

BMO Financial Group PRESENTS



DIVERSITY CANADA 2010

APRIL 19, 2010 • SUTTON PLACE HOTEL • TORONTO

Learn the Secrets of **Canada's Best Diversity Employers**

Meet the 2010 winners of the **Canada's Best Diversity Employers** competition at this intensive one-day conference. Discover the best-practices that make them leaders in workplace diversity and inclusiveness.



Canada's Best Diversity Employers **2010**

PRESENTED BY BMO Financial Group



KEYNOTE SPEAKER:
Academy-Award®
winning actor

Marlee Matlin



Marlee Matlin
Academy Award® Winning Actor & Diversity Advocate



The Honourable David C. Onley
Lieutenant-Governor of Ontario



Trevor Wilson
President, TWI Inc. & Author



Annette Verschuren
President & CEO, Home Depot Canada



Noelle Richardson
Chief Diversity Officer, Ontario Public Service



Michael Bach
Global Director – Diversity, KPMG

To register, please visit
www.DiversityCanada.ca

Sponsored by



Canada's Best Diversity Employers is the competition for workplace inclusiveness managed by the Canada's Top 100 Employers project

Monday, April 19

7:15 a.m. REGISTRATION AND BREAKFAST

8:00 a.m. WELCOMING REMARKS FROM THE SPONSOR OF DIVERSITY CANADA 2010

■ **Yasmin Meralli**, *Vice-President, Diversity & Workplace Equity*, BMO Financial Group



Yasmin Meralli
VP, Diversity & Workplace Equity,
BMO Financial
Group

8:15 a.m. OPENING DISCUSSION WITH CONFERENCE CHAIR

■ **John Brewer**, *Conference Chair*, Diversity Canada 2010

This brief opening session will introduce delegates to the *Canada's Best Diversity Employers* competition and outline the sessions that will make up the day. John will also invite you to think about what diversity means to you and lead a lively discussion that will demonstrate and explore the huge diversity in Canada's workplaces.

8:30 a.m. WELCOME TO DIVERSITY CANADA FROM ONTARIO'S LIEUTENANT-GOVERNOR

■ **The Honourable David C. Onley (Invited)**,
Lieutenant-Governor of Ontario



**The Honourable
David C. Onley**
*Lieutenant-Governor
of Ontario*

When David C. Onley was appointed The Queen's representative in Ontario, his concern for people with disabilities became front page news. And when he took office on 5 September 2007, Ontario's 28th Lieutenant Governor became a highly placed champion for accessibility.

The Honourable David C. Onley has championed disability issues on many fronts and for many years. Having lived with polio and post-polio syndrome since the age of three, he has broken through social barriers and become a role model. In these opening remarks he will emphasize the importance of looking beyond people's apparent limitations, overcoming our biases and providing opportunity for everyone to realize their potential.

8:50 a.m. RECOGNIZING AND VALUING THE ROLE OF DIVERSITY IN OUR ORGANIZATIONS

■ **Anthony Meehan**, *Publisher & CEO*,
Canada's Top 100 Employers, Mediacorp Canada Inc.

■ **Trevor Wilson**, *President*, TWI Inc.

■ **Annette Verschuren**, *President & CEO*,
Home Depot Canada

■ **Richard Yerema**, *Managing Editor, Canada's Best
Diversity Employers*, Mediacorp Canada Inc.

In this session the Publisher of the *Canada's Top 100 Employers* project will explain the process behind selecting the winners for the *Canada's Best Diversity Employers* competition and the key objectives of the competition. Trevor Wilson of TWI Inc., the research partner on the competition, will then explain how each employer's score on The Equity Continuum® – TWI's industry-recognized diversity measurement methodology – is calculated and used to inform the selection of winners by the editorial team working on the *Canada's Best Diversity Employers* project. Home Depot Canada President & CEO Annette



Annette Verschuren
President & CEO,
Home Depot
Canada



Trevor Wilson
President
TWI Inc.

Verschuren will provide a leader's perspective on diversity and discuss some of the challenges they have faced as well as the business value they see in embarking on the diversity journey and committing every day to the diversity of their employees and the communities they participate in and serve.

Then Richard Yerema, the managing editor at Mediacorp responsible for the *Canada's Best Diversity Employers* project will share his insights on the key themes from this year's competition and the goals of the upcoming application season.

