

# ANNUAL

2013-2014  
REPORT



The mission of the Cape May County Chamber of Commerce is to be the voice of the business community by promoting tourism and economic development through legislative advocacy, marketing services, networking opportunities and educational programs for member businesses.



**Scott Campbell**  
2014-2015 Chairman of the Board  
*TD Bank*

## 2014 CAPE MAY COUNTY CHAMBER CHAIRMAN

Dear Members,

I had no idea when I was installed as the Chairman of the Cape May County Chamber of Commerce in October 2013 how fast a year would go by, and I am thankful to have a second year as the leader of this great organization. As you will see in this report, the Chamber has been extremely busy this year with projects undertaken by the Board, Staff, and Members. Here are a few highlights and observations.

My first year as Chairman began with a focus on building our membership in numbers and strength. What I found is that it is not as easy as I thought. Membership development is a process of building relationships and confidence with prospective members. I found that many businesses in our area are unaware of extensive work the Chamber does on behalf of our business community. So this year, adding to my goal of building membership, we are embarking on a public relations campaign to better promote the intangible values of membership where the highest rate of return on membership investment is realized.

Next, we formed the Chairman's Circle to tap into the insights and experiences of our past Chairmen. I learned from my predecessors that rarely does a Chairman accomplish everything they'd like to during their time in office, and that many of the challenges they faced, are the same ahead of us today. The main topic of conversation focused on the question, "why is it so difficult to unify the county's business community and still respect and maintain the unique individuality of our 16 municipalities"?

However, one challenge has been truly unique to my time in office and that is the construction of the Garden State Parkway overpass in front of the Chamber building. Now that the southbound lanes are traffic-light free, it's a wonderful thing. But, Crest Haven road was closed 36 days this past year which presented challenges getting into and out of the Chamber and Visitor Center. Looking ahead, we still have issues with the configuration of our entrance and exit but believe that these will be corrected by the project's completion.

I quickly learned how important the Chamber's position as the Cape May County Business Advocate is for our members as I worked with our President, Legislative Committee, and Board to address issues both pro and con that affect our ability to do business in Cape May County. The Chamber invested in VoterVoice to provide members the ability to quickly contact legislators on key issues

Looking ahead, a Chamber Education Foundation will soon be established and an updated Strategic Plan will be delivered to the Board of Directors in early 2015 for their consideration. These two new initiatives have both set the course for establishing a Leadership Cape May County program in which we have invited each local Chamber in the County to participate.

So while much has been accomplished this past year, there is much more to do. Most of all, thank you for the opportunity to serve.

Sincerely,

Scott Campbell



**Steven C. Morey**  
Past Chairman  
*Hatch Mott MacDonald*

## 2015 EXECUTIVE COMMITTEE



**Vicki Clark, IOM**  
President  
*Cape May County Chamber of Commerce*



**Tom Piratzky**  
1<sup>st</sup> Vice Chair  
*Cape Regional Medical Center*



**Maura McMahon Primus**  
2<sup>nd</sup> Vice Chair  
*McMahon Agency, Inc.*



**Cheryl Wachter**  
Secretary  
*Cape Bank*



**Dave Repici**  
Treasurer  
*Sturdy Savings Bank*



# LEADERSHIP

## 2015 BOARD OF DIRECTORS



**Tara Becker**  
CBIZ Payroll  
& Employee Services



**Janet Buchanin**  
1st Bank of Sea Isle City



**Susan Cawley**  
Concord Suites



**Nancy Cleaver**  
Crest Savings Bank



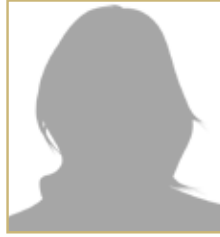
**Bill Davis**  
Avalon Carpet,  
Tile & Flooring



