

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Employee-Resource Groups September 22, 2009

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Employee-resource groups are essential to recruitment, retention and talent development these days, especially for traditionally underrepresented groups. They also provide the most effective ways of understanding communities and developing and delivering products that resonate with them. How are the most effective employee-resource groups being used? How do they engage ALL employees? What role should the CEO and senior executives play in them? Whether you are considering starting an employee-resource group or already have well-developed groups, you'll learn how to tie them directly to your business goals. Learn best practices from [Merck & Co.](#) and [Aetna](#), Nos. 8 and 48, respectively, on The 2009 DiversityInc Top 50 Companies for Diversity® list.

Hear directly from Deborah Dagit, vice president and chief diversity officer of Merck & Co., and Raymond Arroyo, chief diversity officer at Aetna, about the impact employee-resource groups bring to an organization.

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