

DETROIT

October 21, 2015

Detroit Athletic Club

J241 Madison Street • Detroit, Michigan

SCHEDULE

3:00 PM

REGISTRATION OPENS

3:30 PM

GEORGIAN ROOM
WELCOME – PRESENTING SPONSOR:

Michelle Pluskota, Vice President, Business Services - Comcast

3:35 PM

INTRODUCTION OF KEYNOTE SPEAKER –
JEFFERY TOBIAS HALTER:

Deirdre Joy Smith, Founder & CEO, POWER: Opening Doors for Women®

3:45 PM

KEYNOTE ADDRESS:

WHY WOMEN, THE LEADERSHIP IMPERATIVE TO ADVANCING WOMEN AND ENGAGING MEN:

Jeffery Tobias Halter, Author, President YWomen

4:30 PM

PANEL DISCUSSION TO INCLUDE JEFFERY TOBIAS HALTER:

Moderator, Beth Chappell, President & CEO Detroit Economic Club

PANELISTS:

Dennis W. Archer Jr., Founding Principal and President, Archer Corporate Services

Heath Carr, COO, Bedrock Manufacturing

Matthew J. Simoncini, President, CEO & Director, Lear Corporation

Tobin Williams, Executive Director Staffs Human Resources, General Motors

5:15 PM

QUESTIONS & ANSWERS

POWER: Opening Doors for Women®

DINNER 6:00 PM PONTCHATRAIN ROOM OPENING REMARKS AND INTRODUCTION 6:30 PM OF MARY L. KRAMER: Byna Elliott, Senior Vice President Fifth Third Bank INTRODUCTION OF LAURA COLBY AND 6:35 PM OVERVIEW OF ROAD TO POWER: HOW **GM'S MARY BARRA SHATTERED THE GLASS CEILING:** Mary L. Kramer, Group Publisher, Crain's Detroit Business, Crain's Cleveland Business Laura Colby, Author, Reporter-At-Large, Bloomberg **EXECUTIVE DINNER PANEL DISCUSSION TO** 6:45 PM INCLUDE LAURA COLBY: Moderator, Mary L. Kramer **PANELISTS:** Gayle Joseph, Executive Vice President Edelman, Detroit Shirley R. Stancato, President & CEO New Detroit, Inc. Mary S. Thornton, Director Human Resources, GM Global Powertrain **QUESTIONS & ANSWERS** 7:30 PM CLOSING REMARKS 7:50 PM Complete Evaluations and Distribute

8:00 PM PROGRAM CLOSES

Jeffery Tobias Halter and Laura Colby books

POWER Wishes to Thank Our Sponsors:









POWER Opening Doors for Women® is an 11 year-old organization with programs on three continents. We convene economists, sociologists and corporate leaders – women and men – from across the globe to discuss the new business imperative, inclusivity. Global economic recovery depends on women entering and contributing to the workforce, working together with men to create inclusive environments that spur creativity, innovation and leadership.

POWER Opening Doors for Women® continues to provide engaging discourse on today's foremost career and leadership topics, and intimate gatherings with today's thought leaders and business leaders, as well as tomorrow's leaders. POWER is recognized, supported and sponsored by Fortune 500 companies, top law firms and leading civic organizations.

UPCOMING DATES		
November 10, 2015 Dallas/Fort Worth, Texas	April 28, 2016 London, England	June 9, 2016 Chicago, Illinois

DETROIT ORGANIZING TEAM	
POWER Advisors	Byna Elliott, Marina Shoemaker, Tiffany Douglas, Pamela Dover
Creative	Tanen Directed Advertising
Photography	Ven Sherrod Photography
Office Support	KPMG - Detroit Heather Paquette
Print Support	KPMG - Philadelphia Leslie DeLuca
Staff	Tanya Reed, Melanie Taylor Williams, Michella Goodwin-Garcia
Detroit Athletic Club	Sarah H. Harris
MGM Grand Hotel	Marie Altizer

Thought Leaders' Book Summaries

GENERAL PLENARY

"WHY WOMEN" is the first business book written by a man on how organizations need to harness their most valuable asset: women. Through the author's personal stories and epiphanies, extensive research and glimpses into the best practices of Fortune 500 companies, readers learn how to create integrated women's leadership strategies that benefit the bottom line and implement them with a sense of urgency. Jeffery Tobias Halter is a consultant and gender strategist, focused on helping men and women to understand and unleash the power of women in organizations.