**Bruce Fournier**  
Naval Air Station  
Wildwood Aviation Museum



**Tammy Garrison**  
South Jersey  
Energy Solutions



**Leslie Gimeno**  
Cape May County  
Planning Department



**Dan Glaze**  
Broadley's MDI



**Bernie Haas**  
Cape Publishing Inc.



**Bruce Hamlin**  
Hotel Icona



**Jonathan Hirsch**  
Montreal Beach Resort



**Tom Hutchinson**  
Hutchinson Plumbing,  
Heating & Cooling



**Ryan Krill**  
Cape May  
Brewing Company



**Judy LaPorta**  
Little Oaks Campground



**Arlene MacDonald**  
The Press of Atlantic City



**Amy Mahon**  
Reich Asset Management



**Robert Maschio**  
Coastal  
Broadcasting Systems



**Veronica Morey**  
Sun National Bank



**Kim Pedroni-Scheila**  
Coldwell Banker  
James C. Otton



**Richard Perniciaro**  
Atlantic Cape  
Community College



**Michael Porch**  
Cape May-Lewes Ferry



**Lisa Roberts**  
Business Rx, LLC



**John Sabella**  
Ford, Scott & Associates



**Linda Steenrod**  
Dog Friendly  
Billmae Cottage



**Eddie Tate**  
AtlantiCare



**Veronica Town**  
Atlantic City  
Electric Company



**Maggie Warner**  
Morey's Piers &  
Beachfront Waterparks



**Susan White**  
Hub International

# MEMBERSHIP

## HIGHLIGHTS & ENGAGEMENT

### 2014 ANNUAL AWARDS

#### Member of The Year

Cooper Levenson, Attorneys at Law

#### Volunteer of The Year

Robert McNeill & James Rutala

#### Committee of The Year

Environmental & Legislative Committee

#### New Member of The Year

Cartridge World

#### Cape May County Betterment Award

Kindle Auto Plaza

#### Golden Whelk Tourism Award

DelMoSports "Escape the Cape" Triathlon

#### Service Excellence Award

Lucky Bones Backwater Grille

#### Visionary Award

Atlantic Cape Fisheries

#### New Business Venture Award

The Reeds at Shelter Haven

#### Historic Preservation Award

Historic Cold Spring Village



#### Conservation Awards

Wetlands Institute • CMC Dept. of Mosquito Control

#### Beautification Awards

Gentilini Chevy • Adelene Restaurant  
Cappelletti & Sons Deli • Homestead Real Estate

#### Conservation & Beautification Awards

Cape May County Park & Zoo

### 2014 DISTINGUISHED MEMBERS

The Cape May County Chamber of Commerce honored **Cape May County Technical High School** and **Golden Inn Hotel & Conference Center** at the May 15th meeting. These members celebrated 50 years of continuous membership with the Chamber!



The following businesses celebrated 25 years of continuous membership; Acacia Beachfront Resort & Condos, Angel of the Sea Bed & Breakfast, Boathouse Restaurant, Cape May Whale Watch & Research Center, Granada Ocean Resort, Leith Hall Historic Seashore Inn, Miss Chris Fleet, Ocean Holiday Motor Inn, Reges Oceanfront Resort, and Victoria Manor.



### CHAIRMEN'S CIRCLE



New Chamber Chairman Scott Campbell instituted the Chairman's Circle by inviting past Chamber Chairpersons to participate in a roundtable discussion about past, current, and future issues concerning the business community.

This group of distinguished leaders will meet annually to share their experiences and expertise for the benefit of the Chamber and the entire Cape May County business community.



### 2014 COMMITTEE CHAIRS

#### Ambassador Committee

Greg Bell, TD Bank

#### Annual Dinner Planning Committee

Cheryl Wachter, Cape Bank  
Susan White, Hub International

#### Environmental & Legislative Committee

Diane Leonik, CMC Municipal Utilities Authority  
Dave Ellenberg, Borough of Avalon

#### Finance Committee

Dave Repici, Sturdy Savings Bank

#### Golf Committee

Eddie Tate, AtlantiCare

#### Health Insurance Committee

Stephen Sanborne, Thomas H. Heist Insurance Agency

#### Membership Committee

Scott Campbell, TD Bank

#### Nominating Committee

Steven Morey, Hatch Mott MacDonald

#### Scholarship Committee

Maura McMahon-Primus, McMahon Agency, Inc.

