

# A NEW PARADIGM FOR DIVERSITY

## 2005 STATEWIDE DIVERSITY LEADERSHIP TRAINING

MARCH 22, 2005

HILTON NORTH RALEIGH  
3415 Wake Forest Road  
Raleigh, N.C.

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AELMINGS HUMAN RESOURCES CORPORATION  
PROUDLY PRESENTS:

**STEDMAN GRAHAM**



Presented by:



# CORPORATE DESCRIPTION

**A**elmings Human Resources Corporation is a human resources management company providing recruitment and staffing, consulting and diversity education and training for governmental agencies, educational institutions and Fortune 500 companies.



**Phrantceena T. Halres**

As one of the nation's largest minority female-owned human resources management company, Aelmings has implemented successful workforce solutions for a roster of national and global corporations and institutions including Progress Energy, Duke University Health System, Burt's Bees, Duke Energy, Durham Public School system and the State of North Carolina. With offices in Raleigh and Charlotte, North Carolina, it's mission is to educate and train leaders on the new paradigm for diversity and the issues it presents to businesses today.

## Background & History of Aelmings' CEO & Principal

**P**hrantceena Thate Halres is principal and CEO of Aelmings Human Resources Corporation.

Halres is one of the nations leaders on Diversity Workforce issues and has been in the midst of constructing resources for various industries throughout the state. Her background in staff development and training and curriculum development for classroom instruction for the North Carolina Community College System has proven to be one of the major contributing factors to her success. Halres has also developed customized training programs, provided recruitment and staffing services, coordinated and implemented, in 2004, the first diversity conference for the State of North Carolina entitled, "*Diversity*

*Enlightenment Conference: Learn Today, Lead Tomorrow.*"

Halres is passionate, motivated and uniquely skilled and gifted as a facilitator and instructor. She is astute at assessing, identifying and bringing the "right-mix" of experts together to effectively and objectively

educate and demonstrate how workforce diversity programs improve employee morale, loyalty and teamwork, while increasing productivity and bottom-line performance and profits.

Halres, who successfully completed the designation as a certified diversity trainer and consultant through The Society of Human Resource Management (SHRM), is an ambassador for cultural diverse work environments and communities.

She holds a bachelor's degree in Business from Wingate University and studied throughout Western Europe to further broaden her knowledge, exposure and real life experiences of cultural diversity.

## Growth & Change

**A** NATIVE OF Valdese, North Carolina, Halres' leadership skills flourished in a series of professional positions that inspired her to become an entrepreneur. In the late 1980's, she established a successful temporary and permanent employment placement firm in the areas of computer training, legal recruitment and consulting which eventually evolved into Judges Professional Staffing, a temporary recruitment and staffing firm based in Raleigh, North Carolina.

Today, Halres has successfully diversified, expanded and grown that same entity exponentially by managing and

adapting to market changes. Halres has always thrived on drive and commitment; helping companies and individuals grow and evolve into their fullest potential. In April 2004, her staffing company was reborn as Aelmings Human Resources Corporation which represents the full-spectrum of human resources helping corporations bring all the talents together and value them to benefit its workforce, clients, employees and partners.

## Community

**F**rom the growth of Judges and Aelmings, Halres' motivation to give back again to the community took flight.

In January 2003, she formed The Mosaic Institute, a grassroots non-profit organization that offers diversity leadership, research, training and development specifically targeted toward educating and developing youth as future leaders. Additionally, she has been expanding her scope of work to include providing security services in sensitive arenas. Her organizations hold minority and woman-owned business enterprise certifications, which enables the companies to consult and partner with corporate clients on how to reach supplier diversity goals.



# The Opportunity Today

Aelmings Human Resources Corporation is launching a pilot five-city Statewide Diversity Leadership Training to introduce the New Paradigm Shift in Diversity. The five cities include: Raleigh, Charlotte, Asheville, Winston-Salem and Wilmington, NC. The 2005 Statewide Diversity Leadership Training Series will focus on providing valuable knowledge from a distinguished, core group of international, national and local experts. These experts are well-known authors, PhD's, worldwide educators and facilitators who are uniquely experienced and well-versed in the subject matter of diversity. Their delivery approach meshes well with Halres' Diversity philosophy. The Training is designed to:

1. Help corporations explore a sensitive subject and create a comfortable environment for employees to deal with differences and similarities.
2. Provide an even-handed, non-threatening approach to implementing diversity education;
3. Promote a non-discriminating and inclusive approach to diversity;
4. Present practical applications based on sound theory;
5. Go beyond awareness to applicable skills and behavior;
6. Help organizations make diversity a benefit for everyone;
7. Provide corporations instructive feedback in a clear and sensitive manner;
8. Develop executives, managers and individuals who are adaptable and flexible;
9. Improve the performance, productivity and profits of our workforce, community and society at large across the state of North Carolina.

