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Local work force diversity group to go national

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(October 15, 2005) — A local work force diversity council is about to go national.

The Greater Rochester Diversity Council, with more than 50 members in western New York, is about to open a branch in Atlanta outside the Rochester area.

More branches — possibly as far away as the West Coast and as close as Buffalo — will likely follow, said Mike Streeter, executive director of what is now called the Workforce Diversity Network.

Streeter said the council's successes have prompted companies from all over the world to inquire about joining.

The council's conferences, for example, typically attract more than 2,500 people representing more than 200 companies and organizations nationally.

And as workplaces get more diverse, more companies are getting concerned about the issue, Streeter added. The council helps businesses develop and manage diversity in the workplace.

The council started in Rochester in 1996 with just 16 members. The organization has since grown, becoming a nonprofit organization and offering educational help to businesses ranging from health care providers, educational institutions and Fortune 100 multinational corporations.

Services include monthly meetings, newsletters and a Web site: www.workforcediversitynetwork.com.

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