#### Strategic Planning Committee

Tom Piratzky, Cape Regional Medical Center

#### Tourism & Economic Development Committee

Suzanne Walters, Borough of Stone Harbor

#### Women In Business Committee

Janet Buchanin, 1st Bank of Sea Isle City  
Veronica Morey, Sun National Bank

### TOP CATEGORIES OF MEMBERSHIP





Thank You to all of our sponsors during the last year!

## 2013-2014 SPONSORSHIP CHAMPION CIRCLE



## INVESTORS CIRCLE



## PARTNERS CIRCLE



# BUSINESS

## ADVOCACY & RESOLUTIONS

### 2013-2014 RESOLUTIONS & POSITIONS

#### COMMUNITY

- Supported "Show Kids You Care" week, April 6 – 12 to create awareness of child abuse and neglect.
- Congratulated the Borough of Stone Harbor in celebration of their 100th Anniversary.
- Congratulated Lower Township Chamber of Commerce on their 20th anniversary.
- Supported grant applications for the connection of bike paths in Lower and Middle Townships.

#### TOURISM

- Supported an increase in funding for the New Jersey Shore Protection Fund in order to meet the needs of future coastal protection projects, and to provide a further incentive for federal matching funds.
- Supported grant application for funding of a Cape May County Wayfinding program.
- Supported AJR-72 designating the last full week of September of each year as "New Jersey Beer, Wine and Sprints Week: and Wednesday of that week as "New Jersey Dine Out Day."
- Supported the Travel Promotion, Enhancement, and Modernization Act of 2014 to reauthorize Brand USA and continue this public-private partnership to promote international travel to the US at no cost to the American tax payer.
- Opposed A1596/S2171 allowing county governments to take over the control of municipal beaches.

#### BUSINESS ADVOCACY

- Opposed A2354/S2866 requiring paid sick leave for hourly paid employees.
- Supported the extension of the South Jersey Gas pipeline to the BL England electric generation plant.
- Subscribed to VoterVoice – an action alert advocacy program.
- Met with members of the New Jersey Congressional Delegation in Washington DC to discuss the importance of the summer work travel exchange program.
- Established a dual membership program with the New Jersey Restaurant Association.



### SUMMER WORK TRAVEL PROGRAM AKA J-1 VISA WORKERS

In June 2014 Chamber President and Denise Beckson from Morey's Piers and a coalition of New Jersey tourism professionals met with members of the NJ Congressional Delegation to discuss the importance of the US Department of State Exchange Visitor Summer Work Travel Program, better known locally as international student worker program. Recent political discussions concerning passage of an immigration bill have threatened the continuation of this program. The Chamber's advocacy for the J-1 Visa program is based on the reality that Cape May County does not have a sufficient local workforce to allow seasonal businesses to open in the spring and remain open through the fall.



### 1<sup>st</sup> LEGISLATIVE DISTRICT ECONOMIC DEVELOPMENT TASK FORCE

Chamber President Vicki Clark was one of 23 business leaders appointed to the newly formed 1st Legislative District Economic Development Task Force Chaired by Senator Van Drew. This bipartisan group will explore new ideas to create more year 'round business opportunities and reduce unemployment. Also representing Cape May County on the Task Force are Chamber members Freeholder Vice Director Len Desiderio, Norris Clark (Princeton Strategic Communications), Dr. Peter Mora (ACCC), Dr. Herman Saatkamp, Jr. (Stockton College), Richard Perniciaro (ACCC), Jeff Reichle (Lunds Fisheries), Curtis Bashaw (Cape Resorts), Barbara Jones (ServPro of Cape May and Cumberland Counties), and Ray Burke (Burke Motor Group).



### CHAMBER OPPOSED TO CONSTITUTIONAL CHANGE FOR MINIMUM WAGE

The Board of Directors voted to oppose a question on the November 2013 general election ballot asking the public to change the NJ Constitution, allowing a raise in minimum wage and tying future raises to the Consumer Price Index. This was not a position against raising minimum wage, this position was taken in opposition of changing the NJ Constitution. The question was ultimately approved by voters.