9:50 a.m. BREAK

10:15 a.m. BEST PRACTICES PANEL #1: ATTRACTING A DIVERSE WORKFORCE

■ **Keith Forde**, *Deputy Chief*, Toronto Police

■ **Kin Choi**, *Assistant Deputy Minister*, Health Canada

■ **Jim Grossett**, *Senior Vice President HR*, Agrium

■ **Marilyn Tyfting**, *Vice President – Human Resources*, Telus

In the first of three information-packed panels, leaders from competition winners will share some of the key practices that have helped put them in the top ranking of diverse organizations. Each speaker will have no more than seven minutes to identify the five key things they have done in a specific area where they have seen most success. With eight speakers on two panels, that means 40 new ideas you can put into practice to increase diversity and improve performance.

This first panel will focus on the area where most organizations begin their diversity journey – recruitment. You will hear about how these leaders have changed their recruitment practices to increase the diversity of their organizations. Discussion will include issues such as outreach to specific groups and communities, removing bias from the recruiting process, setting and achieving goals.

11:00 a.m. OPTIONAL CASE STUDY SESSIONS

To hear in more depth about specific initiatives targeted at specific groups, this conference will offer you the opportunity to choose from a selection of focused sessions. These will give you the chance to hear firsthand from a single organization about their successful initiatives for diverse employee groups.

Choose one of the following two case studies:

CASE STUDY I: "DON'T WASTE THE TALENT": HELPING EMPLOYEES WITH DISABILITIES CONTRIBUTE THEIR BEST IN THE WORKPLACE

■ **Gillian Carson**, *Director, Enterprise Recruitment
Branch, HR Ontario*, Ontario Public Service

People with disabilities represent a huge underappreciated resource for organizations across Canada and the Ontario Public Service is a leader in removing obstacles to their employment and advancement in the workplace. You will hear about how Ontario's commitment to accommodation helps it recruit, retain, engage and benefit from the contribution of workers with disabilities. Among its many initiatives, the OPS reaches out to disabled job-seekers by distributing recruitment brochures



Noelle Richardson
Chief Diversity Officer,
Ontario Public
Service

to more than 200 community agencies, mandates training for all managers in the Ontarians with Disabilities Act and has created an "Accessibility Awareness" toolkit for managers. Perhaps most importantly, the OPS emphasizes the need for employers to build a culture that sees the "people" in "people with disabilities" and creates workplaces that allow their talents to shine.

**CASE STUDY II:
ADVANCING WOMEN IN THE WORKPLACE**

- **Holly Reid**, *Lawyer, Blake, Cassels & Graydon LLP*

In recent years, law firms across Canada have increased their focus on achieving greater diversity, particularly in the area of gender equality. Among law firms, Blakes is an acknowledged leader in the field. This support exhibits itself in many ways, from the network group for women legal professionals "Women at Blakes", to developing special business leadership programs for female lawyers, to partnerships with several post-secondary programs. The latter includes the highly successful "Women in the Law" club at The University of Western Ontario. In this session, you will hear about their networking and mentorship opportunities, career development support and increased attention to work-life balance. Discover how these various initiatives combine to create an environment that allows women to realize their potential and achieve success in a traditionally challenging field.

12:00 p.m.

**KEYNOTE LUNCHEON:
ACHIEVING INCLUSION, DIVERSITY & ACCESS**

- **Marlee Matlin**, *Academy Award® Winning Actor*

You may recognize Marlee Matlin from her eight seasons on the acclaimed TV series *The West Wing*, her hilarious role as Jerry's deaf girlfriend on *Seinfeld* or from her Academy Award® winning performance in the movie *Children of a Lesser God*. At this keynote luncheon, hear first-hand the story of obstacles she has overcome and the challenges she has faced. In the end, you'll get to know a passionate advocate for recognizing the potential in all individuals and creating societies and organizations that look beyond our differences and allow everyone's talents to shine.

1:30 p.m.

**BEST PRACTICE PANEL #2: BEYOND RECRUITMENT
– MAKING DIVERSITY WORK**

- **Noelle Richardson**, *Chief Diversity Officer, Ontario Public Service*
- **Jeannine Pereira**, *Inclusiveness Leader, Ernst & Young LLP*
- **Natalie Stuart**, *Senior Project Manager, Retention, Diversity & Workplace Equity, BMO Financial Group*
- **Lorna Cuthbert**, *Partner & Chair of the Diversity Committee, Stikeman Elliott LLP*

These leading organizations see the diversity of their workforce as an asset and a competitive advantage. Having effectively created diverse organizations, they now face the challenge of building on that foundation by ensuring members of traditionally disadvantaged groups are treated equitably, are respected, have access to the same opportunities and rewards as everyone

else. Once again, each speaker will provide insight into five key initiatives that have helped them make diversity work. These will include:

- providing extensive diversity training;
- ensuring career opportunities are open to all;
- measuring progress and success;
- establishing and encouraging networking groups for specific employees; and
- demonstrating senior leadership commitment to diversity.

