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RE: Former Secretary of Commerce/Kellogg CEO to keynote second event in Diversity Focus' SHIFT* Series

As a part of Diversity Focus' **SHIFT* Speaker Series: Driving Diversity as a Vehicle for Success**, Carlos Gutierrez – 35th U.S. Secretary of Commerce and former CEO of Kellogg Company will keynote the second of three **SHIFT*** Speaker Series luncheons, June 17, 2010, at the Kirkwood Continuing Education Center in Cedar Rapids.

Following the success of the first **SHIFT*** speaker, Frans Johansson, in April, Diversity Focus brings another world-class speaker to the region next month and continues to challenge attendees to explore what they know – and don't know – about diversity and inclusion, and discover how shifting their viewpoint will allow them to drive innovation and success in a global environment. Diversity and inclusion together are widely recognized by regionalism experts as one of the five critical factors for successful regionalism and drive the interconnectedness of our differences and possibilities. Carlos Gutierrez brings a powerful message on the urgency and necessity for diversity and inclusion.

Gutierrez, the son of Cuban immigrants, set foot on U.S. soil at age 6, where he watched his father become a successful business owner. In 1975, after completing his studies in business administration at the Monterrey Institute of Technology and Higher Education campus, Gutierrez, then 22, began his career as a sales representative and management trainee at Kellogg Company. By 1999 he had risen to the position of Chief Executive Officer, making his mark as the only Latino CEO of a Fortune 500 company and the youngest CEO in Kellogg history.

In 2005, Gutierrez became the 35th Secretary of the U.S. Department of Commerce for the Bush Administration. He now serves as a contributor for business news television channel, [CNBC](http://www.cnn.com) and works to raise awareness of issues surrounding diversity and inclusion.

"Diversity Focus is thrilled to bring the vast experience and remarkable talents of the esteemed Carlos Gutierrez to the corridor," says Hazel Pegues, Executive Director of Diversity Focus. "I have personally heard Gutierrez speak and look forward to providing the opportunity for others in our community to hear his inspirational message and personal journey."

All **SHIFT*** Speaker Series events are held at the Kirkwood Continuing Education Center, located near I-380 in Southwest Cedar Rapids. The event, which includes lunch, is from 11:30 a.m. to 1:00 p.m. The cost to attend is \$50. Reservations, which are required, may be made online at www.diversityfocus.org/shift

Each **SHIFT*** Speaker Series lectures is pre-approved as one hour credit toward recertification for Society for Human Resource (SHRM) for PHR, SPHR and GPHR certifications. Diversity Focus was established in 2005 as a nonprofit organization devoted to enhancing the diversity of the Cedar Rapids - Iowa City Corridor. For more information about Diversity Focus or the **SHIFT* Speaker Series: Driving Diversity as a Vehicle for Success**, please visit www.diversityfocus.org.