

2014 NAMCO Generation Y Millennial Youth Roundtable Video Intro

America's Future Leaders Discuss Diversity Issues that Shape their Futures. These are emerging leaders who understand that diversity and inclusion are critical to shareholder value and in building and empowering institutions, communities and our next generational leaders.

There are more 23-year-olds — 4.7 million of them — than any other age, according to census data from June 2014. The second most populous age group was 24, and the third was 22.

- By 2020, Millennial Generation Y will account for one-third of the adult population.
- Millennial's are the most educated generation in American history. Far more members of this generation are going to college than of past generations.
- Millennial Generation Y young adults in their 20s are moving to surpass baby boomers as the largest age group, changing the way everything is sold.
- **Generation Y has significant earning potential in the years to come and, because of the sheer size of the group, have the ability to reshape the economy in ways that haven't happened since the huge baby boom generation.**
- Marketers, manufacturers and retailers are recognizing Millennial Generation Y's potential as something important to their bottom line: the consumers who will drive the economy in the decades ahead.
- Millennial's already represent \$1.3 trillion in consumer spending, out of total spending of nearly \$11trillion.

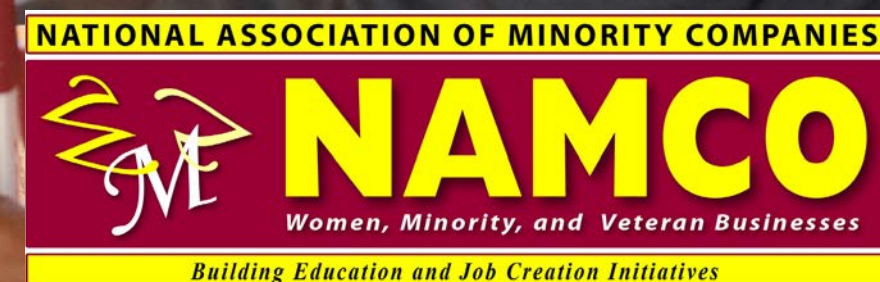
Large corporations and Fortune companies have the power to create positive change in the world. Young people begin to make decisions about the brands they will purchase from a young age. Smart businesses recognize this however at times it seems like large corporations lack incentive to update and change their best practices.

How important is ethical business practices to you? How do you feel youth can best make their viewpoints known to corporate decision makers?

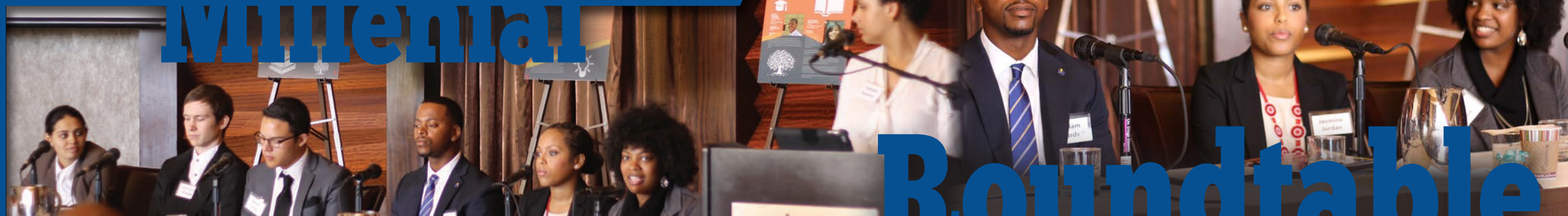
Narration by
Shellanee Brock
President, SheMarie Photography



2014 NAMCO Leadership Diversity Summit At The Las Vegas Red Rock Resort & Casino



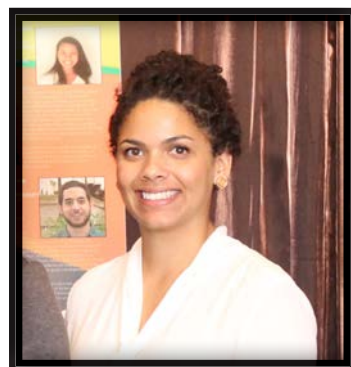
2014 NAMCO Millennial Generation Y Roundtable



