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Monday, March 2, 2009

## Diversity Spectrum Daily Diversity News Digest

### Special Report

#### [President Obama Asks Kansas Governor Kathleen Sibelius to Deliver Universal Health Care as HHS Secretary](#)



Kathleen Sebelius, the Governor of Kansas, has been asked by Barack Obama to take what is likely to be the most difficult job in his administration – delivering universal healthcare in a short space of time.

[AWCDH President Andrea Ferenczi Honors U.S. Ambassador to Hungary, April Foley, in Budapest](#)

Producing even modest healthcare reform is a task that has broken the back of many an ambitious Democratic politician in the past. As the enormously popular Democratic Governor of a state where Republicans outnumber Democrats two to one, Ms Sebelius, 60, is well used to operating in treacherous political waters.

It should help that she gets on famously with President Obama, whose relatives on his mother's side still live in rural Kansas, and that she was one of Mr Obama's earliest supporters in his run for the White House. She also has strong environmentalist credentials: two years ago she blocked

The Association for Women's Career Development in Hungary (AWCDH) honored Her Excellency April H. Foley, U.S. Ambassador to Hungary, on February 27 in the Hunting Hall of the Hungarian Parliament, Budapest, Hungary.

Andrea Ferenczi, President of the Association, stated that Ambassador Foley was the first U.S. Ambassador to Hungary who gave special priority to the promotion of equal opportunities for women.

The Association bestowed on Her Excellency the "Award for Women's Equality in 2007." President Ferenczi said, "we thank you for your earnest and heartfelt support of our aims and common projects during your mission to Hungary."

plans for a coal-fired power station.

As well as opposing the death penalty, and the "conceal carry" laws that allow Kansans to carry hidden handguns, the Governor is fiercely pro-choice, in one of the most anti-abortion states in the US; one doctor who performed early terminations of pregnancies has even been murdered. And the Archbishop of Kansas City has forbidden priests from giving the Catholic-born Governor communion.

But her nomination fills at least part of the gap left by the withdrawal of the former Senate majority leader Tom Daschle, who was Mr Obama's first pick for the job.

More than 40 million Americans have no health insurance, which will rise as unemployment shoots up. Healthcare reform almost destroyed Bill Clinton's presidency as the health insurance lobby ganged up on Hillary Clinton's secretive attempts at reform. This time the attempt is being carried out in public with Congress in the driving seat.

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Race Becomes More Central to TV Advertising

Ever see an inner-city schoolyard filled with white, Asian and black teens shooting hoops? Or middle-aged white and Latino men swigging beer and watching the Super Bowl on their black neighbor's couch? Or Asians and Latinos dancing the night away in a hip-hop club?

All it takes is a television.

Association President Ferenczi welcomed the many attendees and delivered opening remarks.

Dr. Zia Gurmai, Member of the European Parliament, Vice-Chairwoman of the Committee of Women's Rights and Gender Equality, also delivered remarks concerning the development of women's rights and career development opportunities.

Hungarian Minister of Foreign Affairs, Dr. Kinga Gonez, also addressed guests.

President Ferenczi has invited Ambassador Foley to sit on the Honorary Advisory Board of AWCDH. Dr. Gurmai serves as President of the Advisory Board.

Think about one of Pepsi's newest spots, "Refresh Anthem," which debuted during the Super Bowl. The ad, which features Bob Dylan and hip-hop producer will.i.am, is a collage of images from the '60s and today that celebrate generations past and present.

Or, take the latest hit spot from ETRADE, which stars the ETRADE Baby, a 9-month-old white boy, and his newest buddy — a black infant who, from his own highchair, agrees with the wisdom of online investing even in a down economy.

Ads like these are part of a subtle, yet increasingly visible strategy that marketers refer to as "visual diversity" — commercials that enable advertisers to connect with wider audiences while conveying a message that corporate America is not just "in touch," racially speaking, but inclusive.

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## The Arts

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### [India's Nandita Das has Proven Herself the Most Soulful of Actors](#)

Onscreen, Nandita Das has proven herself the most soulful of actors, capable of combining emotional expressiveness with unshakable integrity.

Off screen, she has maintained an ongoing commitment to social justice in India. Das brings these two worlds together in her feature debut, telling the story of one of India's great wounds with both sincerity and passion.