### 2014 LEGISLATIVE UPDATE



The annual Legislative Update was held in August and featured Assemblyman Sam Fiocchi. Asm. Fiocchi discussed his work on the Human Services, Regulatory Oversight, and Telecommunications and Utilities Committees. Additionally, Assemblyman Fiocchi provided information on his efforts to expand the economic opportunities in the 1st Legislative District.



# DEVELOPEMENT

## ECONOMIC & EDUCATIONAL



### BIGGERT WATERS ACT SEMINAR

A seminar focusing on new regulations regarding mandatory compliance with the Biggert-Waters Act and new FEMA maps was hosted by the Chamber on February 7. Congressman Frank LoBiondo attended as the keynote speaker followed by New Jersey Commissioner of Banking and Finance Ken Kobylowski and Cape May County Freeholder Director Jerry Thornton.

The program featured two panels of local experts. Technical experts Environmental Engineer Tom Thornton of Hatch Mott MacDonald, Attorney Sal Perillo of Nehmad, Perillo, & Davis, and FEMA Mitigation Expert Steve Ardito addressed the standing room only crowd at the Wildwood Golf Club on the new FEMA maps and flood level elevation requirements.

A panel of Insurance Industry experts explained new requirements for insuring properties in V-zone areas and buying and selling properties. This panel included Bill McMahon, III from the McMahon Insurance Agency, Tom Heist from the Heist Insurance Agency and Tom Byrne from the J.Byrne Agency.



▲ Joy Jones, Assistant Professor of Communications at Atlantic Cape Community College.

### WOMEN IN BUSINESS CONFERENCE

The 2014 Women in Business Conference marked the 9<sup>th</sup> widely successful annual conference. This conference was designed to provide women with the resources needed to achieve and maintain success in their careers. Elegantly planned at the Flanders Hotel in Ocean City, this conference focused on *The Power of Women*.

Keynote Speaker Brenda Linnington, National Director, Institute for Marketplace Trust and BBB Military Line. Ms. Linnington discussed her knowledge and experiences with effective leadership specifically through her efforts on behalf of military consumers in the marketplace.

Breakout sessions included The Power of Business Etiquette and The Power of a Mentor as presented by Joy Jones, Assistant Professor of Communications at Atlantic Cape Community College and Christine Mari-Mazzola, AVP, Risk Management for South Jersey Industries, Inc. This conference also highlighted the evolving roles of women in leadership positions with a dynamic discussion panel. Panelists included Cape May County Freeholder Kristine Gabor, Cape May County Clerk Rita Fulginiti, Wildwood Crest Commissioner Joyce Gould, and Avalon Councilwoman Nancy Hudanich as lead by Stone Harbor Mayor Suzanne Walters.

### BUSINESS @ THE BEACH EXPO



◀ Networking is what the Expo is known for and what it provides best. Every year terrific stories of people connecting to do business come out at the Expo.



◀ Exhibitors at the Expo continued to help local business people problem solve with the latest in products, services and professional advice.



◀ The 2014 Expo hosted one of the areas foremost experts in networking and building business relationships.



◀ It wouldn't be the Expo without Wings Travel who for several consecutive years have donated trips to many wonderful destinations.



◀ Of course, the Wildwoods Convention Center Food & Beverage and Hospitality Services are also on display at the Expo.



◀ The Business @ The Beach Expo's longest tenured and highest contributing sponsors, J. Byrne Agency and Cape Bank, make it possible to offer the experience and amenities the Expo has become known for.



*Thank You!*

# TOURISM

## PROMOTION & GROWTH

### ECONOMIC IMPACT OF TOURISM IN CAPE MAY COUNTY\*

- According the NJ Division of Travel and Tourism Economic Impact study for 2013, Cape May County's tourism industry experienced a 2.3% growth totaling \$5.5 billion dollars.
- 80% of 2013 visitors were return visitors some returning for more than 20 years.
- Nearly 37% of the eighty percent were Baby Boomers who tend to have a higher income bracket, travel more than other age groups. Nearly 44% spend between \$1,500-\$3,000 while in vacation in Cape May County.
- Rental income is in excess of \$8 Million with 47% of Cape May County dwellings considered second or vacation homes.
- Visitor Surveys conducted by the Department of Tourism follow the national trends and show a rise in Eco and heritage travel.
- 57% of visitors return during the shoulder season.
- Wineries and Breweries in the area are growing and will serve to expand the season and bring new customers to the area year round.

