

THE 41ST ANNUAL H. Naylor Fitzhugh Conference

at Harvard Business School

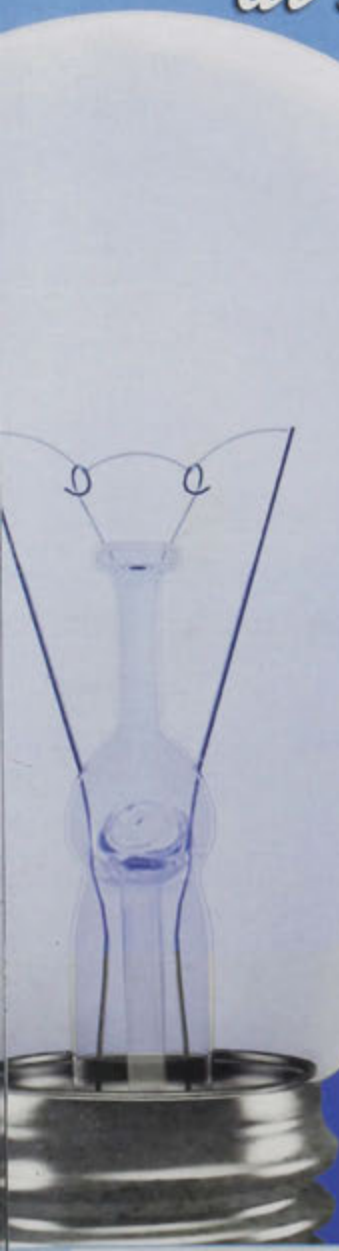
New Ideas for
New Success

exploring innovation
as a means to Impact

hosted by the

**AFRICAN AMERICAN
STUDENT UNION**

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AGENDA

Saturday, April 6th

6:00pm - 7:15pm	Entrepreneurial Ventures Competition	DoubleTree Hotel - Scullers Ballroom
7:15pm - 9:00pm	Opening Dinner and Cocktail Reception	DoubleTree Hotel - Scullers Ballroom
9:00pm - 1:00am	Opening Party	DoubleTree Hotel - Scullers Ballroom

Sunday, April 7th

7:30am - 3:30pm	Registration	Spangler Hall - Meredith Room
8:00am - 8:45am	Career Coffee Chats	Spangler Hall - Project Rooms
9:00am - 9:45am	Opening Keynote - Donald A. Coleman	Spangler Hall - Auditorium
10:00am - 11:15am	Breakout Sessions I	
	Power vs. Perception: <i>Black Women in the Workplace</i>	Aldrich 112
	Campaign for Black Male Achievement	Aldrich 111
11:30am - 12:15pm	Afternoon Keynote - Franklin Raines	Spangler Hall - Auditorium
12:30pm - 1:45pm	Lunch	
	Lunch with Admissions for Prospective Students	Aldrich 112
	Networking Lunch	Spangler Hall - Williams Room
2:00pm - 3:15pm	Breakout Sessions II	
	Social Impact and Innovation in Consulting	Aldrich 111
	Where are the resources for African American Entrepreneurs?	Aldrich 112
3:30pm - 4:45pm	Breakout Sessions III	
	Target Marketing: Reaching the African-American Consumer	Aldrich 111
	Save our Cities: Uplifting Black Communities Across America	Aldrich 110
	The HBS Experience: Before, During, and After	Aldrich 112
5:00pm - 6:30pm	Closing Reception	Spangler Hall - Williams Room



Dear Guests,

Welcome to the 41st Annual H. Naylor Fitzhugh Conference! We hope that this year's theme, "New Ideas for New Success – Exploring Innovation as a Means to Impact," will encourage you to embrace and support innovation as you pursue your goals. The conference team has worked diligently to bring distinguished panelists who will speak from experience and provide specific insights for you to use now and as you move forward in your pursuits. This year's conference will also feature a series of dynamic panel discussions and workshops that will explore resources for African American led startups, design thinking and innovation, social impact as a consultant, and marketing to African American consumers. The discussions and interactions you have today will challenge you chart a path toward success and impact, whether you are a corporate, social sector and entrepreneurial leader.

We would like to thank the conference planning committee, the African American Student Union, the supportive faculty and staff of HBS, and all the speakers, panelists, corporate sponsors and volunteers who have contributed countless hours and support to help make this event a success. An event of this size and scale does not happen without an incredible team, and we are grateful to have just that. Enjoy the conference activities and the opportunity to participate in this special moment in history.

