



**SEPA SHRM**  
***SHRM Chapter***

***Presents:***

***Measuring Diversity: Is there a  
return on investment?***



**This program has been approved for 1.00  
General & Strategic Recertification Credits  
through the Human Resource Certification  
Institute**

**Tuesday, October 17, 2006  
8:00 AM – 10:15 AM**

at the Best Western Hotel  
11580 Roosevelt Blvd.

***Measuring Diversity:  
Is there a return on  
investment?***

We are living in a time when diversity is considered an economic imperative. Given that trend, effective diversity management is a business necessity and it is important to understand how diversity results impact the company's bottom line.

While it is true that companies who commit sufficient resources toward diversity initiatives expect to achieve the goal of creating a more inclusive and harmonious workplace, it is also true that strong diversity initiatives have tremendous impact on productivity and retention.

At our October meeting, Ignace Conic will speak about the business case for diversity; how to effectively build a diversity strategy and establish metrics. She will also offer steps for assessing your organization's diversity readiness.

Philadelphia, PA

## About our Speaker:

**Ignace L. Conic, SPHR**  
**Vice President, Diversity**  
**Corporate Human Resources**  
**Prudential Financial, Inc.**

*In her role at Prudential, Ms. Conic manages the integration of diversity into business and human resources processes. She also develops strategies, tools, and interventions to leverage diversity, ensuring this work is an integral part of business planning and implementation.*

*Prior to taking on her current assignment, Ms. Conic held a variety of positions within Prudential, including employment interviewing, college recruiting, minority outreach and human resource consulting. Before joining Prudential, Ms. Conic worked as a training director.*

*Ms. Conic is SPHR certified, and holds an MS Degree in Human Resource Management from Upsala College as well as a BA degree in Psychology from Rutgers University.*

## DIRECTIONS

The Best Western is conveniently located on US 1; 3 miles south of the PA Turnpike exit 381, or 4 miles West of I-95 Woodhaven Road exit. The hotel's phone number is 215-464-9500.

## PROGRAM SCHEDULE

8:00 Breakfast and Networking  
8:30 Business Meeting, Introductions  
and "Hot Topics"  
9:00 Featured Speaker  
10:00 Networking

*If you need a special accommodation to attend, please call (215) 698-7116*

Please register and send your check in advance. You can always substitute a staff member if a conflict occurs.

**ONLINE REGISTRY IS UP &  
RUNNING – ANY PROBLEM, JUST  
PRINT OUT THE FORM & FAX TO:  
215-698-7116**

## MARK YOUR CALENDAR

November 21, 2006 – Mergers and  
Acquisitions

December 19, 2006 – Pandemic Preparation;  
Annual Holiday Breakfast

SEE OUR CHAPTER WEB PAGE AT:

[www.SEPASHRM.org](http://www.SEPASHRM.org)

SEPA SHRM is an HRCI Approved  
Provider. This program is pre-  
approved for 1.0 recertification  
credit hour toward PHR & SPHR  
recertification through HRCI.

Strategic credit is applicable. For  
more information visit [www.hrci.org](http://www.hrci.org)

## Monthly BREAKFAST MEETING

**TUESDAY**

**8:00 AM – 10:15 AM**

October 17, 2006

Complete this registration form and mail it, along with your check to Susan Warner. Reservations must be received by Friday, October 13, 2006.

If you are unable to meet this deadline, please try to call Susan or Larry at (215) 698-7116, by 10 AM, Monday, October 16, 2006, if you plan to attend.

Make your check payable to: SEPA SHRM and mail to:

**Susan Warner, J.D., SPHR**  
**Chapter Administrator**  
**C/o Human Resource Trouble Shooters**  
**9090 Pine Road**  
**Office Suite A**  
**Philadelphia, PA 19115**  
**(215) 698-7116**

SEPA SHRM Chapter	
Members	\$12.00
Non-Chapter Members	\$17.00
Full-Time SHRM Student Members	Free

# Attending \_\_\_\_\_

Amount enclosed \$ \_\_\_\_\_

SHRM # \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Employer \_\_\_\_\_

Phone Number \_\_\_\_\_

Guest Name \_\_\_\_\_

Employer \_\_\_\_\_

Phone Number \_\_\_\_\_

E-Mail \_\_\_\_\_



**South Eastern Pennsylvania SHRM**  
c/o Human Resource Trouble Shooters  
9090 Pine Road - Office Suite 'B'  
Philadelphia, PA 19115-4417



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