

CASCADE ENGINEERING EARNS GRAND RAPIDS CHAMBER'S DIVERSITY VISIONARY AWARD

Grand Rapids – The Grand Rapids Area Chamber of Commerce is proud to name Cascade Engineering its 2007 Diversity Visionary Award recipient.

The Diversity Visionary Award is given to a person or organization that demonstrates the importance of diversity through their leadership and organizational practices. Past recipients include Steelcase CEO Jim Hackett and Robert Woodrick, former president of D&W Food Centers.

“Cascade Engineering is well-known locally for fostering diversity and inclusion,” said Sonya Hughes, Vice President of Diversity Initiatives and Programs at the Grand Rapids Area Chamber of Commerce. “What started as the ‘right thing to do’ at the company has evolved into a business imperative.”

A demonstrated leadership commitment, zero-tolerance policy, Diversity Coordination Council and a three-phase employee training system help Cascade Engineering reach its inclusion goals, and are examples of why the company was chosen to receive the award.

CEO Fred Keller and members of the Cascade Engineering team will accept the award at the Diversity Visionary Award Celebration on March 22, 6 p.m. at Noto's Old World Italian Dining, 6600 28th St. SE in Grand Rapids. This event will also feature a keynote from Dr. Roland Fryer, Assistant Professor of Economics at Harvard University. Fryer will speak on “The Metrics of Diversification: why great companies focus on diversity, and how it's done.” At only 28 years old, Fryer is considered a star in the field of economics, doing groundbreaking work applying economics to the study of diversity.

Chamber members may attend the Diversity Visionary Award Celebration for \$50 per person. Non-member cost is \$70, and corporate tables are available for \$700. Proceeds from the event help fund the Chamber's Diversity programs, such as the Institute for Healing Racism, Multiracial Association of Professionals (MAP), and more.

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About the Grand Rapids Area Chamber of Commerce

With more than a century of experience creating opportunities for business success, the Grand Rapids Area Chamber of Commerce is the premier business membership organization in West Michigan. Though the area's largest employers are among its 2,800 member businesses, more than 80% of members are small companies with 50 or fewer employees. By helping members connect, grow and succeed, the Grand Rapids Area Chamber of Commerce is a community partner that provides value for members, enhances the business climate in the area, and advocates for public policy that supports economic growth and vitality.