Sincerely,

Stacie Smith and Janee Wilson-Key
41st Annual H. Naylor Fitzhugh Conference Co-Chairs
MBA Class of 2014 and 2013, respectively



Dear Distinguished Guests and Friends,

On behalf of Harvard Business School's African-American Student Union (AASU), we are delighted to welcome you to the 41st Annual H. Naylor Fitzhugh Conference. We are excited to come together once more to celebrate our collective accomplishments, explore ways we can continue to impact society, and empower ourselves and one another. We consider these to be essential components of competing and ultimately succeeding in an increasingly dynamic business world.

We are incredibly grateful to the countless individuals who have contributed towards making this conference a success – Conference Co-Chairs Janee Wilson-Key and Stacie Smith, who have worked tirelessly to bring this vision to fruition, a host of alumni and student volunteers, and HBS faculty and administration. We are especially appreciative of the keynote speakers, panelists, and moderators for contributing their valuable time. Many thanks to the attendees from near and far – your energy and ideas are critical to fulfilling the purpose of this conference. Finally, this content-rich annual experience would not be possible without the generous support of our committed and dedicated sponsors.

We hope you will use this conference as a platform to share knowledge, learn from others, and of course, have fun! Thank you for choosing to take part in this exciting weekend with us – we are honored by your presence.

Warm Regards,

Ariel Roberts and Christopher Hollins
AASU Co-Presidents
MBA Class of 2013

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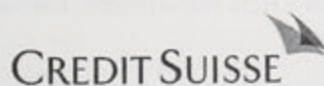
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The H. Naylor Fitzhugh Legacy



A revered business innovator, community leader, and pioneer of business education, H. Naylor Fitzhugh (MBA '33) thought of himself first and foremost as a mentor.

Fitzhugh was born in 1909 in Washington DC. His mother was a former school teacher (married women had to leave the profession in those days) and his father was a laborer and later a clerk for the US Department of Agriculture. Fitzhugh began school early and having excelled at his studies was admitted to Harvard

College at 16 though he was not allowed to live in a dormitory. Originally planning to become a doctor he earned a degree with honors in biochemistry. But by the time he graduated, he had refocused on a career in business and enrolled at the Graduate School of Business in 1931. He was the only black student in his class and no recruiter approached him when he graduated. Returning home to DC as he always intended, he pursued a career in sales. He also became business manager of the nascent New Negro Alliance of Washington which led protests and prevailed in a landmark legal action against stores that did business in black neighborhoods but refused to provide equal employment opportunities. When an article about the organization which mentioned Fitzhugh's involvement appeared in *Fortune* magazine, he became the first in his HBS class to see his name in that august publication!

In 1934, as a favor to a colleague, Fitzhugh agreed to teach an early morning accounting course at Howard University. Though he had once ruled out teaching as a profession, he thoroughly enjoyed the experience. On the Howard faculty for more than 30 years, he championed the establishment of business as a profession. He played a major role in expanding the business curriculum, introducing sales and management courses and creating the marketing program in 1946. He also launched the Small Business Center. As the doors of greater opportunity began to open, his students were well prepared for success in careers in Corporate America and as entrepreneurs.

Over the years Naylor Fitzhugh received and declined numerous offers to join corporations until the Pepsi-Cola Company enticed him to accept the high-profile position of vice president of Special Markets in 1965. An authority on targeted consumer marketing, Fitzhugh introduced a number of innovative techniques emphasizing the interface between marketing and public relations. A vanguard advocate for corporate social responsibility, he consulted on advertising, extended Pepsi's community outreach by creating programs such as Learn and Earn, which introduced young people to business through hands-on experience, and carefully monitored the progress of minorities hired by the company. Upon his retirement in 1974, *Black Enterprise* hailed him as "The Dean of Black Businessmen." Numerous accolades and honors followed, including the Heritage Award from the Executive Leadership Council and the Distinguished Service Award from Harvard Business School. A regular attendee of the annual AASU conference, Fitzhugh helped found the HBS Black Alumni Association and served as its first chairman in 1978. He remained active as a consultant and community leader until his death in 1992.

