



**Media Release**

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**TEDDY PIERRE, PASCALL CEO, SPEAKS ON “DIVERSITY – NOT JUST BLACK & WHITE” AT LOCAL ROTARY MEETING**

Teddy Pierre, CEO and president of The Pascall Company will speak at the Downtown Tampa Bay Partnership, one of the nation’s oldest Rotary clubs, at their October 9<sup>th</sup> weekly meeting. The meeting which starts at 12:10 p.m. takes place at the St. Petersburg Times Forum.

According to John Foster, the club’s chairperson, Mr. Pierre was invited to address the club because of his expertise on diversity as a business strategy. “Our club’s goal is to educate and inform, and Teddy’s subject is both a timely and worthy one, since most of our members are key business owners.”

Titled “Diversity – Not Just Black & White,” Mr. Pierre’s talk will stress that “diversity in the business world, as we now know it, is much more than affirmative action. In fact, it is a business strategy which companies are acknowledging increases their bottom line,” Mr. Pierre adds, “The Pascall Company assists organizations in assessing if they have an effective diversity initiative. If they do, we evaluate their program and make recommendations for improvement, if warranted. If not, we advise how the company can establish a diversity program based on business objectives,” Mr. Pierre continues: “I will share that with the Rotary Club members. I’ll also emphasize that employees who understand and respect cultural, racial and other differences are more effective than those that does not. In respecting differences, employees increase their productivity, job satisfaction and maximize their part in helping their company achieve its business goals.”

Pascall’s services include diversity recruitment, training and multi-cultural marketing and branding. “In today’s atmosphere, it is important for a company’s employees to reflect the diversity of its clients and to also know how to market their services to them. We aid in doing that,” says Teddy Pierre.

Teddy Pierre, a Harvard graduate, has over 20 years of human resources experience with Fortune 100 and 500 companies within the U.S. and in Europe. He founded The Pascall Company four years ago because he saw the need in Tampa Bay for a management consulting organization which specializes in diversity.

To contact Teddy Pierre to learn more about diversity in the workplace or to engage him as a speaker for your company or organization, call 813-935-5900.

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