\* Research conducted by the Cape May County Department of Tourism.

### DESTINATIONS OF NEW YORK GROUP TRAVEL SHOW



The Chamber participated at the Destinations of New York State Group Travel show held in Saratoga Springs, NY in September 2014. Each year the Chamber represents the Jersey Cape at travel shows around the region. The Jersey Cape Vacation Guide is the featured promotional piece at these shows.

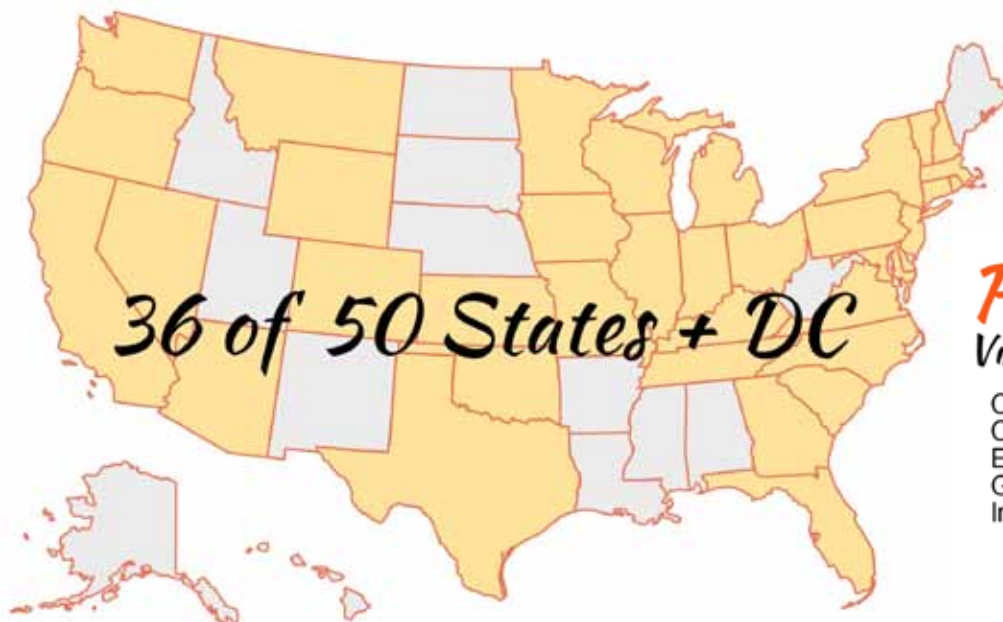
Additionally the Chamber distributes the Jersey Cape Vacation Guide at several other travel shows attended by the Southern Shore Region DMO.



*Crest Haven Road was closed  
for a total of 36 days  
from March 17 - May 22, 2014  
while the Garden State Parkway  
southbound overpass was constructed.*



### LOOK WHO CAME TO VISIT US AT THE INFO CENTER IN 2014!



**Plus**  
Visitors from...

Canada  
Czech Republic  
England  
Germany  
Ireland



## NEW IN 2014! NATURE-BASED TOURISM SITES & BIKE PATH GUIDE



In 2012 Cape May County had a \$522 million nature-based tourism industry that generated \$2.3 million in sales tax and nearly \$1 million in occupancy taxes. The bike trails and natural attractions, as well as, soft adventure such as birding and kayaking were quickly becoming on top of our visitors agenda, next to the beaches. The Cape May County Chamber of Commerce seized the opportunity to educate our visitors on the preservation and responsibility

of watch-able wildlife and nature habitats in Cape May County by producing the Jersey Cape, Nature-Based Tourism Sites & Bike Path Guide.

