them outside [of] what they know to try some new wines they don't know about, but I know they will like.

"And, of course, there will be food," she added. "It all goes back to Mamá Chepa and the hospitality she showed to everyone she served food to. It's part of my culture that I'm happy to share with whoever comes through the door."

Immerse yourself into the Mexican culture and cuisine with Amelia Moran Ceja's recipe for Pozole!



Pozole: From Amelia's Kitchen

Serves 12

Pozole is a hearty soup that originated in the state of Jalisco. The main ingredient is hominy - dried white or yellow corn kernels that have been boiled and soaked in slaked lime to remove the hull, and then drained, rinsed, and cooked for about 2 hours. Pozole also contains garlic and dried chiles and is often made with chicken or pork and is always served with fresh toppings such as cabbage, radishes, cilantro, a pinch of dried Mexican oregano and lime juice. This recipe is easy to prepare at home using canned hominy for convenience.

Ingredients:

- 10 Mexican style hominy - drained (a 6lb 9oz can available at most grocery stores)
- 10 dried Pasilla peppers
- 10 dried Guajillo peppers
- 10 garlic cloves
- 10 whole peppercorns
- 8 cloves
- 1 tsp dried Mexican oregano
- 7 lbs skinless drumsticks thighs or breasts thoroughly washed
- 1 whole garlic head
- 3 bay leaves
- salt
- sliced radishes
- shredded cabbage
- chopped cilantro
- chopped serrano peppers
- lime juice
- water

Instructions:

Break the stems from the Pasilla and Guajillo chiles and shake the seeds from the pods. Soak the chiles in warm water for 3 minutes. Add the chiles to a pot of boiling water and boil until soft, between 5 and 15 minutes. When done, put the chiles with the cooking liquid in a blender with the garlic cloves, whole peppercorns, cloves and a teaspoon of Mexican dried oregano. Blend until smooth and set aside.

To a large pot of gently boiling water, add the washed chicken parts, the head of garlic, 3 bay leaves and salt. Skim the foam and excess fat from the surface of the boiling chicken and get a clear broth. Lower the heat and simmer until the chicken is cooked - about 20 minutes.

Remove the chicken parts from the broth and allow to cool. Debone the chicken parts and shred into smaller pieces and set aside. Add the drained canned hominy and blended chiles mixture to the chicken broth. Simmer for 30 minutes and then add the shredded chicken and adjust seasoning with salt. Serve in large bowls garnished with sliced radishes, shredded cabbage, chopped cilantro, chopped Serrano peppers, a pinch of dried Mexican oregano and lime juice.



**Women
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Monica Molina Austin
Founder and President
Westwind, LLC

Monica Molina Austin is the founder and president of a leadership coaching and organization consultant called Westwind, LLC. "I feel the greatest sense of reward when my clients are successful," says Austin. "It might be when a client retires early with financial security and a rewarding retirement plan."

Before working for Westwind, Austin was a Human Resources leader for the New York Times Company as well as the co-chair for the diversity council. When she's not consulting, Austin enjoys volunteering with her daughter at APAW, a service dog organization that trains mobility service dogs.

Monica Molina Austin is inspired by many different things. "I am inspired by my clients that commit to themselves and aren't afraid to self-define as top talent," says Austin. "I am inspired by bold and courageous actions by people who are on the fringe of our society, but continue to endure and give generously."



Dani Monroe
Chief Diversity
& Inclusion Officer
Partners HealthCare

As the Chief Diversity and Inclusion Officer at Partners HealthCare, Dani Monroe has been successful in the development and implementation of an innovative diversity and inclusion strategy. "I find most rewarding the ability to work collaboratively with smart and dedicated colleagues," says Monroe. "To conceptualize, define, assess, nurture, and cultivate diversity and inclusion as an institutional imperative."

In addition to working for Partners HealthCare, Monroe offers leadership on several industry and state boards. She has also participated as a keynote speaker for several national and international diversity and inclusion-focused conferences. A lot of this success is due to the person who inspires her the most—her mother. "She was a true humanitarian with a big heart," says Monroe. "She demonstrated a quiet leadership through love."