In 1996, a committee led by Nancy Lane (PMD 29), Dennis F. Hightower (MBA '74) and Professor James I. Cash, the first tenured African American professor at HBS, helped launch the campaign that established an endowed professorship in Fitzhugh's name. The chair's first incumbent, David A. Thomas, is now dean of the McDonough School of Business at Georgetown University.

In recognition of H. Naylor Fitzhugh's far-reaching impact and inspiring legacy, the African American Student Union renamed the annual conference in his honor in 2002. His portrait, a gift from AASU to the school, hangs in Aldrich Hall.

Opening Keynote



Donald A. Coleman

Chairman and CEO, GlobalHue

A former NFL linebacker and lifelong entrepreneur, Donald A. Coleman is a visionary and pioneer in the advertising industry. An advocate of multicultural marketing, Coleman's full service marketing communications firm, GlobalHue, has evolved into the total market agency for the New America. GlobalHue leverages its multicultural legacy, diverse talent and deep expertise in activating influence to deliver ideas that

move. The agency has the unique ability to not only reach audiences but also touch individuals.

After graduating from the University of Michigan and serving a four-year stint in the NFL, Coleman began his advertising and communications career at Campbell-Ewald Advertising in Warren, Michigan. After Campbell-Ewald, he worked for a Chicago firm that targeted the African-American consumer market. In 1988, Coleman fulfilled his dream and started his own agency, Don Coleman Advertising, which, in 2002, he united with Hispanic agency Montemayor y Asociados and Asian agency Innovasia Communications to form GlobalHue.

With offices in Detroit (Southfield) and New York, GlobalHue is one of the largest minority-owned, full-service marketing communications agencies in the nation. The agency handles total market communications for Jeep and OneMain Financial, and for decades has been acknowledged for its multicultural expertise by its blue-chip clients, including Verizon Wireless, Walmart, Chrysler Group LLC and the U.S. Navy. In 2009, GlobalHue was recognized as the "Multicultural Advertising Agency of the Decade" by Adweek.

Named one of the "12 Top Innovators in Marketing and Advertising" by Black Enterprise, and profiled in the New York Times as The Boss, a feature reserved for select leaders in the business world, Coleman is an innovator in the advertising industry and well known for his entrepreneurial spirit. His latest enterprise, GH Ventures, is an independent venture company that seeks opportunities in media, marketing and advertising to create alternative business for GlobalHue clients as well as for Fortune 500 companies.

Coleman is also a member of the board of several organizations, most recently being appointed to the Spelman College Board of Trustees. He is also a philanthropist, contributing more than \$5 million over the last five years to various organizations. Further, to promote entrepreneurship as a career choice amongst college students, Coleman launched The Coleman Entrepreneurial Scholarship (CES) in 2009. CES awards \$50K in scholarships each year to help future generations of entrepreneurs fulfill their dreams.

Afternoon Keynote



Franklin D. Raines

Retired Chairman and CEO, Fannie Mae

Franklin D. Raines is the retired Chairman and CEO of Fannie Mae, the largest non-bank financial services company in the world. In his six years as Chairman and CEO, Fannie Mae provided over \$3.4 trillion dollars in housing financing serving over 30 million low, moderate and middle-income families. This included over \$500 million of financing for over

4 million minority families. The company's revenue, book of business, and economic value more than doubled during this period and its stock outperformed the S&P 500. The company became a leader in e-commerce with more than \$1.6 trillion in transactions over the internet in 2004. The company was frequently cited as a Fortune Most Admired Company, a Business Ethics 100 Best Corporate Citizen, and as a Best Company to Work For in several publications, covering all employees, minorities, working mothers, women, and information technology employees. In 2003 the company received the Ron Brown Award from the U.S. Department of Commerce for corporate leadership

Prior to joining Fannie Mae in 1991 Raines was a General Partner of the investment banking firm of Lazard Freres & Co. where he provided financial advice to public and private clients for over eleven years

Since 2005 Raines has been an investor in and advisor to small start-up companies in diverse industry segments including health, hospitality, financial services, voice recognition, and digital advertising.

Raines served in the Administration of President Jimmy Carter as Assistant Director of the White House Domestic Council and Associate Director of the Office of Management and Budget from 1977-1979. He served in the Cabinet of President Bill Clinton from 1996 to 1998 as the Director of the Office of Management and Budget. In that role he led negotiations with Congress that resulted in the first balanced federal budget in thirty years.

