

19th Annual Northwest Public Employees Diversity Conference

Tuesday, October 30, 2012 • Oregon Convention Center • 777 NE MLK Jr. Blvd. • Portland, Oregon

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Building a Culture of Inclusion and Multiculturalism

Save the date!

**Tuesday, October 30, 2012
Oregon Convention Center
777 NE MLK Jr. Blvd.
Portland, Oregon**

The conference is now accepting proposals for presenters

Interested in conducting a workshop. Visit the "Workshops and Sessions" page for more information

Keynote Speaker

Eric Friedenwald-Fishman

Creative Director/President, Metropolitan Group

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- Coming soon.
- Coming soon.

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Eric Friedenwald-Fishman is the founder of Metropolitan Group, one the nation's leading social change consulting firms, headquartered in Portland, Oregon, with offices in San Francisco, Washington, D.C., and Chicago. Eric has more than 23 years of professional experience; since Metropolitan Group's founding in 1989, he has served as the key strategist and counsel on dozens of local, regional, and national projects in the public arena. He has developed extensive relationships with public sector, tribal, nonprofit, corporate, and philanthropic decision makers.

Eric is widely recognized as one of the nation's most effective experts in public sector and public/private partnership communication and branding; facilitation, partnership development and community engagement; delivery, funding and organizational strategy development; and social purpose marketing and public will building. He specializes in crafting strategies that impact behaviors, attitudes, practices and policies. He has led the company in raising more than \$1.5 billion in public/private support of client projects.

Eric is co-author of Marketing That Matters, a book published in six languages on marketing practices that benefit businesses and change the world. He is also an invited regular contributor to the *Stanford Social Innovation Review* online.

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