ROAD TO POWER: HOW GM'S MARY BARRA SHATTERED THE GLASS CEILING

Laura Colby's book "Road to Power" is a recounting of the rise and rise of the first female CEO of a major automotive company. Her book aims to illuminate the steps Barra took in her career and, in so doing, to provide ideas for others to follow, whether they are aspiring engineers or accountants, parents of girls, teachers, or human resources executives at companies that want to stop shortchanging half of the population – and half of their potential customers.

POWER: Opening Doors for Women is proud to partner with Dress for Success Detroit.





Keynote Speaker



Jeffery Tobias Halter President YWomen

Jeffery Tobias Halter is the country's leading male expert on advancing women and engaging men. Jeffery is a consultant and the President of YWomen, a strategic consulting company focused on engaging men in women's leadership issues. YWomen focuses on driving actionable business plans and strategies to help organizations create Integrated Women's Leadership Strategies. Jeffery is the former Director of Diversity Strategy for The Coca-Cola Company. He has extensive knowledge of the consumer package goods, retail, food service and hospitality industries and is a sought-after speaker at industry forums and corporate programs.

Jeffery is author of two books, WHY WOMEN: The Leadership Imperative to Advancing Women and Engaging Men (April 2015) and Selling to Men, Selling to Women. He has appeared as a Panelist at the World Diversity Leadership Summit at Harvard University and led workshops at the Global Summit of Women in Athens, Greece. His current clients include two Catalyst Award-winning companies, The Coca-Cola Company and Kimberly Clark. He has led best-practice work with companies such as McDonald's, Deloitte, Publicis Groupe, GE and Clorox. He recently keynoted the opening session for Walmart's International Women's Day celebration.

Combining 30+ years in corporate America – from the sales front line to the corporate headquarters – and his passion for integrated leadership strategies, Jeffery connects with leaders at all levels of the organization to create sustainable change and impact to the bottom line. His dynamic and engaging presentations garner positive reviews from stakeholders and attendees. He is available for keynotes, workshops, conference breakout sessions, panel moderation and long-term consulting opportunities.



Beth Chappell, Moderator President & CEO Detroit Economic Club

Beth Chappell is President and Chief Executive Officer of the Detroit Economic Club (DEC), one of the nation's premier speaking venues for CEOs and government officials. The Club is a non-partisan, non-profit membership organization that is a platform for the debate and discussion of today's business, government and social issues.

After graduating from Michigan State University in 1979 with a BA in marketing, Ms. Chappell spent 16 years at AT&T Corporation. She served in various capacities, including Global Services Vice President, where she led relationshipsales efforts with large international clients, and Director, Network Deployment, where she and her team oversaw the \$14 billion installation of AT&T's fiber optic network.

She bid AT&T a fond farewell in 1995 to form the Chappell Group, a business consultancy. Four years later she would join Compuware Corporation as Executive Vice President, Communications and Investor Relations. In April 2002, Beth became the President & CEO of the Detroit Economic Club.

Ms. Chappell sits on the boards of American Axle & Manufacturing Corporation, Citizens Research Council of Michigan, Detroit Economic Club, Detroit Regional Chamber, Lawrence Tech College of Management Advisory Board, Michigan State University SE Michigan Campaign Cabinet, St. Joseph Mercy Foundation, The Parade Company and United Way of Southeast Michigan.

Beth and her husband Warren live in Bloomfield Hills, Michigan with the youngest of their six children, Kate.

General Program Speakers



Dennis W. Archer Jr.
Founding Principal and President
Archer Corporate Services

Dennis W. Archer Jr., an attorney, serves as president and founding partner of Archer Corporate Services (ACS), in addition to being a founding principal of Hamilton Woodlynne Publishing, which publishes Ambassador and Impact magazines. Archer is also the president and CEO of Ignition Media Group (IGNITION). In the summer of 2016, he is opening Central Kitchen + Bar, an American gastropub in Detroit's First National Building.