2:15 p.m.

CASE STUDIES

Choose one of the following three case studies:

**CASE STUDY III:
HARNESSING THE SKILLS, ENERGY AND
INNOVATION OF VISIBLE MINORITIES**

- **Terry Daly**, *Director – Human Resource Services, Catholic Childrens' Aid Society of Toronto (CCAS)*

In 2006, Statistics Canada estimated that by 2017 – when Canada celebrates its 150th anniversary – 23% of the nation's population will be members of visible minorities. With its long commitment to diversity, CCAS is well-placed to take advantage of this incredible resource. This session will examine CCAS' approach to the employment and advancement of visible minorities within the context of broader diversity initiatives. They will explain the business value of having a workforce that reflects the communities they work in and the integral part diversity plays in innovation and growth, both within the organization and in the Canadian economy.

**CASE STUDY IV: RECRUITMENT, PARTNERSHIPS
& DEVELOPMENT – ACCESSING AND
INTEGRATING THE ABORIGINAL WORKFORCE**

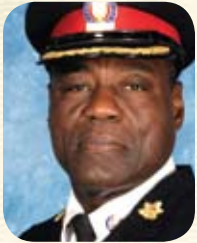
- **Sean Junor**, *Senior Specialist, Workforce Planning, Cameco Corporation*

Cameco is an acknowledged leader in the field of Aboriginal employment – the company is responsible directly and indirectly for employing 5% of Saskatchewan's Aboriginal population. They also demonstrate support for the Aboriginal community through partnerships with organizations such as the Aboriginal Skills & Employment Partnership and the National Aboriginal Achievement Foundation. In this session, you will hear how Cameco provides opportunities for its Aboriginal employees, who make up 45% of its permanent workforce. Discussion will include their success with work placements, scholarships, awards and summer employment – as well as how outreach to underrepresented groups is needed to ensure the organization finds the talent required to drive business results.

**CASE STUDY V: CREATING AN ENGAGING WORK
ENVIRONMENT FOR LGBT EMPLOYEES**

- **Christina Sass-Kortsak**, *Assistant Vice-President – Human Resources, University of Toronto*

The University of Toronto has a number of longstanding diversity initiatives that range across the spectrum, including: training human resources employees on LGBT issues; hosting leadership seminars for senior-level women employees; and maintaining equity offices on the status of women, LGBT and race relation issues. Senior-level employees



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Inclusiveness
Leader,
Ernst & Young LLP



CONFERENCE VENUE:
THE SUTTON PLACE HOTEL
955 BAY STREET, TORONTO

and managers are also measured on how well they have tried to advance equity, diversity and inclusion during their annual performance reviews. This session will focus on the excellent work done at the university to integrate LGBT employees, remove obstacles to their recruitment and advancement, and celebrate the contributions they make to the workplace community.

3:15 p.m.
BREAK

3:30 p.m.
**BEST PRACTICE PANEL #3:
FROM DIVERSITY TO INCLUSIVENESS**

- **Michael Bach**, *Global Director – Diversity, KPMG*
- **Pat Brosseau**, *Vice President Human Resources, HSBC Bank Canada*
- **Karen Ritchie**, *Director Recruitment and Talent Management, Home Depot*
- **Marilyn Kanee**, *Director Human Rights and Diversity, Mt Sinai Hospital*

In this concluding panel discussion, several leading organizations will discuss the “what’s next?” of diversity. While these leading organizations recognize the need to work hard to maintain diversity, avoiding the temptation simply to declare themselves “diverse” and rest on their laurels, for many the conversation has moved on to notions of “inclusiveness”. But what does this mean in practice as organizations shift the emphasis from diverse groups to diverse individuals? How can diversity initiatives expand to realize the unique potential in every employee? How can organizations expand their efforts to address issues such as age discrimination or faith in the workplace? Lastly, what do these leaders think the diversity agenda will be five years from now?

