

## **National Task Force in Diversity Committee Meeting**

*Tuesday, June 19, 12pm-1pm, Eastern. Dial-in Only*

### **Participants**

Kenneth L. Andrichik  
Dennis Archer  
Charles A. Beach  
Cassandra Georges  
Dye Ann Graham  
David L. Harris  
Joia M. Johnson  
Laura Kaster  
Jeff Kichaven  
Horatio A. Lanier

James K.L. Lawrence  
Barry Leon  
Laurel Pyke Malson  
Charles Morgan  
Monica G. Parham  
Victoria Pynchon  
Thomas Sager  
Kenneth G. Standard  
Beth Trent

Charles Morgan welcomed the Task Force members on behalf of the co-chairs. He noted that there is much work that remains for the Task Force, which is uniquely focused on addressing diversity issues in ADR, and thanked the members for their continued contributions. Laurel Malson and Tom Sager echoed his comments.

Kathy Bryan outlined the schedule for the remaining calls in 2012: September 27, November 19, and December 17<sup>th</sup> and encouraged all the Task Force members to attend all the calls so momentum and consistency can be build. Ms. Bryan announced that Verná Myers has agreed to present to the Task Force on “Implicit Bias” on October 16<sup>th</sup>, before CPR’s Corporate Leadership Award Dinner in New York that evening, as well as being a keynote speaker at CPR’s Annual Meeting in January and thanked Vicki Pynchon for her negotiating skills. Ms. Pynchon described Ms. Myers qualifications and the impact of having the Task Force conversant and knowledgeable about implicit bias.

The subcommittee on Training on Implicit Bias discussed the work they have been doing, including the 4 publications which devoted articles to the subject of diversity, developing campaign to educate the public on the importance of diversity in private dispute resolution, and developing a detailed reading list of articles on the subject.

Chuck Beach pointed out that the program would benefit from advertizing. In response to a recent *LA Daily News* article reciting the difficulty of identifying qualified women and minorities as neutrals, the group discussed the issue of qualifications. To address any concern with lack of access to women and minorities, the group discussed ways to provide information in

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directories or through special lists provided by the service providers. It was agreed that the ABA DR Section project of developing a public directory should be revisited and would be beneficial to address this concern. Cassandra Georges pointed out that the directory should not be limited to lawyers, should permit the user to determine qualifications, and should be available to all women and minorities who wished to be listed.

Ms. Bryan outlined the plan for developing a campaign (e.g. “Mission Critical for 2013”) to promote diversity, and for identifying concrete commitments for action by the Task Force in 2013 to be rolled out after the Annual Meeting. She asked for discussion and ideas on specific actions to be undertaken. Ms. Georges described her work in interviewing members of the Task Force individually and asking about barriers and solutions. She will be compiling the list of solutions and will provide those ideas to the Task Force as soon as those conversations are completed.

Ms. Kaster offered to develop a marketing campaign, along with CPR’s new Marketing VP, Wendi Chason. Ken Standard and Ken Andrichik discussed using diversity in conjunction with CPR’s Pledge. Joia Johnson inquired about funding for advertizing. Ms. Bryan explained that CPR would provide marketing campaign assistance, but there is not currently funding for advertizing.

Ms. Georges suggested that finding funding should be part of the work of the Task Force going forward. Ms. Bryan agreed and outlined a proposal to fund the Verná Myers speaking fee of \$10K through a \$250 donation by each member of the Task Force. There appeared to be wide support for this approach.

The group discussed various ways the Task Force could also seek sponsorships to fund the speaker fee. It was agreed that a “pitch” would be developed to seek funding that would provide different levels of support for individuals, companies and law firms. Any funding available above the \$10K speaker fee would be the start of a fund for the 2013 Task Force work. Mr. Beach offered to assist in the drafting of such a pitch.

Ms. Bryan recapped the action items:

- Ms. Pynchon would develop a reading list;
- Ms. Kaster would work with Wendi Chason on a marketing campaign;

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- Ms. Georges would continue interviews with the Task Force members and compile a list of concrete action items for the 2013 campaign.
- Ms. Bryan, Ms. Trent and Mr. Beach would draft a solicitation pitch for sponsorships and circulate to the Subcommittee first, then to the Task Force as a whole.

The Task Force is reminded to plan to be in **New York on October 16<sup>th</sup>** for the Verná Myers session on Implicit Bias, and attend the Annual Meeting in **San Diego on January 17 - 18, 2013** for the kick off of the campaign.