

 **Heritage Foundation**  @Heritage · 22h

“DEI has no legitimate purpose and serves to inflame intergroup tensions. We need to dismantle it.” @jaypgreene

#DemolishDEI



BMB Empower Network @BmbEmpower · Mar 27

#Mayor Brandon M. Scott of #Baltimore response to #DEI being the new N-word. He also speak on being black and being proud! 🍌 Thank you @MayorBMScott #blackandproud #powertothepeople

**Mayor Brandon M. Scott of
Baltimore response to DEI
being the new N-word**

TARGET ENDS DEI INITIATIVES



- ▶ CONCLUDING ITS THREE YEAR DEI GOALS
- ▶ CONCLUDING ITS RACIAL EQUITY ACTION AND CHANGE INITIATIVES
- ▶ STOPPING ALL EXTERNAL DIVERSITY-FOCUSED SURVEYS

DEI

FOX
9



By Vivian Ho

The Washington Post
Democracy Dies in Darkness

Missouri’s attorney general has sued Starbucks, accusing it of engaging in discrimination with its diversity, equity and inclusion policies and alleging that such initiatives have made the coffee giant’s workforce “more female and less white.”

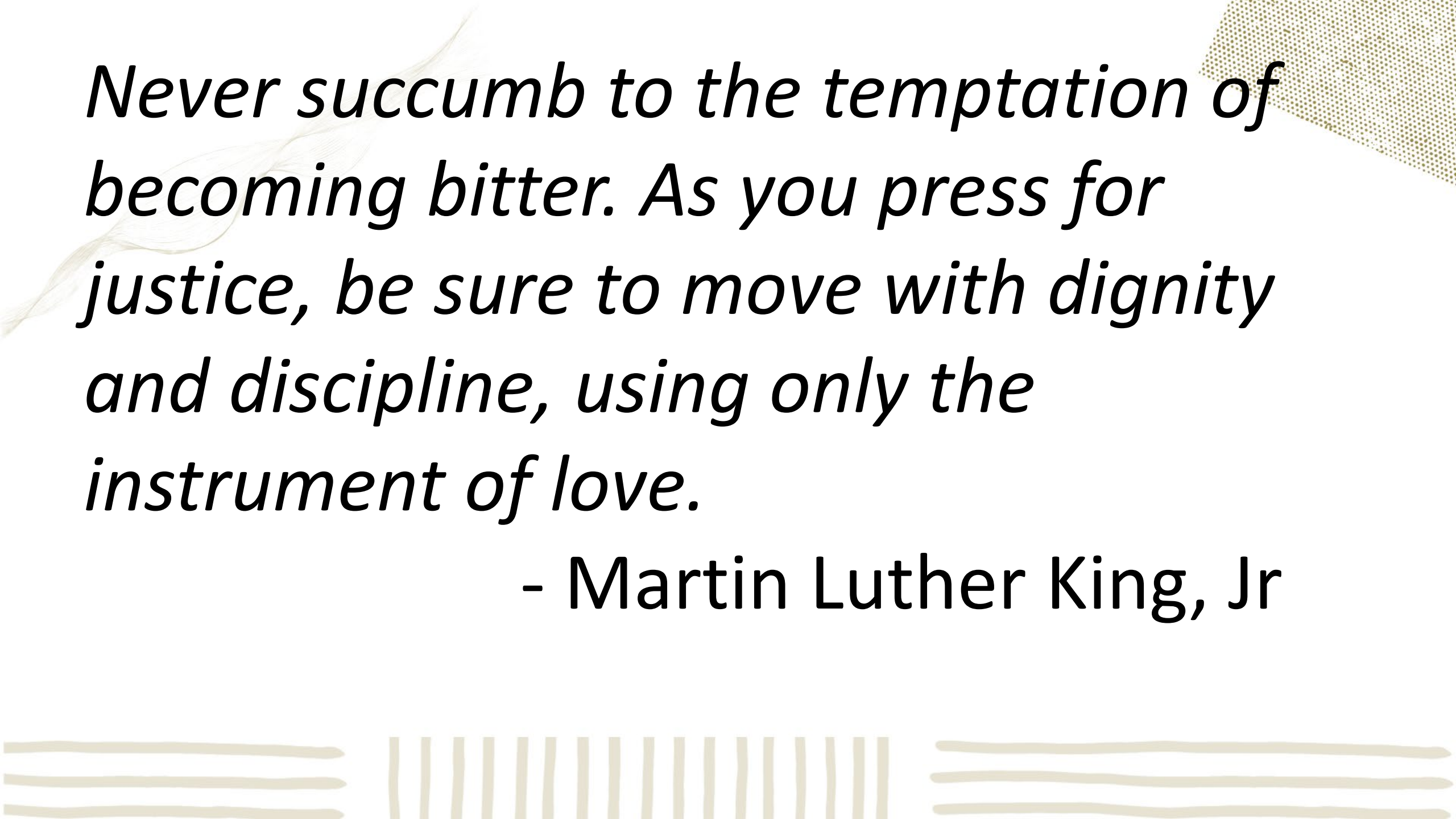
Story of the Day

Visit Florida Quietly Removes LGBTQ+ Travel Info

Northstar Meetings Group (AP)

The move was unexpected, given that several Florida cities are popular U.S. destinations for LGBTQ+ travelers.





Never succumb to the temptation of becoming bitter. As you press for justice, be sure to move with dignity and discipline, using only the instrument of love.

- Martin Luther King, Jr





LOVE









“...they convey ideas about national identity, class, race and other forms of social meaning.”



- Invented in 1860s for the privileged on the tennis courts
- 1920s – industrialization, sneakers become available and affordable (Converse “Chuck Taylor”)
- Jesse Owens trained in German-made Dassler running shoes (became Puma and Adidas)