Leveraging his background in marketing and advertising, Archer has created a portfolio of companies, each of which has a specific niche it serves. In 2004, he founded ACS along with CEO Mike Carr. Under their leadership, ACS has grown into one of the nation's leading marketing fulfillment service firms, serving clients such as General Motors, Procter & Gamble, Johnson & Johnson and Michelin.

Ambassador is a nationally influenced regional publication that provides an informative and provocative perspective of what's "hot," smart and engaging while also supporting its advertisers with digital and event-based campaigns. IGNITION, a boutique integrated marketing agency, specializes in experiential marketing, public relations, event production, and brand strategy for clients including Art Van, Viacom, Triton Properties, Chemico, Michigan Funders, General Motors, and Bacardi North America.

Archer's civic and philanthropic involvement includes chairing the 2016 Mackinac Policy Conference, in addition to serving on the boards of the Jalen Rose Leadership Academy, Dennis W. Archer Foundation, the i.am.angel Foundation, Wish Upon a Teen and Walnut Lake Preschool. Archer also serves on the General Motors Diversity Supplier Council and as a director of Main Street Bank, where he has served on the audit, loan and CRA committees.

A native Detroiter, he received both his undergraduate and juris doctor degrees from the University of Michigan. He lives in Detroit with his wife Judge Roberta Archer and their sons, Trey and Chase.



Heath Carr COO Bedrock Manufacturing

With 20-plus years in the global fashion watch and accessory business – from manufacturing and supply chain, to leading execution for the global rollout of specialty retail stores, to all aspects of customer experience – Carr brings his industry expertise and passion for manufacturing high-quality goods to Shinola.

General Program Speakers



Matthew J. Simoncini
President, CEO and Director
Lear Corporation

Matthew J. Simoncini is president, chief executive officer and a director of Lear Corporation effective September 1, 2011. In this role, Simoncini is responsible for the strategic direction and operational leadership of the Company.

Formerly, Simoncini was senior vice president and chief financial officer of Lear Corporation, a role he had held since September 2007. As SVP and CFO, he was responsible for Lear's global Finance operations, including external Financial Reporting, Corporate Business Planning & Analysis, Corporate Strategy and Business Development as well as Information Technology activities worldwide. In August 2006, he was named senior vice president of Global Finance and chief accounting officer where he was responsible for Lear's worldwide operational finance, accounting and financial reporting. Prior to that, he was vice president of global Finance, a position he had held since June 2004.

Simoncini also served as Lear's vice president of Finance – Europe as well as holding the vice president of Finance position for Lear's Electrical & Electronics business and DaimlerChrysler division. Simoncini joined Lear (from United Technologies Automotive) in April 1996 as director of Finance for the Motors Division with responsibility for the financial activities of the business unit. At the time of Lear's acquisition of UTA, Simoncini was director of Financial Planning & Analysis. Previous to UTA, Simoncini held financial and manufacturing positions with Varity Kelsey Hayes and Horizon Enterprises including chief financial officer of Kelsey Hayes' European Operations. Simoncini began his career at Touche Ross and is a certified public accountant.

Born and raised in Detroit, Simoncini earned a bachelor's degree from Wayne State University and is a member of the Michigan Association of Certified Public Accountants. In addition to his responsibilities at Lear, he is a member of the board of directors for the Wayne State University Foundation, Detroit Economic Club, Detroit Recreation Foundation, Business Leaders of Michigan and the Michigan Opera Theatre.



Tobin Williams

Executive Director Staffs, Human Resources General Motors

Tobin Williams serves as a senior leader in the Human Resources function for General Motors – Executive Director Staffs HR reporting to John J. Quattrone, Senior Vice President Global Human Resources. In this role, Williams leads the core HR functions for Finance, Communications, Information Technology, Public Policy, Legal and Human Resources. This appointment was effective 16 July 2012. Most recently Williams was Director Organizational Capability, which includes, Global Organization and Leader Development, Diversity, Global Learning, Global Talent Management and Global Talent Acquisition. In this role, Williams led the global strategy and operating objectives for Organizational Capability for General Motors.