With help from the Cape May County Department of Tourism and Economic Development, this resource guide pin-points the 54,511 acres of Cape May County land allocated for nature tourism and shares information about natural sites, attractions, trails, biking paths for the visitors, second home-owners and residents. This brochure aims to increase the \$522 million nature tourism industry, the number of overnight stays, as well as, the entertainment, retail and food & beverage segments.

## JERSEY CAPE VACATION GUIDE: SETTING THE TREND



The 47<sup>th</sup> annual and consecutive edition of the Jersey Cape Vacation Guide was produced in 2014. As the half century mark of production approaches, demand for printed literature from primary markets continues to be steady. Since 2013, the Chamber has begun to focus the distribution of the printed Guide more locally for those looking for things to see and do and places to eat. The new, slightly smaller printed Guide has grown its local "in-room" distribution niche substantially in the last two years. Measuring 6½ x 10 inches, our guide visually implies value and quality while setting the trend as many printed magazines since have begun to vary from the typical 8½ x

11 measurement. This smaller size is also popular with housekeeping managers because of it's easier storage and handling while still offering a variety of information and a quality appearance.



While both the printed Guide and Online Guide website remain sources of information for users locally and regionally, the Chamber has made some changes to keep pace with technology and how people prefer to access information. Our printed guide is aimed on a more local level, while the website is geared toward those looking for lodging opportunities and researching vacation places in general. As we continue to add more vacation ideas and lodging highlights through the blogging and headline features the websites traffic has doubled! In an effort to balance print, web, email and social media the Chamber continues to deliver information in the best and most desired ways for our visitors.



## THE CHAMBER ON THE WEB

The Chamber's websites attracted over 80,000 Unique Visits and over 187,000 Page Views during the last year with 40% of the visits coming by mobile device or tablet.

### Top Six Pages for:

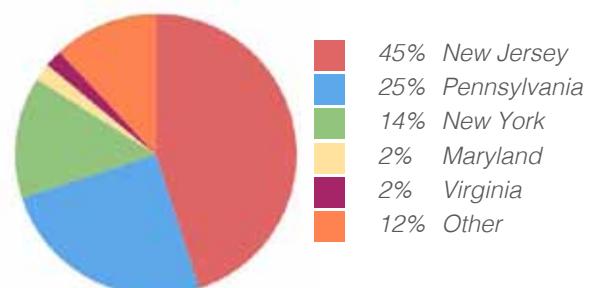
#### CapeMayCountyChamber.com

1. Business Directory
2. Discounts & Special Packages
3. Chamber Events
4. Community Events
5. Beach Guide
6. Order a Vacation Guide

#### JerseyCapeVacationGuide.com

1. STAY/Wildwoods
2. STAY/Camping
3. WHERE TO EAT
4. TOWNS/Stone Harbor
5. STAY/Cape May
6. DO/Events

### Top States Utilizing the Vacation Guide Website



# COMMUNITY

## ENGAGEMENT & PARTICIPATION

### 2014 SCHOLARSHIP AWARDEES

**Aleksander Soriano**

Lower Cape May Regional

**Nicole Kelly**

Middle Township High School

**Dorothy Stump**

Middle Township High School

**Adam Vaul**

Middle Township High School

**Kari Paige Broadley**

Ocean City High School

**Sarah McBride**

Wildwood Catholic High School

**Mackenzie Scully**

Wildwood Catholic High School

### TESTIMONIALS

"I was proud to receive a scholarship from a prestigious organization like the Cape May County Chamber of Commerce. Going forward, it will help me tremendously by showing me that hard work pays off."

**Nicole Kelly,**

The Richard Stockton College of New Jersey



### SPREADING HOLIDAY CHEER IN CAPE MAY COUNTY

During the Holiday's the Chamber collects non-perishable food, personal care items and unwrapped toys. This year we collected:

- ◀ Over 300 pounds of food for local food banks.
- ◀ Over 100 toys for Family Promise of Cape May County.

*Thank You!*



### IMPROVEMENT ON THE RISE

The construction of the exit 11 Garden State Parkway Overpass provided additional benefits to the Chamber property. As part of the construction project, the chamber driveway and parking areas were re-paved and striped and with new dusk to dawn security lighting installed.