- James Dean – rebel without a cause
- Nike collaboration with Michael Jordan for the 1985 release of Nike Air Jordan
- Run DMC “My Adidas”



A close-up photograph of a pair of sneakers. The shoes feature a multi-colored design with orange, light blue, and pink panels. They have white laces and a thick, layered sole in white and yellow. The text "What a New Pair of Sneakers Revealed About Inclusion" is overlaid in white. The background is dark and out of focus.

What a New Pair of Sneakers Revealed About Inclusion





From: Shawn Kahan <shawn@ybggroup.us>
Sent: Friday, July 28, 2023 11:50 AM
To: Sonya Bradley <sbradley@visitsacramento.com>
Subject: Symposium

Hey Sonya! I wanted to drop you a quick note to congratulate you on a successful event. I left feeling inspired about the future of our city. The work you are doing is so so important! Thank you for leading this charge. We are behind you!

side note: I loved that you were rocking Air Force 1s!! It may seem like a small thing but it made me feel more welcome in that room.

Proud to have been there. Thanks again!



SHAWN KAHAN
Co-Owner || Marketing Director
Yellow Brick Group || 1.916.320.8664
shawn@ybggroup.us



***“I loved that
you were
rocking Air
Force 1s!! It
may seem like
a small thing,
but it made me
feel more
welcome in
that room.”***



A pair of sneakers with a pink, orange, and blue color scheme and white laces. The sneakers are positioned diagonally, with the right shoe in the foreground and the left shoe slightly behind it. The background is dark and out of focus.

INTENTION

IMPACT

Today

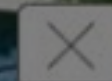
- DEI defined
- Core values into action
- Leadership
- Simple inclusive ways
- Rewards of inclusivity



