

The Diversity Luncheon Series
Summary of November 7 Presentation – Centre Club Tampa
“Understand Diversity & Help Your Bottom Line”

Not For Profit Organization Spotlight: Community Tampa Bay

- ◆ Speaker: Brigit Van Hout, Executive Director
- ◆ Organization Mission – Promote dialogue and respect among all cultures, religions and races.
- ◆ Reported disturbing statistic on bullying in our schools and hate crimes in the community.
- ◆ Invitation to Community Tampa Bay Open House: **More information on Page Two**

Presentation by Teddy Pierre, The Pascall Company President

- ◆ Tampa is one of the five most integrated urban areas in the U.S.
- ◆ The buying power of African Americans and Hispanics in Tampa Bay area combined is \$16 billion
- ◆ Hillsborough County has the third largest Hispanic population in the state of Florida.
- ◆ By the year 2050, 50% of the U.S. population will consist of people of color
- ◆ Currently, the ratio of white persons to people of color ages 10-19 is 2:1.
- ◆ People often think diversity means race, racism, and discrimination - uncomfortable workplace issues.
- ◆ People directly associate diversity with affirmative action.
- ◆ Diversity is not affirmative action although they are complementary

Defining Diversity in a Business Context “A strategy for managing differences in your business, organization and workforce for improved performance, productivity and profitability.”

- ◆ Diversity is not a new concept
- ◆ It is a concentrated business strategy for managing external and internal differences in companies
- ◆ Individual businesses must take a unique approach to its diversity strategy
- ◆ The diversity message must come from the very top or the organization to be successful
- ◆ Businesses have the power to transform/ impact social behaviors, beliefs and attitudes among its employees, customers and community.
- ◆ Diversity is an ongoing process – not a one-time event.
- ◆ Success can be measured by: increase in employee retention, ability to attract the best qualified candidates, unique branding, marketing and revenue opportunities, and increased profits.

The Bottom Line – Diversity is a business strategy and must be managed in the same manner:

- ◆ Commitment and visible support from the CEO and management team
- ◆ A leader (an individual to lead and be accountable)
- ◆ Established budget
- ◆ Availability of resources (people and time)
- ◆ Developed tactics
- ◆ Specific measurements
- ◆ Strategies must include all business locations
- ◆ Change must occur not only within the organization, but within the individual.

An Invitation from.....



We know you care about cultural competency and respect diversity!

Therefore, we would like to extend an invitation to you to attend our 1 hour Community Building Tour on **Wednesday, December 6th at 9:00 am or Monday, December 18th at 4:00 pm**

This “open house” is a perfect way to get acquainted with our mission, vision, programs, staff, Board and facility. Guests are not solicited for a contribution and this is not a fundraising activity. Rather, it’s a wonderful opportunity to discover the great work we are doing in your community.

We hope you will be able to accept our invitation and we look forward to meeting you in person. Kindly let us know if you will be able to attend by sending an email to Joann McEniry at jmceniry@communitytampabay.org, or call us at 727-568-9333.

Note: We are located in the Gateway area of St. Petersburg, directions are listed below (*please do not use MapQuest, as their directions are not accurate*).

Directions to Community Tampa Bay

FROM ST. PETERSBURG

Heading north on I-275 from St. Petersburg, take the Pinellas Park/ Seminole exit. At the end of the ramp turn right onto Gandy Blvd. Turn left (north) at the first light (Frontage Road) and make a quick right onto Frontage Rd. Proceed to the second street and turn left onto International Court North. Take your first right into the parking lot. Community Tampa Bay is the second office from the east end. (Or, second to the last office.)

FROM TAMPA

Heading south on I-275 from Tampa, take the Ulmerton Rd/Martin Luther King, Jr. St exit 31. Stay in the left lane and follow the Martin Luther King, Jr. St. ramp. You will be on Martin Luther King, Jr. St. Continue on MLK until you come to 102nd Ave. Turn right (west) on 102nd St. and turn a quick left onto Frontage Rd (Florida Blood Services is on the corner). Follow Frontage Rd. past the Post Office to International Court North. Turn right onto International Court North. Turn right into the first parking lot. Community Tampa Bay is the second office from the east end.