



How top performing companies drive results through Diversity and Inclusion  
A SYMPOSIUM FOR LEADERS AND STRATEGISTS

## AGENDA

September 18<sup>th</sup>, 2009 – New York (10 a.m. – 3 p.m.)  
October 23<sup>rd</sup>, 2009 – Chicago (8 a.m. – 1 p.m.)

Session	Speaker
<b>Registration &amp; Coffee Service</b>	
<b>Breaking the DNA Code of High Performance Companies</b> <i>The Role of D &amp; I in Business Strategy</i>	<b>Keith Swenson</b> Managing Partner, Capital H Group
<b>The Double Helix: D &amp; I and Leadership</b> <i>The PepsiCo Story</i>	<b>Steve Reinemund</b> Dean, Wake Forest University Business Schools Former Chairman & CEO, PepsiCo
<b>Mapping the D&amp;I and Leadership Genome</b> <i>The Key Linkages between D &amp; I and Leadership</i>	<b>Chris Parry</b> Chairman & CEO, Centre for High Performance Development  <b>Scott Hoesman</b> Principal, Capital H Group
<b>Lunch</b>	
<b>Creating a hypothesis for the Future</b> <i>An Interactive Session: Challenges and Possibilities</i>	<b>Scott Hoesman</b> Principal, Capital H Group
<b>The D &amp; I “Genes” that Promote Growth and Performance</b> <i>A Leadership Panel Discussion</i>	<i>New York Panel</i> <b>Steve Reinemund</b> Dean, Wake Forest University Business Schools Former Chairman & CEO, PepsiCo  <b>CJ Fraleigh</b> CEO, North American Retail and Foodservice, Sara Lee Corporation  <b>Pat Harris</b> Global Chief Diversity Officer, McDonald’s Corporation
	<i>Chicago Panel</i> <b>Steve Reinemund</b> Dean, Wake Forest University Business Schools Former Chairman & CEO, PepsiCo  <b>Philippe Schaillee</b> Vice President Marketing, Strategy and Research and Development, Sara Lee Corporation  <b>Rich Floersch</b> Executive Vice President and Chief Human Resources Officer, McDonald’s Corporation  <b>Josette Jean-Francois</b> Director, Talent Development, The McGraw-Hill Companies
<b>Why “Genetic Engineering” of D &amp; I is Worth the Work</b> <i>Implementing and Sustaining D &amp; I at Novartis Pharmaceuticals Corporation</i>	<i>New York Speakers</i> <b>Ludwig Hantson</b> Chief Executive Officer, Novartis Pharmaceuticals Corporation  <b>Marilyn Priestley</b> Vice President and Head of Diversity & Inclusion, Novartis Pharmaceuticals Corporation
	<i>Chicago Speaker</i> <b>Jeff Bailey</b> <b>Novartis Pharmaceuticals Corporation</b>  <b>Marilyn Priestley</b> Vice President and Head of Diversity & Inclusion, Novartis Pharmaceuticals Corporation
	<b>Keith Swenson</b> Managing Partner, Capital H Group  <b>Steve Reinemund</b> Dean, Wake Forest University Business Schools Former Chairman & CEO, PepsiCo