



Diversity Focus Contact: Rachel Caffery, Communication Assistant, rcaffery@diversityfocus.org, 319.363.3707
Chad Simmons, Interim Executive Director, Diversity Focus, csimmons@diversityfocus.org, 319.363.3707

FOR IMMEDIATE RELEASE

DRIVING DIVERSITY AS A VEHICLE FOR SUCCESS: FINAL 2011 SHIFT* SPEAKER GRACE ODUMS



October 7, 2011(Cedar Rapids, IA)... As a part of the Diversity Focus' **SHIFT*** **Speaker Series: Driving Diversity as a Vehicle for Success, Grace Odums** will speak on Thursday, Nov. 4 from 11:30 a.m. to 1:00 p.m. at The Coralville Marriott, 300 East 9th Street, Coralville, IA, 52241.

Many organizations and companies understand the importance of a solid diversity strategy and the need for a diverse workplace. There are many ways to develop this plan in order to improve revenue, leadership, customer care, performance, and retention. Grace Odums will speak about creating and implementing a diversity strategic plan to enhance high performing cultures through leadership and development. She reflects on diversity within the workplace, touching on subjects of stereotypes and differences within a diverse community.

Grace Odums is an independent strategy consultant, with over fourteen years of experience. Her client list features Fortune 500 and Fortune Global 500 companies including: *Disney-ABC Media Networks, Chevron-Phillips, Siemens Medical Solutions, Wells Fargo Company JP Morgan-Chase, the Self-Help Organization and Fairmont Resorts and Hotels.*

Odums welcomes every opportunity to partner with organizations and professionals in the areas of management coaching, revenue recapture, change leadership, talent improvement/retention, balanced scorecard creation and diversity strategic planning with system wide implementation.

Odums is the current Director of Diversity on the board of the SHRM Pennsylvania State Chapter.

"Every organization needs a diversity strategic plan" says Chad Simmons, interim executive director of Diversity Focus. "The ideas, tips and key elements that Ms. Odums is presenting, will be an excellent starting point for any organization looking to improve their organization's culture."

This event will run from 11:30 a.m. to 1:00 p.m at the Coralville Marriott and includes lunch. Cost to attend is \$50. If you register for Grace Odums on November 3 you may attend Kathleen Martinez on October 31 free of charge. Reservations are required and may be made online at www.diversityfocus.org/shift

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.

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