In May 1994 Williams was appointed to the Corporate Employee Benefits Staff as Manager Pension and Retirement. He served in this position for approximately two (2) years. Having completed the assignment in Corporate Employee Benefits, Williams was appointed to the following positions: Manager Human Resources Truck Group Staffs, Manager North America Staffing Center and Manager Human Resources Manufacturing, Manufacturing Engineering and Quality. In the above positions Williams served on both the National and Local Negotiations Committee with both the United Automobile Workers (UAW) and International Union of Electrical Workers (IUE).

In 2003 Tobin was appointed Vice President Human Resources GM Thailand and Director Human Resources ASEAN (Association of Southeastern Asian Nations) Operations, which included, Singapore, Malaysia, Indonesia and Philippines and later (2006) Vice President Human Resources GM India. In 2007 Tobin was appointed to the position of Director Regional Human Resources for Asia Pacific and later GM International Operations.

Williams is a graduate of Central Michigan University with both a Bachelor of Science and a Master of Public Administration.

Executive Dinner Panel



Mary L. Kramer, Moderator
Group Publisher
Crain's Detroit Business
Crain's Cleveland Business

Mary Kramer joined Crain's Detroit Business in April 1989 as editor. In 1990, she was named associate publisher and was named publisher in 2005, responsible for sales, circulation and editorial operations. In 2013, she added the Crain publication in Cleveland to her portfolio.

Crain's Detroit Business (CDB), celebrating its 30th anniversary in 2015, covers business news in the five-county metropolitan Detroit area. Its award-winning website breaks news every day, and the weekly print edition reaches an estimated 140,000 people each week.

A resident of Detroit, she is the first woman to be elected president of the historic Detroit Athletic Club. She holds honorary doctorates from three state and two private colleges and universities in Michigan. Gov. Rick Snyder appointed her to the Board of Trustees at Grand Valley State in 2013.

Her previous daily newspaper experience includes editing positions at the Kalamazoo Gazette, Grand Rapids Press, Ann Arbor News, Greenwich (Conn.) Time, and Buffalo (N.Y.) Courier-Express.



Laura Colby Reporter-At-Large Bloomberg News

Laura Colby is the author of *Road to Power: How GM's Mary Barra Shattered the Glass Ceiling*, (Wiley/Bloomberg Press, 2015), a look at the life and career of the first woman to lead General Motors Corp., for which she spoke with Barra and many top female and male leaders of the automaker.

Colby is a reporter at large for Bloomberg News, covering women in the global economy and education. From 1999 to 2013, she was managing editor of Bloomberg Markets, a monthly magazine focused on business and finance. Prior to joining Bloomberg, Laura worked for several major journalistic organizations both in the U.S. and Europe, including the Wall Street Journal, the International Herald Tribune, Fortune magazine and Institutional Investor. She has also published articles in The New York Times, Chicago Sun-Times, ArtNews and Travel Holiday. She lives in New York City.

Executive Dinner Panel



Gayle A. Joseph
Executive Vice President
Edelman, Detroit

Gayle Joseph oversees Edelman activity in the Detroit market, including the firm's work in automotive, healthcare, manufacturing and technology. With a talent for unifying the messaging, culture and objectives of global organizations, she provides expert guidance in building and managing brands of all sizes, and in driving results.

Prior to joining Edelman, Gayle managed Gayle Joseph Group, a full-service integrated marketing communications firm with clients in the automotive, healthcare, wealth management, technology and nonprofit sectors. Before starting her own firm, Gayle was a partner and managing director at Lambert, Edwards & Associates, where she oversaw operations of the firm's Detroit office and led the automotive practice.

Previously, Gayle held a wide variety of positions working with some of the world's most recognizable brands. At Airfoil Group, as a vice president, Gayle was responsible for the entire range of the firm's work across the U.S. with Microsoft Corporation and its partner companies.

As director of global communications for Guardian Industries Corp., Gayle led the communications efforts to transform the old-line glass manufacturer into a leading-edge innovator. At Mullen, Gayle was responsible for the General Motors and GE Plastics accounts and led promotional efforts for GM's launch of the Chevy Volt hybrid concept vehicle at the 2007 North American International Auto Show.

As senior vice president at John Bailey & Associates Inc., Gayle guided the launch of the Sprint Wireless Web.