Monroe is very passionate about mentoring others and hopes to inspire them by leading by example and simply being her true authentic self.



Beverly Edgehill, Ph.D.
Vice President, Organizational
Development
The TJX Companies, Inc.

Dr. Beverly “Bev” Edgehill works for the TJX Companies as the vice president and global head of the Organizational Development Center of Expertise. She guides leaders in strategizing, organizing, and performing to their full potential. “I enjoy being able to help leaders develop plans to achieve their business priorities,” says Edgehill.

Dr. Edgehill received her doctoral degree from Columbia University’s Teachers’ College in Adult and Organizational Learning. Edgehill started an entire development and career-mentoring program to help people depending on the different stages of their career. She enjoys when women of color help to support individuals and have the conversations that matter.

“I would say that I’m inspired by the fact that we are a resilient community,” says Edgehill. “We always make the best of every situation.”

When it comes to inspiring others, Dr. Edgehill tries to share her story and journey of how she got to where she is today.

“It’s not the destination that matters” says Edgehill. “It’s the way we carry ourselves along the way.”

THE POWER of Networking

By Jailene Adorno

To be successful, you will need to understand the importance of networking. Making connections with people, whether they are in your field or not, can help you form more professional relationships. There’s a certain kind of power to networking that makes it all worthwhile.

First things first, before attending a networking event, do some research. It’s best if you go in with an idea of who’s going to be there and make a mental list of the people you want to speak with. Be enthusiastic about the work you do and have a practical mindset. Be prepared to ask and answer questions, and don’t be afraid to be yourself

Challenge yourself to sit at a table with people that you don’t know. This will not only force you to speak to new people, but it will also give you the opportunity to step outside of your comfort zone. Networking can also help you to discover new things and develop your own personal board of advisors—a group of people who want to see you succeed and who can offer advice. By broadening your horizons and connecting with people from different companies and organizations, you are opening the door to new opportunities.

Overall, try not to let the fear of networking keep you from making connections. You can overcome those concerns or hesitations simply by being prepared. If you present yourself well, there’s really nothing to fear. Don’t let networking intimidate you from speaking to new people, instead allow it to propel you forward in your career.



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Michele Courton Brown
Chief Executive Officer
Quality Interactions

As the Chief Executive Officer of Quality Interactions, Michele Courton Brown, oversees the cultural competency e-learning courses that help train healthcare professionals on how to better communicate with their patients. "The most rewarding aspect of my job is the knowledge that our products improve patient experience and health outcomes for all people," says Brown.

Before working with Quality Interactions, Brown worked for Bank of America's Philanthropic Management Group as the senior vice president and national practice director. She also co-wrote a book on charitable giving, *Just Money: A Critique of Contemporary American Philanthropy*.

In her spare time, Brown is also doing genealogy research on her family. "I have tracked my maternal great-grandfather and his siblings back to 1874 and followed my family's migration from the south to the north."

Brown has mentioned that Shonda Rhimes and her book *Year of Yes* has definitely inspired her. She hopes that her own journey will help to inspire women to truly explore their talents.



Shilpa Pherwani
Chief Executive Officer
IBIS

Shilpa Pherwani is the Principal and Chief Executive Officer of IBIS. She is responsible for guiding organizations in developing and achieving their diversity and inclusion business goals. "It's a role I really enjoy," says Pherwani. "Everyday is a new learning experience."

Pherwani started in organizational development and has become a pioneer in developing computer-based diversity and inclusion training. Her current goal is to help organizations address unconscious biases.

She's stated that she is inspired by people in her everyday life who have a balanced approach to handling diversity and inclusion, particularly her old boss. Even though her boss has already retired, Pherwani still looks up to her. "I knew that I could always go to her office to share my ideas," says Pherwani. "She was a real mentor to me."

What Pherwani enjoys the most about her position is that it gives her the chance to get creative and think outside of the box. She's very goal-oriented when it comes to empowering other women of color.

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**Women of Color Leadership
and Empowerment Conference**

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