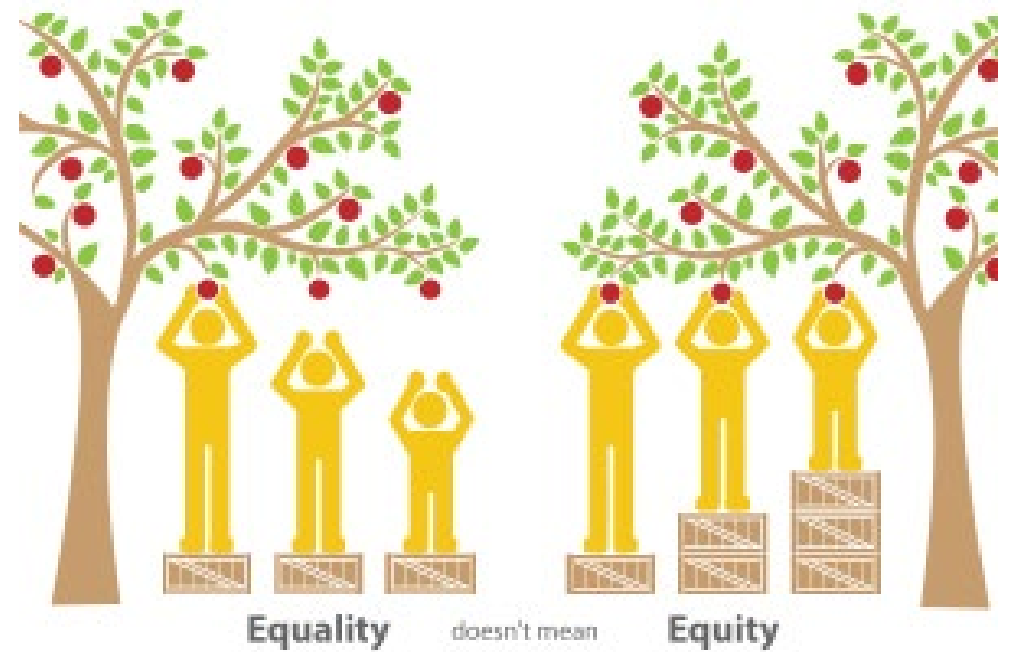


Defining DEI – Diversity, Equity & Inclusion

Powerpuff Girls Nike SB
December 2023



Huntington Beach, CA





A pair of sneakers with a pink, orange, and grey color scheme. The sneakers have white laces and a blue circular overlay in the center. The overlay contains the words: INTEGRITY, GROWTH, INCLUSIVENESS, ACCOUNTABILITY, and RESPECT.

INTEGRITY
GROWTH
INCLUSIVENESS
ACCOUNTABILITY
RESPECT

ACTION

Bylaws

**BYLAWS
FOR THE REGULATION
OF
CALIFORNIA TRAVEL ASSOCIATION
A CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION**

Section 15.

Nominating Committee. The Chair of the Board shall appoint, and the Board shall confirm, a Nominating Committee chaired by the Immediate Past Chair of the Board and composed of two or more members of the Association.. No more than two members shall represent the same category of the California travel industry. The Nominating Committee shall also contain a representative from the DEI Committee. Officers may serve on the Nominating Committee, but shall not comprise a majority. The Nominating Committee members shall be appointed within 90 days following the Annual Meeting. It shall be the duty of the Nominating Committee to nominate candidates from among the voting members to serve as Directors, but such power shall be nonexclusive; other nominations for Directors shall be solicited from the voting members for consideration by the Nominating Committee. The Nominating Committee shall also nominate candidates from among the Directors for election by the Board as Officers and Committee Chairs. The Nominating

*The Nominating
Committee shall
also contain a
representative from
the DEI Committee*



"Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single qualification. At Tegus we are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role but your past experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyways. You may be just the right candidate for this or other roles."

Can we normalize this type of inclusion? Starting now?



Liked by feteandflora and 17,010 others

femalequotient Like, immediately! 🍌🍌🍌 Hiring managers, take note!

According to LinkedIn, women apply for 20% fewer jobs than men do – and often only apply if they meet 100% of the criteria. Though this language may seem like a tiny nuance to an HR team, it may very well be the deciding factor for potential applicants.

Hiring Practices

If you're excited about this role, but your past experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyways...





