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March 14, 2023

To whom it may concern:

Like many other companies in recent years, our firm recognized an opportunity for improvement with regard to insuring diversity, equity and inclusion (“DEI”) in our organization. We set a goal to develop an initiative that would foster a cultural shift within the firm, yet we recognized that the wrong approach risked alienating those we hoped to enlighten.

We set about searching for an appropriate consultant to guide us on our journey and were fortunate to attend a panel discussion at an NCBA Conference at which Dawn Stone, The Conflict Chick, Inc., was a presenter. We were struck by Dawn’s energy and genuine enthusiasm. The contributions she made to the panel discussion were directly on target with the goals we sought to achieve in our firm.

We retained Dawn to help us craft our DEI initiative and could not be more pleased with the result. Dawn spent approximately seven intensive months with our firm. She provided management level training, followed by staff training. The extremely substantive materials and content were enhanced by Dawn’s engaging and effective way of delivering it. We received positive feedback from nearly all our employees.

Dawn helped us formulate an Employee DEI Survey along with messaging surrounding it, designed to encourage employee participation. We received nearly 85% participation. The survey provided us with invaluable insights into our firm’s strengths and weaknesses on the DEI front. Dawn worked side-by-side with management and staff in developing a DEI Committee, facilitating the meetings until the Committee was ready to move forward on its own. In that context, we developed our DEI Policy and Committee Mission Statement, elected Chairs and co-Chairs, formulated Committee Rules and sub-Committees.

Thanks to Dawn’s expert and tireless guidance, we are continually finding new ways to weave our DEI values and objectives into the very fabric of our firm. Not only is Dawn extremely generous and giving of her time, her rates are reasonable. We intend to continue to engage with Dawn as we move forward in our journey.

Sincerely,


HILLARY VELDHUIS, CEO/COO

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