

# DIVERSITY EMPLOYERS

INCORPORATING THE BLACK COLLEGIAN (EST.1970)



COMMEMORATIVE ISSUE

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## STRAIGHT TALK FROM THE TOP

On Workplace Diversity  
Collected CEO Interviews: 1988 to 2009

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**Amoco Corporation**, Richard Morrow

**Ryder**, M. Anthony Burns

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## IN THIS ISSUE

### Message from the Publisher

PRESTON J. EDWARDS, JR. .... 4

### About this Issue

STEWART IKEDA. .... 6

### Message from the Founder

PRESTON J. EDWARDS, SR. .... 8

### The Workplace: *The Times They Are a-Changin'*

CHRISTOPHER CAMPELLONE .... 10

### Straight Talk from the Top: CEOs from Major Employers on Diversity .... 16

General Motors, Robert Stempel  
Eastman Kodak, Kay Whitmore  
Amoco Corporation, Richard Morrow  
Ryder, M. Anthony Burns  
Merck, Dr. P. Roy Vagelos  
Bellcore, Rocco J. Marano  
Dow Chemical Company, Frank Popoff  
Reebok International, Paul Fireman  
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State Farm Insurance, Vincent J. Trosino, Sr.  
Entergy, Roderick West  
Aerospace Corporation, Dr. Wanda M. Austin

### "The Best of THE BLACK COLLEGIAN: 1970-2010"

..... 36

### America's Top Employers Help Match Jobs to Veterans

CHAD SOWASH. .... 54

### Building a Career While Making a Difference .... 56

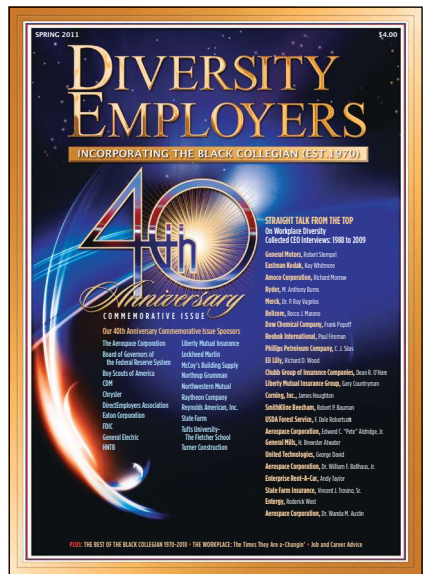
### Graduating and No Job: Now What?

THOM RAKES, LINDA W. BOWIE, MICHELLE B. GJERDE ..... 58

### Evaluating a Job Offer: Should I Say "Yes"?

CHAZ KYSER ..... 60

### Directory of Diversity Employers .... 62



40th Anniversary  
Commemorative Issue  
(Spring 2011)

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**Subscriptions:** DIVERSITY EMPLOYERS, P.O. Box 17035, North Hollywood, CA 91615. Subscription rates are \$15.00 for one year, \$25.00 for two years, and \$30.00 for three years, payment in advance. (Students may also obtain a free copy at their college career centers.) Or subscribe online: <http://diversityemployers.com/subscribe>.



# PUBLISHER'S MESSAGE:

## Diversity Employers *Finding the New Beat*

By Preston Edwards, Jr.



**F**orty years ago THE BLACK COLLEGIAN Magazine was started to help Black collegians prepare to enter the workforce – to help them navigate an alien land where the norms and rules were vastly different from what many of them were accustomed to. That workforce was made up predominantly of white men, starting with entry-level positions and extending all the way to top levels. The higher up one moved the more defined the norms and rules became, and of course the more white men one saw. If a non-white man was fortunate enough to move up those ranks, then that person needed to at least play by a very defined rulebook and dance the dance of white men.

Okay, let's fast forward to today. Even today, if a person journeys up the corporate ranks, he or she will still find predominantly white men with a defined rulebook. However, he or she will find that increasing numbers of employers are making progress in the area of workforce diversity – at all levels. Needless to say one will see more women, African Americans, Latinos, Asians, indigenous peoples, gays and lesbians, Muslims, people with disabilities, older workers, veterans, among others...