## TESTIMONIALS

*"Thank you very much for being our guest speaker at our Multicultural business and Professional Network. Your participation has helped elevate its position in the community. I would also like to congratulate you on your message. I have talked to a number of people who attended the MCBPN and remarked about your honesty and clarity. What you're doing is important work...keep making it happen!"*  
**Harvey A. Schmitt, President & CEO, Greater Raleigh Chamber of Commerce.**

*"I learned a lot from the session on building relationships with the Hispanic population."* **Anonymous**  
*"Aprendi' mucho en la reunion de como construir relaciones con la gente Hispana."*

*"Reinforced my position that we need to be more active"* **N. David Smith, Deputy Commissioner, NC Dept of Agriculture.**

*Your compelling and meaningful message fueled the entire audience. It struck the right chord; interactive, informative and entertaining. The audience was spellbound by your sincerity, wisdom and inspired by your intelligence and determination to touch a life and make a difference.* -**Robin Spizman, CNN**

*Stedman's workshop was both rejuvenating and enlightening. His book will certainly be used in many aspects of my life. I will do my part in recommending his book and spreading his inspirational and motivational message to other colleagues.* - **Katina Reece, Lucent Technologies**

*Your enthusiasm, candor and powerful message brought so much to our celebration. I applaud your strong commitment to leadership development.* -**Karen P. Tandy, U.S. Department of Justice**

*"The entire Manpower organization, Glaxo-Smith-Kline, and the Greater Research Triangle community thoroughly enjoyed your visit to North Carolina. I am still receiving phone calls and e-mail's complimenting your message with regards to enhancing the quality of life for other people."* **Jeff Stocks, President & COO, Manpower**

# 2005 STATEWIDE DIVERSITY LEADERSHIP TRAINING

Aelmings Human Resources Corporation will launch the 2005 Statewide Diversity Leadership Training in Raleigh on March 22, 2005, and will feature **Stedman Graham**, best-selling author, educator and president of S. Graham & Associates (SGA), a management consulting firm specializing in corporate and education markets. Additional cities include: Charlotte on May 17, 2005, Asheville on April 29, 2005, and coming soon to Winston-Salem and Wilmington, North Carolina



**Stedman Graham**

Aelmings Human Resources Corporation's goal for the 2005 Statewide Diversity Leadership Training is to move corporate and institutional efforts from the expected and window dressing approach. This leads to a healthier attitude of moving from enforcement to embracement in a non-threatening manner of handling our differences and similarities. The results of these efforts will make North Carolina's workforce, communities and economy stronger.

Halres and Graham have worked individually and collectively for many years educating and training our nation's top leaders in major corporations, non-profit organizations, community leaders, public institutions and individuals in the field of Diversity. Throughout their worldwide initiatives and experiences, they have established a *new paradigm for diversity* and through their partnership have formed an alliance to deliver the message for the first time in the state of North Carolina.

At the foundation of Aelmings Human Resources Corporation and SGA's strategic alliance is a common denominator "A Passion for the People" and a personal drive and commitment to fulfilling their God-Given purpose – by utilizing their gifts and talents in helping companies and individuals develop their full potential, purpose and passion.

This statewide initiative is empowering, interactive, focused and will serve to improve North Carolina's workforce, communities, public institutions and society at-large.

## **SGA—Diversity: Leaders Not Labels “The New Diversity”**

At S. Graham & Associates (SGA), we focus on the

root of the problem, the “missing piece” in diversity training, not the symptoms. The *Leaders Not Labels* program is innovative in its approach to what we call, “*The New Diversity*.”

This program, delivered as an in-depth seminar/workshop, focuses on self-awareness and personal performance as the best way to lead, work or live with people of all backgrounds and traits with optimum results. When we focus on performance and strive toward excellence in our professional lives, we shed the relevance of external labels based on race, gender, age, ethnicity, lifestyle or physical ability. We are personally responsible for how we view and respond to diversity.

To continue to meet and exceed high standards for service and profitability, it is understood that organizations must invest in the most important resource – human capital.

The value the organization gives its people is reflected in how its people represent the organization through their work.

*..we focus on the root of the problem, the “missing piece” in diversity training, not the symptoms.*

*Leaders Not Labels* training will help corporations and organizations be more effective at attracting and retaining high-performance individuals of all backgrounds, promoting or terminating the right people at the right time for the right reasons, and maximizing their opportunities for growth by entering into new markets or expansion in their current markets. Corporate leaders who receive this training will also be more adept at communicating their message with clients or employees of diverse backgrounds, raising the probability of sustained loyalty.

*To be a part of this year's Diversity Leadership Training, please contact Aelmings office at (888) 892-9289 or go to the corporate website at [www.aelmings.com](http://www.aelmings.com).*

## **CLIENTS / REFERENCES**

Stedman Graham is chairman and CEO of S. Graham & Associates, a management and marketing consultant firm specializing in Corporate and Education markets. Clients include :  
Merrill Lynch ♦ State of North Carolina ♦ Wells Fargo ♦ Harvard & Wharton Business School ♦ Georgia Pacific ♦ Hyatt Hotels Corp. ♦ GSK

