

# MEDIA RELEASE

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## FOR IMMEDIATE RELEASE

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**Contact:** Haily Assiter | Director of Communications & Public Relations  
office: 806.761.7005 | cell: 806.787.8804 | [haily.assiter@lubbockbiz.org](mailto:haily.assiter@lubbockbiz.org)

**Re: Join the Chamber in Creating a Culture of Intentional Inclusion**

LUBBOCK, Texas – As the voice of the business community, the Lubbock Chamber of Commerce recognizes the evolving demographic changes in the workforce not only in the Lubbock community, but across the nation. In order to deliver a platform for businesses to work together to affect real change in the workplace and our community, the Lubbock Chamber will hold its first annual Diversity Summit on March 6, 2018. The central theme of the summit will be, “Belonging: Creating a Culture of Intentional Inclusion.”

“The Lubbock Chamber of Commerce is an advocate for business and we know that addressing the ever changing workforce challenges is an integral component to the growth and sustainability of our member businesses and our community,” stated Cory Powell, Lubbock Chamber Chairman.

The Chamber will create community awareness about the competitive advantage of having a diverse and inclusive business climate through a series of breakout sessions. The topics are as follows: The Business Case for Diversity and Inclusion; Awareness of Sexual Harassment in the Workplace; Beliefs and Business; Using Cultural Differences to Improve Your Workplace; The New View on Diversity/The Cost of Culture; and a CEO Forum – the Art of Collaboration.

These sessions will follow a lunch with keynote speaker and best-selling author, Dr. Gail Evans, “Play Like a Man, Win Like a Woman.” Throughout history women have struggled to find parity in the workplace. In trying to play by the “boys’ rules” they’ve missed the opportunity to play on the same team. Women must be each other’s greatest supporters and understand that another women’s success is their own success. Dr. Evans worked in the Johnson administration and was instrumental in creating the Committee on Equal Employment Opportunity and the 1966 Civil Rights Act. She later on became the Executive Vice President of CNN. Dr. Evans currently serves on multiple boards across the nation sharing her vast knowledge on what it means to truly be a leader in cultivating an inclusive culture.

The Diversity Summit is one of the many ways that the Chamber is working towards a pro-growth, pro-business climate for job creators as we facilitate discussions and provide resources and opportunities for businesses and people to connect, learn and grow.

For more information and sponsorship opportunities please contact the Lubbock Chamber at (806) 761-7000 or visit [LubbockChamber.com](http://LubbockChamber.com).

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*The Lubbock Chamber of Commerce represents more than 1,900 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. Since 1913 the Chamber, as a catalyst for business growth; a convener of leaders and influencers; and a champion for a stronger community, has served as a unified voice of business by actively advocating for a pro-jobs, pro-growth, pro-business climate.*