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Xerox, Kodak cited for diversity

By Joy Davia
Staff Writer

(February 21, 2004) — Xerox Corp. and Eastman Kodak Co. earned top marks nationwide for corporate diversity, according to a national organization.

Xerox ranked fifth, and Kodak sixth, out of 790 companies, according to the newly released *Best of the Best: Corporate Awards for Diversity and Women 2003-2004* by the Diversity Best Practices and Business Women's Network.

The Washington, D.C.-based group — which helps businesses achieve their diversity goals — ranked companies based on how many times they appeared on 45 of the latest "best company" diversity lists by various publications, associations and government organizations.

The lists judged businesses' employee and supplier diversity, and opportunities for minorities, among other criteria.

Xerox, for example, ranked No. 13 on *Fortune* magazine's "50 Best Companies for Minorities" list and received an honorable mention in *Girlfriends Magazine's* list of "Best Lesbian Places to Work."

"Despite their economic downturns, they never lost sight of diversity leadership," said Edie Fraser, president of the network. "Rochester should be very proud of these two companies."

Xerox said it works hard to recruit, train and retain its minority work force.

Officials have cultivated relationships with colleges that help minority students in technical fields and they often send recruiters to national minority engineering society gatherings, for example, said Ernest Hicks, manager of Xerox's corporate diversity office.

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USA Today

Said Kodak's Anthony Sanzio, "This award is another example of the winning and inclusive culture we have here at Kodak."

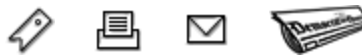
In 2002's *Best of the Best*, Xerox finished fifth, and Kodak eighth, out of 650 companies.

Also in 2003, Kodak Chairman and Chief Executive Dan Carp was one of 10 CEOs recognized nationwide by this organization.

Chairman and Chief Executive Anne Mulcahy will receive that diversity award in 2004.

Verizon Communications Inc. was No. 1 on the latest *Best of the Best* list.

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