



UPCOMING EVENTS

March: Women's History Month

- National Society of Black Engineers National Conference, Nashville
- Parents Step Ahead Awards San Antonio & Irvine, Texas
- DigiGirlz Days, HO
- International Women's Day- Employee Appreciation, Farmington Hills

April:

- Country Music Marathon, Nashville
- Ahora Student Days, Multiple Cities
- 100 Black Men of Middle Tennessee Gala, Nashville
- WBST Mixer, Smyrna

May: Asia Pacific Islander Month

- Diversity Week, HQ

"If you can't fly, then run,
if you can't run, then walk,
if you can't walk, then crawl,
but whatever you do,
you have to keep moving
forward."

– Dr. Martin Luther King, Jr.

José Muñoz Champions Diversity at North American International Auto Show

José Muñoz, President and Chairman, Management Committee – Nissan North America Region, as well as Nissan Diversity Council Chairman, won the Multicultural Marketing and Communications Award at the [4th Annual Multicultural Media Luncheon](#). Muñoz was recognized for his leadership at Nissan Mexicana in achieving the highest market share in Nissan's history, as well as his leadership for a 42-month run of sales leadership in Mexico and other successes. This event, created by Ajamu Group, LLC, is the hallmark diversity themed luncheon at the North American International Auto Show (NAIAS).

Muñoz also received the Auto Executive of the Year Award during the 18th Annual Urban Wheel Awards (UWA). Sponsored by Decisive Media, the UWA honors and promotes the participation of minorities in all aspects of the auto industry. With celebrities, auto industry executives, government officials and international media represented, the UWA serves as the official multicultural event of the auto show.

Robert Wilson, Director of Americas Diversity Office notes, "Muñoz' recent awards highlight Nissan's strength as a thought leader in the automotive industry and multicultural community. With a rapidly diversifying population, we can no longer target a narrow or limited consumer market. Nissan strives to serve all customers, by understanding and representing who they really are. José Muñoz understands this, and we are glad to see his leadership be recognized."

DIVERSITY COUNCIL CORNER:

"I would support any organization endeavoring to build a more diverse and inclusive work environment, but I am committed to Nissan because its commitment is so pervasive, from the executive team (which I have the privilege of working with on the Diversity Council) to all of the rapidly expanding BSTs throughout the Americas. While it isn't always easy for individuals to see the impact, this top-down, bottoms-up approach is critical for achieving the long term goal. Way to go, Nissan--and thank you for including me in this journey. "

*Corbette Doyle,
Lecturer in Organizational Leadership, Vanderbilt University
External Advisor, Nissan Americas Diversity Council*



Dallas & Smyrna Launch New BSTs

Since the first Business Synergy Team (BST) launched in 2007, Nissan employees have embraced these groups and expanded to multiple affinity groups and locations. The two newest BSTs launched last quarter, further engaging a culture of inclusion and tying our diversity to Nissan's core business practices.



Generations BST in Dallas launches 80 employees strong

The Generations BST launched at NMAC on Nov. 8, 2013. With initial membership of 80, this second BST, in Dallas is focused on understanding and celebrating the unique characteristics of each generation in the workplace. Jenny Floru, who coordinated the BST launch stated, "At NMAC, our employees equally represent three major generations, which presents real challenges in the workplace. The Generations BST meets the broad needs of our employees, and allows us to be proactive in creating opportunities to address these challenges."



Multicultural BST-Smyrna launch on Dec. 7

At the Smyrna plant, the Multicultural BST launched on Dec. 7, 2013. As only the second BST at Smyrna, the kickoff was a great success with approximately 115 new members. Latrice Sharpe, MBST Smyrna president, shares her inspiration for leading this group below.

"There are so many opportunities to reach out to minorities and others who may feel like they are on the fringe and may feel discouraged. My goal is to reach everyone to make them feel like their future is bright because they have so much to offer the world. I want to encourage them to teach us all. We have so much to learn and diversity enriches this knowledge."

-Latrice Sharpe
President,
MBST Smyrna



CHAMPIONING DIVERSITY SPRING OFFERINGS*

***You must enroll via Virtual Academy (WIN > Virtual Academy > Diversity)**

Month/Day – Location/Rooms
City, State

03/19 –
Trng Ctr #7 (NST)
Smyrna, Tenn.

03/28 –
HQ 01-214
Franklin, Tenn.

03/28 –
Trng Ctr 124-125
Canton, Miss

04/8 –
HQ 01-406
Franklin, Tenn.

04/25 –
Trng Ctr 124-125
Canton, Miss

05/16 –
Trng Ctr 124-125
Canton, Miss

06/20 –
Trng Ctr 124-125
Canton, Miss

For additional diversity resources and to learn how to get more involved with Nissan activities: **Check out the Americas Diversity Office (ADO) Alliance Connect page**

Or the ADO WIN page:
WIN > Nissan World > Programs > Diversity

Or visit us at:
NissanUSA.com/About/Diversity
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