MEDIA ADVISORY

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INVITATION TO ATTEND

WHEN: **Monday, October 13, 2008**
Noon – 1:30 p.m.

WHERE: **University Club – Main Dining Room**
924 East Wells Street
Milwaukee, WI 53202

CONTACT: **Marie Maas, 414-390-5500**
Eric Paulsen, 414-905-0111

NATIONAL DIVERSITY EXPERT CONVENES WITH LOCAL BUSINESSES LEADERS TO DISCUSS BEST PRACTICES

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Georgetown University's Dr. Christopher Metzler to share insights on work with Milwaukee companies pursuing diversity initiatives

Milwaukee – Local business leaders will meet with Dr. Christopher Metzler, Associate Dean of Human Resources and Diversity Studies at Georgetown University, to discuss ways of successfully implementing diversity efforts through developing effective sourcing strategies. The meeting will be held on **Monday, October 13** from **noon – 1:30 p.m.** as part of an event hosted by the Greater Milwaukee Committee and Milwaukee Women, Inc.

As part of the discussion on diversity, local business leaders Dr. Deborah Ashton, VP/Diversity, Harley-Davidson, Michael Powell, Associate Vice Chancellor of Diversity & Climate, UW-Milwaukee, and Chuck Harvey, VP/Diversity & Public Affairs, Johnson Controls, will give unique commentary on their companies' work with Dr. Metzler and their diversity initiative success stories.

Dr. Metzler is a nationally-renowned thought leader on issues of diversity, speaking and consulting globally on the topic of recruiting and retaining a diverse and therefore highly productive workforce. He has worked closely with several of Wisconsin's leading companies to establish diversity initiatives, and will provide candid advice for the business leaders in attendance seeking to further their companies' diversity efforts. Dr. Metzler is also author of a new book, *The Construction and Rearticulation of Race in a "Post Racial" America*, a comprehensive and cogent analysis of the continuing significance of race in America.

Media Availability: ***Interviews with Dr. Christopher Metzler and representatives of the GMC will be available following the panel discussion. For more details or to coordinate an interview, please contact Marie Maas at 414-390-5500.***

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