Raines has served in many leadership positions. He has been Chairman of the Board of Overseers of Harvard University and Chairman of the Visiting Committee of the John F. Kennedy School of Government. He was co-chairman of the Business Roundtable and vice-chairman of the Business Council. He has served on the board of directors of five Fortune 100 companies and three national philanthropic foundations. He has also served on numerous public policy advisory bodies on topics that range from early childhood education, to tax equity, to the roles and missions of the U.S. armed services.

Frank Raines grew up in Seattle, Washington. He attended public schools, graduated from Franklin High School, and graduated magna cum laude from Harvard College in 1971. He attended Oxford University in England as a Rhodes Scholar and graduated from the Harvard Law School, cum laude, in 1976. He has received honorary doctorate degrees from Howard University, Lafayette College, Amherst College, the University of Maryland, and the University of Puget Sound. He is also the recipient of the Harvard Medal. He has been elected as a Fellow of the American Academy of Arts and Sciences and the Academy of Social Insurance and as a member of the Trilateral Commission and the Council on Foreign Relations.

Breakout Session I

Power and Perception: *Black Women in the Workplace*

This panel will explore the importance of building and managing image as a black woman in corporate America. In today's competitive corporate world, African-American women need to know how to "play the game" and exercise both flexibility and restraint. Black business women face a number of hurdles that are not outwardly discussed in the workplace, including stereotypes, establishing networks, and maintaining self-identity and self-esteem.

Featuring:



Modupe Akinola is an Assistant Professor of Management at Columbia Business School. Prior to pursuing a career in academia, Professor Akinola worked in professional services at Bain & Company and Merrill Lynch. Professor Akinola examines how organizational environments—characterized by deadlines, multi-tasking, and other attributes such as having low status—can engender stress, and how this stress can have spill-over effects on performance. She uses a multi-method approach that includes behavioral observation, implicit and reaction time measures, and physiological responses (specifically hormonal and cardiovascular responses) to examine how cognitive outcomes are affected by stress. In addition, Professor Akinola examines workforce diversity. Specifically, she examines the strategies organizations employ to increase the diversity of their talent pool. She also explores biases that affect the recruitment and retention of minorities in organizations.



Chekesha Kidd most recently served as President of Aetna's student health business, the market leader in providing health insurance coverage to more than 500,000 undergraduate and graduate students at institutions nationwide. Previously, Chekesha served as the Chief of Staff and Head of Business Development for the Company's Local Employer and Consumer segment where she was responsible for the development and execution of the segment's M&A and strategic partnership strategy as well as the creation and implementation of the segment's governance structure. Prior to joining Aetna, Chekesha was a financial professional on Wall Street responsible for structuring and managing the deal process for M&A, debt and equity transactions totaling over \$5 billion in value over an eight year horizon. She also has diverse health administration experience working in clinical research, state policy and federal lobbying efforts over the course of her career.



Gayle Lanier is senior vice president and chief customer officer for Duke Energy. She has responsibility for call center operations, revenue billing and receivables, metering services, marketing, energy efficiency and relationships with large business customers. She assumed her current position following the merger between Duke Energy and Progress Energy in July 2012. Previously, Lanier served as vice president of corporate services for Progress Energy. Prior to that, she held leadership roles at both Nortel and EMC (previously Data General Corp.). At Nortel, Lanier served as vice president and general manager of Nortel Knowledge Services. She had global responsibility for Nortel's strategic direction and performance for all training, documentation and leadership development for the company's employees, customers and channel partners.

Campaign for Black Male Achievement

The Open Society Foundations' Campaign for Black Male Achievement is a multi-issue, cross-fund strategy to address black men and boys' exclusion from economic, social, educational, and political life in the United States. The campaign responds to a growing body of research that reveals the intensification of black males' negative life outcomes. It builds on U.S. Programs' mission to support individuals and organizations that nurture the development of a more democratic, just society, as well as the Open Society Foundations' expertise and past work to reduce incarceration, promote racial justice, and support youth engagement and leadership development.

The Black Male Achievement (BMA) Fellowship is a new fellowship program established by Open Society Foundations and Echoing Green dedicated to improve the life outcomes of black men and boys in the U.S. It is the first fellowship program of its kind that targets social entrepreneurs who are starting up new and innovative organizations in the field of black male achievement.