Conflict between Hindus

### [Real Estate Associate Program - Professional Opportunities for Minorities in Commercial Real Estate](#)

REAP is an industry-backed, market-driven program that finds and trains career-changing minority professionals for positions in commercial real estate, through education, networking, and on-the-job training with leading firms.

With the enthusiastic support of industry leadership, REAP—the Real Estate Associate Program—is now widely acknowledged to be the most successful diversity initiative in the commercial real estate industry.

REAP exists because the commercial real estate industry's professional ranks are less than 1% minority at management levels—less than 1,000 people of color in an industry with over 125,000 professionals.

During its short existence, REAP has increased that minority cohort by 10%—by spotlighting a talent pool that was always there, but previously unacknowledged.

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and Muslims continues to flare into violence in India, and is often stoked by political interests.

Nandita's latest film *Firaaq* begins in 2002 in the state of Gujarat, where three thousand Muslims died in communal riots.

In an early scene of almost Shakespearean gravity, two Muslim men dig a mass grave for the victims.

From there, the story jumps forward one month, away from the direct physical effects of the conflict to the more amorphous – but increasingly persistent – inner discord.

[More ...](#)

**Sports**

## [En Martinique, Face a la Penurie, le Marche Noir Fleurit \(Dispatch from French West Indies\)](#)

Depuis vingt jours que dure la grève générale en Martinique, les hauts et les bas de la négociation se lisent dans l'entrebâillement des rideaux métalliques des magasins.

Quand la tension monte, le rideau s'abaisse. En ce moment règne une sorte d'entre-deux : il faut parfois se courber en deux pour pénétrer dans une boutique.

A l'occasion, le vendeur porte un t-shirt du "Collectif du 5 février 2009", en signe de solidarité avec le mouvement.

Un investissement de cinq euros, à toutes fins utiles.

Alors que le port est bloqué et que les camions sont au garage, les commerçants les plus débrouillards parviennent à se procurer de la marchandise.

Aussitôt qu'un arrivage est annoncé, une file d'attente se forme sur le trottoir. La scène a quelque chose des grandes heures de l'Union soviétique.

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## [Brenda Barnes Champions Women Returning to the Work Force](#)

Brenda C. Barnes never set out to be the poster child for women chucking business careers to have children when she stepped away from a high-powered job heading up North America for PepsiCo in 1997.

But she broke the stereotype when she returned to the workplace six years later as president of the Sara Lee Corp., where she became CEO in 2005.

Much has been written about Barnes' "role reversal" in moving back into corporate life—and whether after years of managing children she was ready to manage a Fortune 500 company.

Today the CEO, who was criticized in the investor community for her unorthodox career path, says she "has a role to play" in making sure corporate America is aware of the hidden talents of women who once stayed at home but who today want to re-enter the work force.

"These are women who have been running society, our schools," she told a Stanford Graduate School of Business audience Feb. 10. "This was a personal choice that was right for me and I never wanted to be a role model, but now I feel I have a role to play."

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## [Ochoa Rallies with 66 for 3-shot Triumph](#)

A few minutes after finishing off her 25th LPGA Tour victory, Lorena Ochoa was asked if she thinks she's mentally tougher than her rivals.

"Yes," Ochoa said.

She's simply better than everybody else, too.

That was obvious again Sunday when she rallied to win the Honda LPGA Thailand.

Three strokes behind playing partner Paula Creamer at the start of the round, Ochoa shot a 6-under 66 for a three-stroke victory.

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## [Boycott Called for Talks on Racism](#)

Canberra has been urged to boycott a UN-sponsored conference against racism because it could degenerate into an anti-Semitic rant.

The call by Israel's former UN ambassador Dan Gillerman follows Canberra's pledge yesterday of \$20 million towards the reconstruction of Gaza, following the 22-day that ended in January.

[Email Marketing](#)



The US on Friday pulled out of the Durban review conference, scheduled for April 20 in Geneva to discuss progress by UN member states in tackling racism.

Critics claim that at the first conference, in Durban in 2001, which was attended by Australia, the program was poorly chaired by the UN and was hijacked by Arab states and turned into a forum for anti-Semitism.

Last night a spokeswoman for Foreign Minister Stephen Smith said no decision had been made on whether Australia would be attending the Geneva summit.

The US State Department on Friday said negotiations on a draft outcome document for debate at the conference had gone "from bad to worse".

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