DIVERSITY, EQUITY AND INCLUSION

Visit
S A C R ★ M E N T O

Statement

DIVERSITY, EQUITY AND INCLUSION

Diversity is our Strength

Sacramento does not run from nor disparage the words “diversity,” “equity” and “inclusion” because they represent strength not weakness. Sacramento has consistently been ranked from first to third over the past 20 years for being the most diverse city in the country. DEI represents the people in our hospitality and tourism industry who are committed to providing visitors with an unforgettable Sacramento experience. DEI represents small and family-owned businesses that contribute to the tourism industry. DEI represents neighborhoods where visitors discover generational restaurants and shops that tell the Sacramento story.

We Welcome All

“We’re always open and your invitation never expires.” This is our mantra.

Sacramento works hard to walk the walk and not just talk the talk. Do we get it right all the time? No. But we work at it every day to be inclusive and welcoming. If you’re looking for a place to visit and experience a variety of cultures, activities, and people, then Sacramento is the place for you. Whether you’re a meeting or event planner, tour operator, or a visitor looking for a weekend getaway, Sacramento is the place for you. Because we welcome you as you are.



VISIT
RANCHO CORDOVA
CALIFORNIA

TRAVEL & TOURISM INSIDERS



A Message to Our Community

With Care from Our Team

At Visit Rancho Cordova, we are committed to creating vibrant spaces of belonging for the local and the traveler. We recognize that current events and broader societal issues have stirred up strong feelings and concerns among our nation, and we respect the varied perspectives within our team and the community we serve.

In our breathtakingly diverse city of over 80,000 residents where more than 90 languages are spoken, we remain dedicated to making a positive impact in ways that align with our organization's values and mission.

A deep commitment to diversity, equity, and inclusion is at the very core of who we are as an organization, and that will not change. We will continue passionately caring for our employees, supporting our hotel and hospitality workers, engaging in community service, and participating in tourism advocacy. We will strive to create an environment where every visitor feels welcomed regardless of their race, gender expression, sexuality, religion, or accommodation needs.

We encourage open, respectful dialogue and welcome ideas on how we can collectively contribute to meaningful change through our work and outreach efforts. We are grateful for all of our partners who are committed to building a city we can all thrive in.

If you have any thoughts or initiatives you'd like to share, please reach out to us. We value your input.

Statement

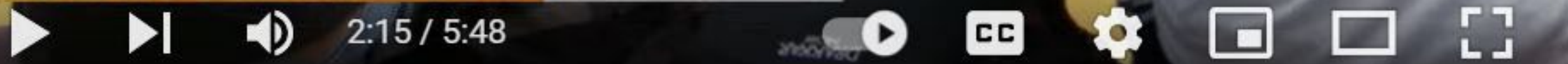
...we remain dedicated to making a positive impact in ways that align with our organization's values and mission...a deep commitment to diversity, equity and inclusion is at the very core of who we are as an organization, and that will not change."

video

<https://www.youtube.com/watch?v=xFxecMmunqY&t=213s>



CBS MORNINGS KINDNESS 101



A side profile of a sneaker, primarily brown with purple accents. The sole is thick and has a textured, pebbled appearance. The upper part of the shoe is brown with some purple stitching and a purple strap across the midfoot. The laces are brown. The background is a solid dark grey.