Featuring:



Decker Ngongang

Senior Associate - Fellow Programs, Echoing Green Foundation

Echoing Green's mission is to unleash next generation talent to solve the world's biggest problems. Decker provides day-to-day management of our search, selection, and processes for the Echoing Green Black Male Achievement Fellowship Program. Prior to joining the Echoing Green Foundation he was VP of Programs at Mobilize.org where he focused on millennial driven solutions to funding and resource management to effect change on pressing social issues. Decker took the risk to leave his first career at Bank of America to help communities in Charlotte make investments in the future of their young people.

Breakout Sessions II

Where are the Resources for African-American Entrepreneurs?

Many of us are aspiring entrepreneurs but often have trouble getting started due to a lack of tools and support to launch and grow our business. We have brought together a panel from various areas within the entrepreneurship community featuring organizations that support African-American startups, to founders who have successfully launched a start-up company. We look forward to an exciting discussion exploring what resources are currently available for African-American entrepreneurs, as well as ways to encourage better collaboration and support within the community.

Featuring...



Steven Rogers '85 recently joined the HBS faculty after many years at Northwestern's Kellogg School of Management where he taught entrepreneurial finance and led the Larry and Carol Levy Institute for Entrepreneurial Practice. Professor Rogers received numerous teaching awards while at Kellogg, and in 1996 BusinessWeek named him as one of the top 12 entrepreneurship professors at U.S. graduate business schools. He brings personal experience to his teaching having acquired and run manufacturing and retail businesses, invested in minority-focused venture capital funds, and served on the advisory boards of private equity firms.



William Michael Cunningham is Founder and CEO of Creative Investment Research, Inc. and MinorityFinance.com. He is an experienced and recognized investment advisor, researcher and social investing policy analyst. Mr. Cunningham works with women and minority businesses, pension fund trustees, investment managers, community activists, government agencies and financial industry organizations to create and implement social and community investing initiatives.



Rhys W. Powell, Founder and President of Red Rabbit, is proud to be at the center of today's food revolution, at the helm of an innovative company that is solving a critical problem facing administrators, parents and kids: how to eat healthy at school. From its NYC facilities, Red Rabbit delivers more than 18,000 meals and snacks a day to 100 schools and programs throughout the metro New York area. A 2000 graduate of MIT, with a BS in Computer Science and Engineering, Rhys was an equity trader for privately held financial services firm, Carlin Financial Group, before tapping into his entrepreneurial side and founding Red Rabbit. He has been recognized on Crain's 40 Under 40 -2013 List, Goldman Sachs' 10,000 Small Business Entrepreneurs and by the Builders and Innovators Summit as one of the 100 Most Intriguing Entrepreneurs of 2012. Red Rabbit was acknowledged by Initiative for a Competitive Inner City as a Company to Watch in 2012.



Tarlin Ray '00 is managing director of Triple Threat Advisors, which provides operational strategy, turnaround management, and executive coaching for startups and early stage companies. He also serves as Co-President of HBS Alumni Angels Chapter of Boston and New England. Tarlin's career comprises leadership positions in both established multinational corporations and emerging companies. His experience includes roles in strategic planning, sales, marketing, and operations in the apparel, private education, online gaming, and travel industries. He has focused on change management and process improvement to drive organizational excellence and revenue growth including channel sales development, national account management, product development, and go-to-market campaigns.



Brian Shields, is the Co-Founder of IncubateNYC, an entrepreneurship program for aspiring entrepreneurs turning ideas into products people want. IncubateNYC has served over 100 aspiring founders looking to launch their next venture, and the Founders have raised over \$1mm for startups and new ventures. A Wall Street refugee, Brian has spent time in private equity, healthcare, financial technology, and early stage / angel investing.

Social Impact and Innovation in Consulting: *Powered by McKinsey*

McKinsey helps the world's leading organizations address chronic, complex societal challenges. McKinsey draws on the best of McKinsey's expertise to strengthen our clients' ability to deliver meaningful and sustainable change.

McKinsey's Social Innovation Practice helps foundations, philanthropists, companies, nongovernmental organizations, social entrepreneurs and social investors drive social change by being more innovative, strategic and effective. In the past five years, McKinsey has worked on more than 480 projects, in 50 countries—including for foundations and NGOs in 24 countries across Latin America, Europe, and Africa. McKinsey serves seven of the ten largest foundations in the world

Breakout Session III

Targeting Marketing: *Reaching the African-American Consumer*

This panel will explore the changing corporate and cultural dynamics involved with targeting African-American consumers. Our panelists are among the leading strategists in marketing, media, public relations and social politics affecting our communities. Throughout this panel we will seek to understand what has worked, what has failed, and how corporations and governmental agencies are developing strategies to understand and motivate African-Americans and their families.