### SHOP LOCAL 2013 WINNER

The 2013 Shop Local campaign brought more than 500 contest entries. This translates into over 500 local shoppers who joined our campaign to "Keep the Cheer Here" by shopping at participating businesses. Pictured is our contest winner Joan M. from Pennsylvania. Joan won a total of \$500 in gift cards and certificates to Cape May County businesses.



### CELEBRATING THE 50<sup>th</sup> ANNIVERSARY OF THE CIVIL RIGHTS ACT

John Harmon, President of the African American Chamber of Commerce of New Jersey spoke at a special event on June 26 at Avalon Links to help the Chamber celebrate the in 50<sup>th</sup> Anniversary of the Civil Rights Act. Mr. Harmon is also President on the National Black Chamber of Commerce.



### NJ TURNS 350!

In honor of New Jersey's 350th Birthday, the Chamber hosted a Trivia Contest via our Tourism Enews Letter. Each week a new question was asked regarding NJ's history and facts. The readers who answered at least one question correctly were entered to win a package, valued at \$350 of things to see and do in New Jersey. Items included passes for the Naval Air

Station Wildwood and Wetland's Institute as well as a coffee mug, t-shirt, gift cards and an over-night stay at the Golden Inn Hotel & Conference Center. Pictured is winner Anna L. and her daughter.





## 6<sup>th</sup> ANNUAL BRIDAL FAIR

Serving over 300 Brides and their bridal parties, the 2014 Bridal Fair was another great success! Co-hosted by the Wildwoods Convention Center the fair features venues, photographers, florists, salons, DJ/Entertainment and transportation options with over 80 vendors in attendance.



## CHAMBER VISIT TO USCG FESTIVAL GRAND HAVEN, MI

Communications & Events Director, Brigitta Scott attended the 2014 Coast Guard Festival in Grand Haven, MI to research for a possible Coast Guard Festival in Cape May County to recognize the counties new designation as a Coast Guard Community. Grand Haven, MI proudly displays their adopted nickname Coast Guard City USA all year round.



## 25 YEARS OF MEMBERSHIP

The Chamber was recognized by the Southern New Jersey Economic Development Council in December 2014 for 25 years of membership. The SNJDC work's on behalf of its membership and the southern eight counties of New Jersey in order to create a better economic environment in the region, acting as the unified voice of South Jersey.



## LADIES HAPPY HOUR GOLF CLINICS




Golf Committee Chairman, Eddie Tate of AtlantiCare initiated Ladies Happy Hour Golf Clinics which were a hit over the spring/summer seasons. Participants enjoyed golf instruction by Golf Pro Matthew Crowley and his First Assistant J.C. Boggs at beautiful, Stone Harbor Golf Club followed by a drinks overlooking this prestigious course.



## 2013-14 MEMBER OF THE YEAR

The firm of Cooper Levenson has been a member of the chamber for 25 years, supporting chamber events and programs through volunteer-ism, sponsorship, and participation. This past year alone, Cooper Levenson became the Chambers' Solicitor of Record, and has been instrumental in the creation of our Chamber Foundation.



-  "Like Us" at [facebook.com/capemaycountychamber](https://facebook.com/capemaycountychamber)
-  Follow us @CMCChamber and @chambervicki
-  Connect with us - Cape May County Chamber of Commerce



# A LOOK BACK

## 2013-2014 HIGHLIGHTS



**LT. GOVERNOR  
KIM GUADAGNO**



**NJTIA TOURISM  
CONFERENCE**



**BUSINESS @ THE BEACH EXPO**



**BIGGERT WATERS ACT SEMINAR**



**LEGISLATIVE UPDATE**



**AFFORDABLE HEALTH-  
CARE ACT UPDATE**



**SPLASH INTO SUMMER  
NETWORKING MIXER**



**LADIES HAPPY HOUR  
GOLF CLINIC**



**ANNUAL GOLF CLASSIC**



**2014 ANNUAL MEETING & AWARDS**



**DIRECT MAIL WORKSHOP**



**WOMEN IN BUSINESS CONFERENCE**



**PROSPERITY THROUGH DIVERSITY SEMINAR**