4:15 p.m.
CLOSING REMARKS

4:30 p.m.
CONFERENCE ENDS



Michael Bach
Global Director – Diversity, KPMG



Lorna Cuthbert
Partner & Diversity Chair, Stikeman Elliott LLP

5:00 p.m. Reception Begins
EVENING RECEPTION
CANADA'S BEST DIVERSITY EMPLOYERS (2010)
ROOFTOP BALLROOM, SUTTON PLACE HOTEL

This is a unique opportunity to join CEOs and senior executives from the winners of the 2010 *Canada's Best Diversity Employers* competition.

Complimentary drinks, hors d'oeuvres and live background music make this an evening not to be missed. This reception is open to the winners of our 2010 *Canada's Best Diversity Employers* competition, as well as delegates attending the conference.


There is no separate fee to attend this reception, which also serves as the conference's main networking event.

6:30 p.m. Reception Ends



Tuesday, April 20

8:00 – 11:00 a.m. OPTIONAL WORKSHOP
INTENSIVE WORKING SESSION:
RATING YOUR ORGANIZATION ON THE EQUITY CONTINUUM®

Trevor Wilson, *Author Diversity at Work, The Business Case for Equity*
President, TWI Inc., *Research Partner,* 
Canada's Best Diversity Employers

Applicants to the annual *Canada's Best Diversity Employers* competition are scored using a measurement tool called The Equity Continuum®, developed by the Toronto-based diversity consulting firm, TWI Inc. This industry-recognized methodology allows diversity programs to be compared using a single yardstick, helping editors at Mediagroup Canada Inc. objectively assess each applicant's initiatives. In this interactive workshop, participants work through the eight components of the Diversity Diagnostic Tool to calculate their organization's score on The Equity Continuum®, with help from TWI staff. Afterwards, participants can compare their scores to the winners on this year's *Canada's Best Diversity Employers* list. Workshop participants will also receive practical instructions on how to:

- recognize the distinguishing features of organizations at various stages of The Equity Continuum® so they can plan a roadmap for their diversity and inclusiveness strategy;
- design census and measurement tools, to track diverse communities in their organization and their progress along The Equity Continuum®;
- identify opportunities for improvement in their diversity strategy, recognizing pitfalls and risks to avoid; and
- develop the in-house expertise needed to manage an effective diversity program.

Workshop participants will leave with a detailed understanding of their score on The Equity Continuum® and a practical action plan of how to improve.

An advance questionnaire and checklist will be distributed to workshop participants to help prepare for this interactive session.

This optional workshop is open only to registered conference delegates, who pay an additional fee of \$425 to attend. To register, please check the optional "Workshop" box on the attached delegate registration form.



To register, please visit www.DiversityCanada.ca



All conference sessions and the evening reception will take place at **The Sutton Place Hotel**, 955 Bay Street in Toronto. To reserve a room, please call 1-800-268-3790 or book online at www.toronto.suttonplace.com and request the special group rate for **"Diversity Canada"**.



REGISTRATION DETAILS

All registrations will be confirmed.

Delegates will receive a registration package prior to the conference.

Conference Materials will be provided to delegates at no charge at the start of the conference. These materials, prepared in advance by conference speakers, summarize the key topics each speaker will address. If you cannot attend the conference, you may purchase these materials (\$195 plus tax) by calling 1-800-361-2580 x1460.

Hotel Parking. Parking is available at a discounted rate at The Sutton Place Hotel for conference delegates. Vouchers will be available for delegates at the conference.

Cancellations & Refunds. Delegate substitutions are permitted until the conference begins. To arrange a replacement delegate, fax the details to our Conference Manager at 647-436-7186 or email conference@mediacorp.ca. If you cannot locate a substitute, please notify us in writing at least 30 days prior to the conference and a credit voucher will be issued for the full amount paid. (The voucher is redeemable against any product of Mediacorp Canada Inc., including other conferences.) If you prefer, you may request a refund of the amount paid, less a 15% service charge. No credit or refund is provided for cancellations received less than 30 days before the conference begins.

Limitation of Liability. The conference organizer reserves the right to amend this program, make speaker changes and cancel this conference. If the conference is cancelled, the organizer shall refund all registration fees paid, but shall not be liable for hotel, airfare or other costs incurred by delegates. The conference organizer shall not be liable for (and shall be entitled to use) any photos taken of delegates or conference proceedings for promotional purposes.

Business Casual Dress. We encourage delegates to dress in business casual attire for this one-day conference. Business attire is suggested for the evening reception on Monday.