Her award-winning work there was instrumental in boosting Sprint's Great Lakes Area from one of the worst performing to one of its top sales regions in just 18 months.

Gayle is a member of the Automotive Press Association, Automation Alley, Detroit Economic Club, Detroit Regional Chamber, Inforum: A Professional Women's Alliance, MICHauto and the Public Relations Society of America.

She earned a Bachelor of Arts degree in journalism and public relations from Northern Illinois University. She currently resides in suburban Detroit.



Shirley R. Stancato President and CEO New Detroit, Inc.

Shirley R. Stancato is president and chief executive officer of New Detroit, Inc., southeastern Michigan's leadership coalition devoted solely to race relations, serving as an essential forum for discussion, advocacy and to identify issues and provide solutions to promote racial equity in the region.

Prior to joining New Detroit, Stancato enjoyed a long career at what is now, Chase Bank, where she became senior vice president. A lifelong Detroiter, Stancato earned bachelor's and master's degrees from Wayne State University.

Stancato is a board member of the Coleman A. Young Foundation, Excellent Schools Detroit, Fifth Third Bank – Eastern Michigan, DTE Energy Community Advisory Council, Wayne State University President's Advisory Group, University of Michigan-Dearborn Citizens Advisory Committee, and the Detroit Zoological Commission. In 2011, Governor Rick Snyder appointed Stancato to the eleven-member Statewide Educational Achievement Authority Board.

Stancato has received awards and recognition including a 2003 Regional Power Broker by Crain's Detroit Business, and appeared in Who's Who In Black Detroit – the Inaugural Edition, 2006. In 2007, she received the Idealist in Action Award from City Year Detroit. In 2008, the Detroit News named Stancato a Michiganian of the Year. In 2009, Stancato was named a Woman of Excellence by the Michigan Chronicle and received an Excellence in Leadership award from 100 Black Men of Greater Detroit, Inc. In 2014, Stancato received the Greater Good Award from the National Association of Women Business Owners (NAWBO – Greater Detroit), and in 2015, she received the Champion of Justice Award from the Michigan Delegation of the Congressional Black Caucus.

Executive Dinner Panel



Mary S. Thornton
Director, Human Resources
GM Global Powertrain

Mary Thornton began her career in human resources with General Motors more than 30 years ago, holding numerous positions in the areas of employment and benefits, labor relations, affirmative action planning, claims analysis and people information systems.

She joined the GM Technical Center in 1985 to help implement a new North American people information system. In 1988, she was given responsibility for corporate people systems at GM's headquarters in Detroit. She would later manage recruitment, compensation and performance systems for Corporate Finance Staffs as well as working in Corporate Compensation; benchmarking GM compensation programs and practices with those of other Fortune 500 companies.

In 1994, Ms. Thornton moved to the Lake Orion Assembly Center as manager of Industrial Relations. After successful negotiations with the U.A.W. in 1996, she was appointed director of Human Resources at the Livonia Engine Plant and a year later took on similar responsibilities at the Warren Transmission Plant.

Ms. Thornton was named director of Global Succession Planning in 2000 and general director of GM University Operations in 2003. In 2005, she was named as director of Human Resources for North American Manufacturing as well as serving as interim director of Human Resources for GM China. Mary was appointed director of Human Resources for GM Powertrain in 2008. Her duties were expanded to include responsibility for all North American Manufacturing, including Powertrain, Stamping and Assembly. In 2010, she was appointed Human Resources director for Health Care. Returning to China in 2011 as Human Resources director for Talent Management at GM International Operations focusing on building capability in emerging markets, she later became director of Human Resources for GM China.

Ms. Thornton was appointed to her current position effective May 1, 2014.

Mary Thornton completed a bachelor's degree in business at the University of Michigan and received a MBA with a concentration in industrial relations from Wayne State University.

General Program Speakers



Deirdre Joy Smith Founder & CEO, POWER: Opening Doors for Women®

Deirdre Joy Smith is the founder, president, and visionary behind POWER: Opening Doors for Women®. POWER is an 11 year-old organization that promotes and develops women leaders, currently operating in North America, Europe and China.

Since its inception, POWER has attracted more than 7,000 participants and has garnered support from Fortune 500 companies, premier law firms, and civic organizations.