Leadership

Puma Fenty (Rihanna)
Collaboration 2025

TRAVEL+NOIRE

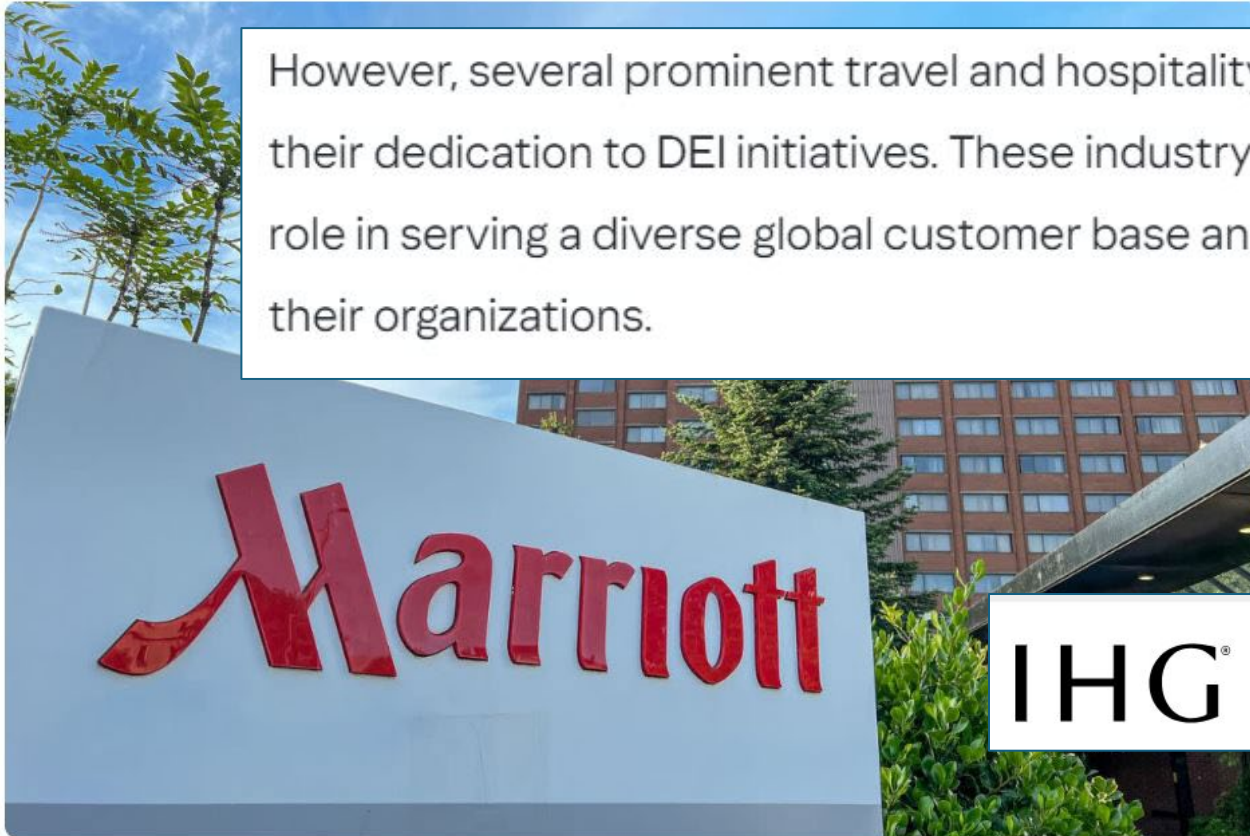
Travel And Hospitality Companies That Are Still Committed To DEI

Faith Katunga

Tue, February 11, 2025 at 1:19 PM PST · 2 min read

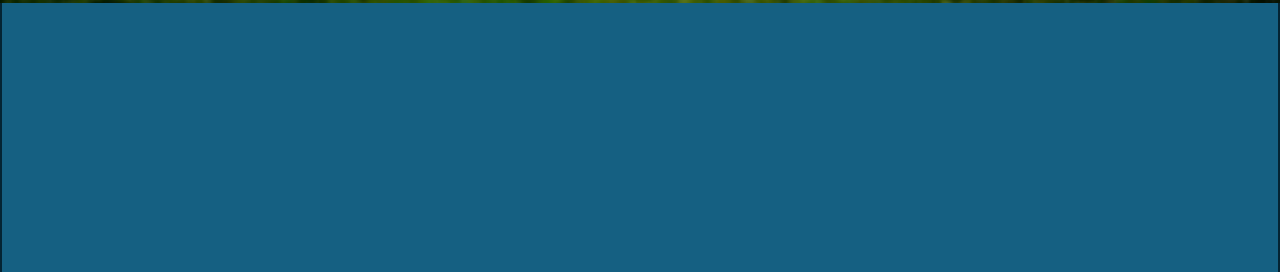


However, several prominent travel and hospitality companies are reaffirming their dedication to DEI initiatives. These industry leaders recognize DEI's vital role in serving a diverse global customer base and fostering innovation within their organizations.