For More Information:

Diversity Canada 2010
Mediacorp Canada Inc.
21 New Street, Toronto, ON M5R 1P7

Tel. 416-964-6069 x1460

Fax 647-436-7186

www.DiversityCanada.ca

ABOUT OUR MENU

We carefully plan the food and refreshments at our conference to stimulate ideas and contribute to the learning experience. Good food and great conversation go hand in hand. To see our full menu for both days, visit www.DiversityCanada.ca and follow the "Hotel" link. Special dietary requests can be accommodated by contacting conference@mediacorp.ca in advance.

WINNING APPLICATIONS

Browse through more than a dozen of the winning applications to this year's Canada's Best Diversity Employers competition, which will be on display in the main conference hall. Discover how this year's winners described their diversity and inclusiveness programs in their 2010 applications – and see how your initiatives measure up against the best ones our editorial team has reviewed.

FREE WI-FI

We have arranged for complimentary wireless Internet access to be available for delegates throughout the conference area. Access instructions will be available on-site. It's a fast and convenient way of staying in touch with your office while attending Diversity Canada 2010.

STUDENT VOLUNTEER PROGRAM

As with our other events, we will be providing complimentary access to the conference for several HR students through our Student Volunteer Program. This program is open to any student currently enrolled in a full-time human resources program in Canada. To apply, please email your resume (and availability) to our Conference Manager at conference@mediacorp.ca

SPONSOR & EXHIBITOR OPPORTUNITIES

A limited number of sponsorship and exhibitor opportunities are available for this event and our other 2010 conferences. If you would like to introduce your company or organization to a blue-chip audience of senior-level human resources decision-makers, please telephone our Conference Manager at 416-964-6069 x1460 or email conference@mediacorp.ca

CHRP RECERTIFICATION POINTS

Conference delegates who have received their Certified Human Resource Professional (CHRP) designation will receive **10 recertification points** by attending Diversity Canada 2010. Conference registration staff will be pleased to provide a special receipt for this purpose upon completion of the program.







You can also register online at www.DiversityCanada.ca

Registration Form

DIVERSITY CANADA 2010 ■ APRIL 19, 2010 ■ THE SUTTON PLACE HOTEL, 955 BAY STREET, TORONTO

FOUR EASY WAYS TO REGISTER

-  Online at **www.DiversityCanada.ca**
-  Fax this form to **647-436-7186**
-  Call toll-free at **1-800-361-2580 x1460**

 Mail this form to:
Mediacorp Canada Inc.
21 New Street
Toronto, Ontario M5R 1P7



COMPANY INFORMATION

COMPANY/ORGANIZATION: _____

STREET ADDRESS: _____

SUITE OR BOX NUMBER: _____

CITY: _____

PROVINCE: _____

POSTAL CODE: _____

COUNTRY (IF OUTSIDE CANADA): _____

TELEPHONE: _____

FAX: _____

DELEGATE INFORMATION

The registration fee is **\$895 plus GST per delegate**. This includes all conference sessions, breakfasts, refreshments, luncheons, conference materials and the Evening Reception. Information on delegate substitutions and our cancellation policy is available online. Our GST registration number is R134051515.

- Conference ONLY: \$895** **Add Workshop on Day 2: \$425 extra**

I would like to attend the following **Case Study Sessions** (you can change your selections later):

- Case Study I** (Integrating People with Disabilities) **OR** **Case Study II** (Advancing Women in the Workplace)
 Case Study III (Visible Minorities) **OR** **Case Study IV** (Aboriginals) **OR** **Case Study V** (LGBT)

Please provide your delegate registration details below. A group discount is available: register three delegates from your organization at the same time and a fourth delegate from your organization attends at no extra charge.

DELEGATE NAME	TITLE	TELEPHONE	EMAIL ADDRESS
1			
2			
3			
4 (4th DELEGATE ATTENDS FREE!)			

PAYMENT INFORMATION

PLEASE INDICATE METHOD OF PAYMENT: VISA MASTERCARD AMERICAN EXPRESS BILL US

CARD NUMBER: _____

EXPIRY DATE: _____

CARD SECURITY CODE: _____

CARDHOLDER NAME: _____

CARDHOLDER SIGNATURE: _____

HOW DID YOU FIND OUT ABOUT THIS CONFERENCE? _____

You will receive a confirmation by email when your registration has been completed.

Please contact Karen Chow, Conference Manager at 416-964-6069 ext.1460 or karen.chow@mediacorp.ca for any special accommodation requirements.



You can also register online at **www.DiversityCanada.ca**