Deirdre's career includes domestic and international trade experience spanning the U.S. Department of Commerce in Washington D.C. as well as the University of Maryland's Center for International and Security Affairs. Prior to founding POWER, Deirdre was the Midwest Finance Director for the Democratic National Committee, and subsequently became principal of DJS Consulting LLC.

Presently, Deirdre serves on the advisory board for the Illinois Small Business Development Corporation at Joseph Business Center, a member of the Chicago Executives' Club, Chicago Council on Global Affairs and the City Club. She is also a Visionary Delegate for Vision 2020, and a former board and executive committee member for the Chicago Foundation for Women, ATHENA International, and Working in the Schools. Deirdre has received numerous awards for her work promoting women.

Deirdre is a global citizen having lived in Turkey, the Netherlands, England, and Japan. She received a BS from Purdue University and has studied at the London School of Economics and Obirin University in Machida, Japan.

General Program Speakers



Michelle Pluskota Vice President, Business Services Comcast

Michelle is responsible for building and executing the strategies that our Business Services team will use to continue their growth in the Heartland Region's commercial footprint. This includes directing our Small-to-Medium Business (SMB) and Enterprise sales, along with being responsible for our Business Services marketing, operations and financial performance.

Michelle has impressive sales leadership experience that she's earned both with Comcast and with other major telecommunications providers here in the Midwest. She joined the Heartland Region from the Greater Chicago Region (GCR), where she was Director of Enterprise Sales and Interim Vice President, Business Services. In these roles, she led her team to exceed their annual sales revenue goals every year since 2010.

Michelle brings 18 years of experience successfully leading teams in both the SMB and Enterprise space. Before joining Comcast in 2009, Michelle demonstrated great leadership capabilities at IPiphany, a national provider of managed services and hosted VOIP. Michelle served as Vice President of Sales and Marketing for this Illinois-based company.

In 2012, Michelle was named to the list of Women in Cable Leaders to Watch. She is a board member of Ann Arbor Spark and Midwest Technology Leaders Association. Michelle earned a bachelor's degree from Oregon State University.



Byna Elliott

Senior Vice President, Regional Community & Economic Development Director for North Markets

Fifth Third Bank Eastern Michigan

Byna Elliott is a community reinvestment professional with over 20+ years experience, including five years experience in administering all aspects of consumer compliance programs and Community Reinvestment Act initiatives. She started her career at the Office of the Comptroller of the Currency in 1993 and moved into the financial services industry in 1998. She currently holds the position of Senior Vice President, Regional Community and Economic Development Director for North Markets, which includes Eastern Michigan, Western Michigan and Chicago.



OPENING DOORS FOR WOMEN®

28 APRIL 2016 LONDON

Baker & McKenzie LLP 100 New Bridge, London



CONFIRMED SPEAKERS



BARONESS ALISON WOLF

Sir Roy Griffiths Professor of Public Sector Management at King's College London

Author, The XX Factor: how working women are creating a new society



ELIZABETH DIBBLE

Deputy Chief of Mission, U.S. Embassy, London





Without a Heart, it's just a machine.

So in 1971, a little Heart built a different kind of airline--one that made sure everyone could fly.

Everyone has important places to go. So we invented low fares to help them get there.

And with all the places we're going next, we'll always put you first, because our love of People is still our most powerful fuel.

Some say we do things differently.

We say, why would we do things any other way?

Without a Heart, it's just a machine.

Southwest Airlines° is the proud official airline of POWER: Opening Doors for Women.



WOMEN ARE LEADING US INTO THE FUTURE.

General Motors knows it takes innovation, ingenuity and inclusion to build great products. From engineers to our CEO, women are helping drive GM – and the world – into a promising future.

GENERAL MOTORS

gm.com



CONNECTING. COMMUNITY.



At Comcast and NBCUniversal, the more perspectives we include, the stronger we are.

We see ourselves as a community-people with diverse perspectives, coming together for a common interest.

That's why we proudly partner with forward thinking organizations like POWER: Opening Doors for Women® to invite, inspire, and propel a multitude of perspectives. When everyone has a seat at the table, we are all the better for it.

comcastcorporation.com