- Include employees' preferred pronouns
- Send information highlighting important diversity topics
- Changes to the employee cafeteria to better reflect diversity of staff – “incorporated simple yet meaningful additions like steamed rice”
- Relaxed their tattoo policy
- New onboarding process – optional questionnaire to get to know them as individuals, such as favorite tradition, food, etc.



- Didn't get invited to the party
- You have an accent
- Too fat. Too skinny
- No college degree
- Single parent
- Taking care of your parents
- Mobility issues



A side profile of a sneaker with a complex, multi-colored pattern in shades of brown, black, and white. It features a thick, light brown sole and a white, textured tongue. The background is a solid dark grey.

Demonstrating Inclusivity

Adidas Wales Bonner
Collaboration 2024

Just Ask!







September 1, 2022

Dear Honored Guest:

We're thrilled that you will be joining us for the 2022 Tower Bridge Dinner.

This year's lead chef team has been hard at work for months, developing a menu that showcases both their incredible culinary talents and our region's unmatched local ingredients – a truly unforgettable combination. The 2022 Tower Bridge Dinner will be led by Chef and Co-Founder of *Q1227 Restaurant*, Tyler Bond, *Green Grass*, Patrick Prager, *Q Bennett* of *Q1227 Restaurant*, and Greg Desmangles of *Urban Roots*.

As you may recall, Visit Sacramento has extended our focus on Diversity, Equity & Inclusion to include the staff and guests at this year's Tower Bridge Dinner. Thank you for joining us in this effort and for your commitment to ensuring that this event is truly representative of the people of Sacramento.

In addition to showcasing our incredible culinary and agricultural community, the Tower Bridge Dinner serves as a fundraiser that helps to fund the Farm-to-Fork Street Festival on Capitol Mall admission free for thousands of annual attendees. Ticket proceeds also fund a series of scholarships for students in Sacramento State's CAMP program, developed for the children of migrant farmworkers. We'd like to thank Bank of America for their sponsorship of this year's Tower Bridge Dinner scholarship series.

Again, we'd like to thank you for being a part of this important event. Please remember to wear your credentials to the dinner – these will serve as your ticket and identification for the evening. Should you have any further questions, please contact Visit Sacramento Events Manager Dana Stormes at DStormes@visitsacramento.com.

Sincerely,

A handwritten signature in cursive script, reading "Michael R. Testa".

Mike Testa
President & CEO

Just ask

Visit Sacramento has extended our focus on Diversity, Equity & Inclusion to include the staff and guests...Thank you for joining in this effort...ensuring that this event is truly representative of the people of Sacramento.





- Take focus off title
- Seek varied backgrounds and experiences
- “Voluntold”



Invite the Experts





A Touch of Understanding *Dark Meal*

Authentic Listening

- Focus on speaker
- Ask insightful questions
- Respond thoughtfully
- Validate speaker's thoughts and feelings
- Be patient
- Understand that it's a state of being



A black and white photograph of the hip-hop group Run-DMC. RZA is on the left, wearing glasses and a dark jacket. D.M.C. is on the right, wearing a dark jacket and a beanie. They are standing in front of a doorway. The image has a purple tint.

**RUN
DMC**

MY ADIDAS

vevo

Benefits

A side profile of a black sneaker, likely a Nike Air Max 270, featuring a prominent teal-colored swoosh and matching teal laces. The shoe is positioned against a dark teal background. The word "Benefits" is overlaid in large white text across the middle of the shoe.

Nike and Tiffany & Co
Collaboration 2023



- Financially
- Membership growth
- Better decision-making





- Attract next generation
- Experience higher employee satisfaction
- Boost employee engagement
- Attract top talent





- Bring together diverse perspectives
- Widen your audience/prospects
- Improve problem solving
- Take more risks





Wrap up

Summary

- Core values into action
- Leadership bottom up and top down
- Simple ways to demonstrate inclusivity
- Organization benefits







Sonya Bradley
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