



CENTER FOR AUTOMOTIVE DIVERSITY,
INCLUSION & ADVANCEMENT

June / July 2021 CADIA News Digest

Automotive: Embracing the LGBTQ+ Community

In honor of Pride Month, join CADIA on June 29 for a frank panel discussion about the LGBTQ+ professional community in automotive. Panelists include:

Jill Trotta, Vice President/GM, Industry, Sales, and Certification, Repair Pal

Gregory MacLean, Senior Legal Counsel at Magna International

Carmalita Yeizman, Manager, Diversity & Inclusion, RBNA

Fred Johns, Senior Director, Enterprise Quality, Rivian

Pride Month celebrations are rooted in the fact that members of the LGBTQ+ community have experienced a history of discrimination and prejudice. Help celebrate Pride Month by ensuring that everyone feels included in your workplace and [register now](#).

Welcome New Corporate Members and Roundtable Members

As new members, companies have access to the CADIA DEI Roundtable Series, Workshops, CADIA Certification and more. Join us in welcoming our newest member to the CADIA Community. We look forward to working with new members on their DEI journey, and learning together to make strides in Diversity, Equity and Inclusion.



Automotive Retail DEI Champions Council



Registration is open for organizations to join the Automotive Retail DEI Champions Council. Co-Chairs **Angela Broadway**, VP Human Resources Sonic Automotive, and **Rock Anderson**, Senior VP Human Resources AutoNation, welcomed members at an inaugural meeting on April 28.

The Council is open to those interested in DEI from the retail industry. For more information contact [Fleming Ford](#) at ESI Trends or visit the [Automotive Retail DEI Champions Council web page](#).

Welcome new Automotive Retail DEI Champion Members:



Women Leaders in Industry June 10

CADIA Founder and CEO **Cheryl Thompson** will be participating in *Women Leaders in Industry* organized by OESA and Roland Berger. **Cheryl** will be joined by **Leslie Bednarz** of Faurecia and **Linda R. Taliaferro** (she/her) of #TEE The Extra Effort, to discuss how they are amplifying female voices in the automotive industry. The event will be moderated by **Mylene Astier**, Roland Berger and **Keiyania Mann**, OESA. The event will be June 10, 1-2:15 pm ET. No registration is required, [join the meeting](#) with passcode: 529839.

For more information, email [Myele Astier](#) at Roland Berger.

CADIA Connects Features Diverse Guests in June

Women in Motorsports...Diverse Recruitment...LGBTQ+ in Automotive...Women in the Repair Industry...Just a few of the topics we will be covering during our regular CADIA Connects Zoom calls - every Tuesday at noon ET.

CADIA Connects is complimentary, but please [register](#) on our calendar of events to receive virtual meeting information.

CADIA in the News

As CADIA expands efforts into the Retail and Aftermarket industries, we are hearing more and more about what diversity looks like in a customer-facing environment. NBC recently published an article featuring three LGBTQ auto shop owners who told NBC News how their businesses offer a transparent, accessible and welcoming alternative to the status quo. CADIA was recognized in the article for its work on DEI in the industry. [Read more on this featured story.](#)



Membership Information



Did you know? CADIA not only offers corporate memberships but individual memberships as well with pricing for students, industry professionals, and job seekers. Check out the [Benefits of Membership](#).

For more information or to schedule a call about membership, contact [Jennifer Harding](#).

B2B Corner

Introducing **TechForce Foundation**, an organization that works to develop tomorrow's diverse workforce of qualified technicians by increasing awareness and enthusiasm for the profession; providing resources to help access quality education for those with financial need; connecting future techs and industry through mentorship and career development opportunities.

TechForce has a new initiative underway: Women Techs Rock: Share Your (Their) Story! Only 2.5% of employed technicians are women. It is time to celebrate them, learn from them and work together to raise the percentage. Help TechForce find as many women technicians as possible. Tell them who they should celebrate and recognize.

[Complete the form](#) to introduce us to women techs who rock. TechForce will reach out to them and share their story to help inspire the next generation.