Featuring...



Kahlil Byrd has dedicated his career to international media development and U.S. domestic politics. He currently serves as the President of StudentsFirst, a \$100 million national effort focused on changing the nation's legislative and policy landscape for public education; driving a national movement of teachers, parents and students dedicated to education reform, and; emerging as the national leader focused on transforming the American education system. Working with Chief Executive Officer and founder Michelle Rhee and the Board, Kahlil is responsible for StudentsFirst's long-term

strategy, operations, budget, and effort to develop an optimal culture focused on growth.



With more than a decade of research experience under her belt, **Carol Cunningham** joined BET Networks Corporate Market Research department in September 2007. Cunningham's responsibilities include leading the charge on all consumer insights, trend spotting, questionnaire design and primary analysis for all qualitative or quantitative studies conducted. Previously, Cunningham served as head of Strategic Insights & Affiliate Research for Scripps

Interactive (HGTV, Food Network, GAC, DIY and Fine Living) where she designed all aspects of their engagement research which became the cornerstone of Simmons' TV & Online Engagement NCS database. Prior to her stint at Scripps Networks, she also led all affiliate strategic initiatives for A&E Television Networks and ESPN.



Fay Ferguson is Co-CEO of Burrell Communications Group. In 2004 Ferguson orchestrated a management buy-out of the agency when founder Tom Burrell retired. She is focused on being successful, while holding on to her personal values and maintaining her family as a priority. Fay has received numerous awards, including Chicago Advertising Woman of the Year, "Advertising Working Mother of the Year, Trailblazer Mom" and the Target Market News Advertising Executive of the Year MAAX award, to name a few. Ferguson is active on several boards, including Perspectives Charter School, the Chicago Advertising Federation, The Chicago Network, the North Shore Chapter of the Links, Inc.,

the American Association of Advertising Agencies - Purple Forum and the Economic Club of Chicago. Fay earned a BA degree from Concordia College and an MBA from Indiana University.



Janice Tennant is the IMP Director, Enterprise at Kimberly-Clark Corporation. She is responsible for integrated marketing planning across Kimberly Clark's North America portfolio of great brands, which includes Huggies, Kleenex, and Kotex. Her primary focus is on elevating the commercialization and integration of our shopper marketing, multi-cultural, sampling, and couponing efforts.

Save our Cities: *Uplifting Black Communities Across America*

The "Save Our Cities" panel seeks to explore the root causes of disadvantage in African-American communities nationwide and explore the inspiring work being done to counter those causes. The discussion will align conference participants around the institutions and interventions that build strong communities and chart a course to prosperity for all African-Americans.



George Khaldun, the Chief Administrative Officer, Harlem Children's Zone, Inc., joined Harlem Children's Zone in 1991 as the Program Director of the Foster Care Prevention program. Prior to becoming CAO, he served as the Chief Operating Officer and Deputy to the President. Mr. Khaldun has been instrumental in the planning and expansion of Harlem Children's Zone's programs and creation of the charter school, Promise Academy. During his 19-year tenure, the Harlem Children's Zone has more than tripled its number of employees, participants and programs offered.



Dr. Joshua Murfree serves as the 14th Superintendent of Schools in Albany, Georgia [Dougherty County]. On being chosen to take on the highest role of leadership in the system in June, 2010, Dr. Murfree wasted no time outlining new directions for the system with the desire to improve community collaborative efforts and parental involvement that is leading to a reduction in drop outs and improvement in promotion and performance for all students.

Dr. Murfree is the newly elected Vice-Chairman of Operations for the 100 Black Men of America, Incorporated and Vice-Chairman for the Board of Control as elected by his Superintendent colleagues for the Southwest Georgia Regional Educational Service Agency (RESA).



Kedra Newsom is a Project Leader in BCG's Chicago office with a focus in financial services and education. She joined BCG's Chicago office in 2009 following an internship with the office in the summer of 2009. Before joining the firm, Kedra worked at Merrill Lynch as a software developer/architect, project manager and IT strategist. Kedra earned her MBA from the Harvard Business School. She earned her Bachelors Degree in Computer Science and Engineering from the Massachusetts Institute of Technology.

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