Transcribed by Jodie Tweed

Generation

Moderator

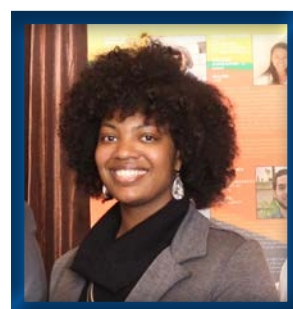


Danielle Beavers
Economic Equity Manager,
Greenlining Institute

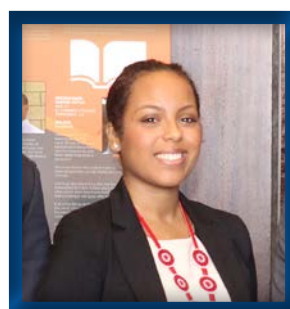
NAMCO strongly believes in cultivating leadership skills in our young, future leaders. As a result, we dedicated a roundtable panel at the 2014 National Leadership Diversity Summit to our young people, a group of passionate and bright high school and college students who will soon be out in the workforce. They shared their perspectives on diversity as they prepare to jumpstart their own careers.



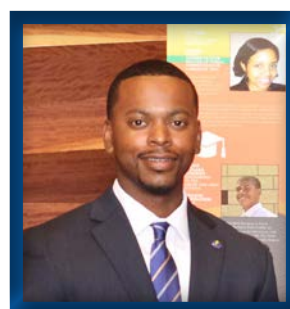
Panelists



Nicole Brame
University Nevada, Las Vegas



Jasmine Jordan
University Nevada, Las Vegas



William McCurdy II
College, Southern Nevada



Hector Fong
College, Southern Nevada
High School

Beavers: "As a young professional, I really enjoy and covet coming to these kinds of spaces, because I gain a lot in learning from seasoned professionals in the field and hearing about your experiences, and what it takes to move the needle. One of the things I hear over and over again, is how important it is, and how much intentionality there is, about making this a sustainable movement. About making sure that the baton is handed off to a new generation who cares about diversity, is willing to take it up as a cause, and make sure that, as we become an increasingly more diverse nation, our communities fully participate and benefit from this new economy. I think it's very telling and visionary that NAMCO dedicated an entire roundtable to the perspectives of young people to discuss their thoughts on diversity and the power they feel they have in leveraging that power to make sure corporations and governments are taking this seriously so that diversity is no longer just a nice-to-do."

I'd like to take a minute to welcome our lovely panelists; these young leaders who took time from their

Friday in Vegas to be here with us today. I'd love for the panelists to quickly introduce themselves, tell us what school they're going to, what they're studying, and why they care about diversity. Is it from a justice perspective, an economic development perspective, or respect for innovation? Why does it matter to you?"

Nicole Brame: "Good morning, everyone. My name is Nicole Brame. I go to the University of Nevada, Las Vegas, and I'm a finance major. One big thing about diversity is I notice that a lot of our minority people aren't thriving economically, financially, and that's huge for me. One of the main reasons why I want to go into finance is to help other people learn about finance and the things they can do to make their financial lives better, because a lot of us are struggling. We're living in the projects, and the ghettos. We can have a good life if we're well-educated and we have someone who can help us. That's one of the reasons I decided to be a finance major so I can do my part to help all of us in this room succeed. Not just one percent of America."

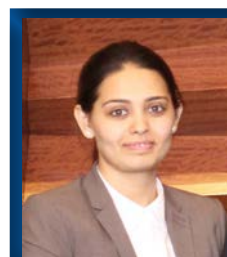
Jasmine Jordan: "Hi, my name is Jasmine Jordan and I go to UNLV. I'm an economics major with a minor in leadership and civic engagement and also marketing. Diversity is important to me because that is where we are headed. Other countries embrace diversity in order to get ahead business-wise and also to embrace the times. I think the U.S. has to catch up with that. I hope that we, us youth, are able to get that process started."