These workplaces – progressive and competitive – include people who are different: those who think differently, who bring new ideas and perspectives to the group. Such people may start out as outsiders. Do they rule? Not hardly, but they do have a special role in the new consciences and daily conversations on decisions that are changing American businesses and America itself. Make no mistake, though: These outsiders are getting their employers dancing to a different beat.

This new beat is even changing how we dance. THE BLACK COLLEGIAN Magazine is now DIVERSITY EMPLOYERS. This change is now a part of our conversations, our relationships, our daily decisions. We're building a new audience, a new community, and finding new ways to connect. We're finding new ways of working with employers that are becoming more diverse and that are dancing to a different beat.

With this issue, my father hands off the baton, after 40 years as the publisher of THE BLACK COLLEGIAN Magazine, to me as the new publisher of DIVERSITY EMPLOYERS. Wish me well as our company grows and captures the essence of this new beat in DIVERSITY EMPLOYERS. ♦

# ABOUT THIS ISSUE

By Stewart Ikeda



This magazine was originally envisioned as a special commemorative edition of THE BLACK COLLEGIAN Magazine. Concluding our company's 40th anniversary publishing year celebrations, it would wrap things up with a retrospective of our best features and milestone moments, largely chosen and recalled by our founder, publisher and company CEO, Preston J. Edwards, Sr. It turned out to be something else.

The transformation of THE BLACK COLLEGIAN into this new publication was motivated by the needs of our expanded job seeker audiences, employer clients and career center partners, and by changes in the job market, workforce demographics, and technology. It would coincide with Preston's announced transition into his retirement, as he steered us through the last of three planned anniversary issues. It felt like the end of an era.

But there is something appropriate to the timing of this issue. Falling as it does now, amid spring's renewal, at the end of the academic year, it feels like both an end and a beginning, a graduation and a commencement.

As one might expect, this edition contains seasonal features emphasizing entry-level, student and recent college graduate jobs. But the issue contains more. As incoming editor, I've found both inspiring and sobering our two special, retrospective features, with Preston's selections arrayed like gems commemorating some major moments and figures from our publishing past.

In a "**Best of THE BLACK COLLEGIAN: 1970-2010**" package that is in many ways deeply personal, he samples some of the themes and events that have driven him and influenced the publication's character over the decades. Excerpted are unblinking examinations of the legacy of slavery and racial segregation; philosophical explorations of African American traditions and the values underlying a good life; and profiles of groundbreaking Black achievements and "firsts" in virtually every industry and sphere of American life – right up to the election of the first Black U.S. president.

"**Straight Talk from the Top**" collects frank discussions with CEOs of major organizations about the vision and strategies that helped them become, in many cases, the national diversity leaders they are today. Conducted across three decades, the interviews show the evolving notions of workplace diversity. They illustrate employers' movement beyond regulatory compliance and narrowly defined race categories in the 1980s to the strategic integration of diversity and inclusion as a fundamental business value – a necessity of long-term global competitiveness and sustainability.

As incoming publisher **Preston Edwards, Jr.** observes in his Publisher's Message, such employers have come far in diversifying their workplaces. One ascending the corporate ladder today, he writes, "will see more women, African Americans, Latinos, Asians, indigenous peoples, gays and lesbians, Muslims, people with disabilities, older workers, veterans, among others" at all levels.

In "**Today's Workplace: The Times They are a-Changing**," Chris Campellone concurs, but also notes that in a period of high unemployment, it is "Blacks and Hispanics who are shouldering most of the burden, with rates that are far outpacing those of Whites and Asians," and women still make 81 cents on the male dollar. As far as we've come, we've still a long way go.

Explored in these features are questions likely to remain relevant in future editions of DIVERSITY EMPLOYERS: What are the hallmarks of those employers that are most proactive and successful in reaching their diversity goals, to the benefit of their organizational mission? What resistances and obstacles must be overcome? Indeed, what does "diversity" mean today, and tomorrow – the approaching era of the so-called "minority-majority" America, the post-Obama America?

The continued exploration of these questions and our company's founding values will serve to guide the staff of DIVERSITY EMPLOYERS moving forward from this, our commencement. ♦