



CENTER FOR AUTOMOTIVE DIVERSITY,  
INCLUSION & ADVANCEMENT

## Rev Up 2030 Taking Place April 12, 2021 - Register Now

CADIA and SAE International have partnered to present **Rev Up 2030**, to be held April 12, 2021 in concurrence with the WCX 2021. **Rev Up 2030** will feature industry experts, panel discussions and case studies in D&I. Topics include:

- The State of DEI in the Automotive/Mobility Industry
- Courageous Conversations
- The Business Rationale for DEI
- Industry Case Studies
- Diverse Voices Panel Conversation
- Foundational Elements of DEI

For speakers and registration information visit the CADIA [Event Page](#). For information on sponsorship opportunities, contact [Jennifer Harding](#).

Thank you to our sponsors:

**Deloitte.**

**TOYOTA**

 **Gallagher**

**TENNECO**

**brose**  
Excellence in Mechatronics

 **CImpact**  
www.comprehensivecarbon.com

---

## Welcome New Members

- **Continental Automotive**
- **Jabil**
- **Littelfuse, Inc.**
- **Meritor, Inc.**
- **Means Industries**
- **Publicis Sapient**
- **Toyota**
- **United Access**

Join us in welcoming them to the CADIA Community. We look forward to working with each one on their DEI journey, and learning together to make strides in Diversity, Equity & Inclusion.

---

---

## CADIA Connects-Series Continues

**Stan Kimer**, President, Total Engagement Consulting by Kimer, joins CADIA Connects on Tuesday, March 9. An expert in gender and the workplace, he will discuss "Gender Identity and Expression – The Latest Diversity Frontier."

This virtual community forum has been going strong since April. CADIA Connects features guest speakers, presentation, conversation and connection in a sometimes-unconnected world. Join us every Tuesday for these informal sessions. Plan to share your LinkedIn profile URL in the chat so others can connect to you; bring your curiosity and questions on leadership, Diversity, Equity & Inclusion, and social justice.

As always, registration is complimentary. Visit the [Calendar](#) on our website to register.

---

## Membership Information

Did you know? CADIA offers corporate memberships as well as individual memberships 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](#).

---

## CADIA in the News

Check out the recent news article in [Driven](#) "*CEO Coalition for Change Drives DE&I Initiatives in Auto*".

Last month, **MICHauto** and the **Center for Automotive Diversity, Inclusion & Advancement** (CADIA) announced the formation of the **CEO Coalition for Change**, a group of automotive CEOs committed to taking action to make meaningful strides in diversity, equity and inclusion (DE&I). The group's aim is to create a more inclusive auto industry, leverage diverse talent and better engage the workforce.

---

## Trillium Network Releases Gender Diversity Study

Trillium Network for Advanced Manufacturing published the report 'Gender Diversity and Ontario Manufacturing: Lessons in Progress from Five Leading Companies': Among the companies was Honda, Canada. In their success stories, the companies shared their specific practices and impacts...some great insights for all manufacturers. Access the study [HERE](#).

---

## DEI at the Plant Level/Hourly Employees

On March 17, the CADIA DEI Roundtable Members will meet to discuss best practices for bringing DEI to the hourly and plant workforce.

**Cathy Gutierrez**, Senior Manager and Workforce Transformation Leader, and **Terry Patterson**, Managing Director, Deloitte will share best practices from outside the automotive industry.

For information on auditing the March 17 meeting as a guest, contact [Jennifer Harding](#). For information on the CADIA Roundtable Series, visit the [CADIA website](#) under "solutions."

---

## Automotive Retail DEI Champions Council

CADIA is partnering with ESI Trends to offer a forum for automotive retail organizations to share information, discuss best practices and benchmark other industries in DEI. ESI Trends is a leading provider of employee engagement surveys, DEI surveys, workforce studies, people strategies and leadership coaching in the automotive retail industry.

A first joint initiative is an exploratory meeting for automotive retail DEI champions: *Driving Business Results Through Inclusion, Diversity and Equity*, March 11, 2021, 1:30pm – 3:00pm ET.

The meeting is open to those interested in DEI from the retail industry. There is no charge for the meeting but you must [Register](#). For more information contact [Fleming Ford](#) at ESI Trends.

---

## B2B Corner

SAE's panel on Urban Mobility: Profitability vs. Societal Benefits - March 9, 2021

Agencies have wrestled with revenue and equity for decades. Hear 5 experts address- How should mobility services be measured as successful.

Moderator

**Carla Bailo**, President and CEO, Center for Automotive Research

Panelists:

**Nicola Kane**, Head of Strategic Planning, Research and Information, Transport for Greater Manchester; **Karen Lightman**, Executive Director, Metro21; **Andreas Mai**, CEO and Co-Founder, Ecomio; **Karina Ricks**, Director of Mobility and Infrastructure, City of Pittsburgh

[More Information](#) can be found on the SAE website.