# 2005 STATEWIDE CORPORATE DIVERSITY TRAINING

## \$15,000 PLATINUM VIP CORPORATE SPONSORSHIP PACKAGE

### Receives:

- Special Lunch Forum for Diversity Leaders with Stedman Graham (This forum provides an opportunity for open discussion with Stedman Graham about issues and initiatives to encourage diversity within your Corporation.)
- VIP seating during workshop training
- Stedman Graham's "Special Gift" for each attendee.
- Admissions up to 20 individuals for the 'Leaders Not Labels' Training led by Stedman Graham with instructional materials and workbooks
- Six (6) VIP Invitations for Power Breakfast/VIP Meet and Greet Stedman Graham
- Half page advertisement in program booklet
- Corporate name and/or logo recognition in all printed materials and promotions of the event
- Statewide Corporate Diversity Leadership Training Certificate
- Corporate name/or logo on Aelmings website and link to your company's website

*"Lunch provided by Aelmings"*

## \$9,000 GOLD VIP CORPORATE SPONSORSHIP PACKAGE

### Receives:

- Stedman Graham's "Special Gift" for each attendee.
- Admissions up to 15 individuals for the 'Leaders Not Labels' Training led by Stedman Graham with instructional materials and workbooks
- Four (4) VIP Invitations for Power Breakfast/VIP Meet and Greet Stedman Graham
- One-fourth page advertisement in program booklet
- Corporate name and/or logo recognition in all printed materials and promotions of the event
- Statewide Corporate Diversity Leadership Training Certificate
- Corporate name/or Logo on Aelmings website and link to your company's website

## \$6,000 SILVER VIP CORPORATE SPONSORSHIP PACKAGE

### Receives:

- Stedman Graham's "Special Gift" for each attendee.
- Admissions up to 10 individuals for the 'Leaders Not Labels' Training led by Stedman Graham with instructional materials and workbooks
- Three (3) VIP Invitations for Power Breakfast /VIP Meet and Greet Stedman Graham
- Corporate name and/or logo recognition in all printed materials and promotions of the event
- Statewide Corporate Diversity Leadership Training Certificate
- Corporate name/or name on Aelmings website and link to your company's website

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# 2005 STATEWIDE CORPORATE DIVERSITY TRAINING

**\$288 INDIVIDUAL**

**Includes:**

- One (1) ticket for the “Leaders Not Labels” Training led by Stedman Graham with instructional materials and workbooks
- Continental Breakfast
- Statewide Corporate Diversity Leadership Training Certificate

**SPONSORSHIPS ARE LIMITED.**

**PLEASE RESERVE YOUR SPACE TODAY!**

**3% DISCOUNT FOR EARLY BIRD REGISTRATION**

*3% of proceeds will go to The Mosaic Institute, a grassroots non-profit organization that offers diversity leadership training, research and program development and international exchange programs specifically targeted toward educating and developing youth as future leaders.*



**SCHEDULE OF EVENTS**

7:00 - 7:45 a.m.	VIP Sponsorship Power Breakfast (Invitation Only)
8:00 - 8:45 a.m.	Registration / Continental Breakfast
9:00 - 10:30 a.m.	Leaders Not Labels (Stedman Graham)
10:30 - 10:45 a.m.	Morning Break
10:45 - 11:45 a.m.	Leaders Not Labels (Conclusion)
11:45 - 12:00 a.m.	Q & A
12:00 - 1:00 p.m.	Book Signing
1:00 - 2:30 p.m.	Special Forum for Platinum VIP Sponsor (Lunch provided)

## **2005 Statewide Corporate Diversity Leadership Training Sponsorship**

We would like for you to be a sponsor for the March 22, 2005 Statewide Corporate Diversity Leadership training:

- Platinum VIP Sponsor \$15,000
- Gold VIP Sponsor \$9,000
- Silver VIP Sponsor \$6,000
- Individual \$288 per person

**Payment Type:**

- Check: Enclosed is my check for \$ \_\_\_\_\_
- Online Credit Card: [www.aelmings.com/2005StatewideTraining](http://www.aelmings.com/2005StatewideTraining)
  - o Visa
  - o Master Card

**Sponsor Information:**

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

(Please return form along with payment to Jackie Swymer, Events Coordinator, Aelmings Human Resources Corporation, PO Box 58786, Raleigh, NC 27658) or fax to: 919-875-4453

**(Deadline for participation to enter printed program is March 10, 2005)**

**Early Bird registration deadline is March 10, 2005 &  
Regular Registration deadline is March 14, 2005.**

Participant Information: *(Deadline for name badges is March 10<sup>th</sup>) Please provide for each participant.*

Name: \_\_\_\_\_

Name for Badge \_\_\_\_\_ Job Title \_\_\_\_\_

Business/Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-mail Address (print clearly) \_\_\_\_\_

Business Number (\_\_\_\_) \_\_\_\_\_

Business Fax (\_\_\_\_) \_\_\_\_\_ Referred by: \_\_\_\_\_

Confirmation: All Training attendees will also receive a written confirmation via mail or email upon receipt of payment.

### **Cancellation Policy/Transfer Policy:**

- Cancellations must be in writing and faxed to (919) 875-4453
- If there is a cancellation, payment can be credited towards future training courses.
- Cancellations received after March 11, 2005 are non-refundable



[www.aelmings.com](http://www.aelmings.com)