William McCurdy II: "Good morning, I'm William McCurdy II. I'm a student at the College of Southern Nevada, currently pursuing a business degree. I'll be graduating this spring. I'm going to further my education at UNLV. I'll be going into public administration and pursuing a master's degree in healthcare administration, one day excelling in the healthcare industry, becoming a CEO, and going into law, as well. I am student body president of 38,000

Christopher Pullen
Devry University



Devanshi Jantania
SKEMA Business School



or so students at CSN. Diversity, to me, is extremely important. It's important that I respect someone who looks different from me; that we can get along and go along and be successful in this life together, although we are not in a melting pot, as some may say. This is more like a salad bowl. We are all different and we're all unique, culturally, ethnically, religiously, and we come together and make this beautiful and delicious bowl of salad. That's how I look at diversity in the day and age we live in."

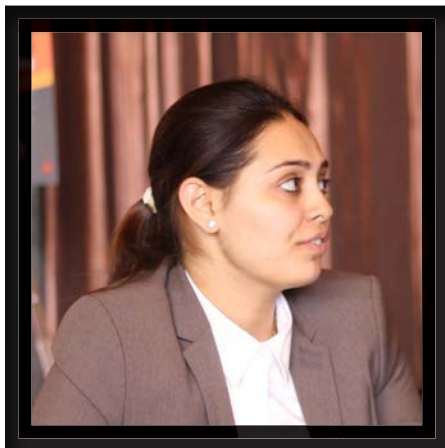


Hector Fong: "Hello, everyone. My name is Hector Fong. I'm a junior at the College of Southern Nevada High School right now. It's a dual enrollment high school. I take half college classes and half high school classes. For me, diversity is important because I believe everyone should have the same opportunities in life, regardless of their race, social class, or economic class. I really believe everyone should have the same opportunities if they're willing to go for it."

Beavers: "Hector, do you want to tell everyone how old you are?"

Fong: "I'm 16 years old."

[Audience applauds.]



Chris Pullen: "Hi everyone. My name is Chris. I go by Chrispy." It's even on my license plate. I go to DeVry University. I'm a computer information systems (CIS) major. Diversity is important to me because it really represents – for both individuals and companies alike – your brand. It really represents who you are and by embracing diversity, you're embracing growth. You're embracing the future prospect of consumers, the future prospect of bringing quality products and services to everyone, alike."

Devanshi Jantania: "Hello everyone. I'm Devanshi Jantania. I'm a graduate student from SKEMA Business School. I did my master's in strategy event and tourism management. Diversity is important to me because it means the world, because this is a globe where we all join hands together. I think it should be very wide open to everybody because everyone is in there and that's why diversity is important to me."

Beavers: "Jasmine, I'd love to kick off the first question for you. We saw in the video, there is a wide range of what diversity can be, right? For our generation, that means we grew up

with the victories of folks like President Obama and, then, also seeing the tragedies of folks like Trayvon Martin. What's your sense of diversity in the era we're growing up in? How much further do we have to go or are we already there?"

Jordan: "I feel as though we've come very far, but we're still lagging. The [NAMCO] commercial that you saw, the Cheerios commercial where the father happens to be African-American and the mother is Caucasian? Part of my minor is studying how diversity is presented in media and, surprisingly, that commercial caused a lot of controversy because in this day and age, it makes people uncomfortable to see interracial couples. The way the U.S. is progressing, in years to come, people are going to be so racially mixed that it shouldn't be an issue. Yet, nowadays, we see this resistance happening. I think teaching youth to be prideful in themselves, their origins, and where they come from will help to change how media is perceived. But media needs to take a hand in representing these underrepresented communities. I'm Native American; I'm part of the Choctaw and

Cherokee tribes. A lot of the time in media you'll only see us in 'Twilight' movies. It almost teaches youth to have a preconceived notion that is incorrect. We need to start educating youth with the correct information and that starts in the classrooms. It starts with teaching them the correct history, the origins, and diversity. Once you start including that in education, it will become second nature."

Beavers: "Chrispy, I've got to pick up on what Jasmine said about people needing to feel more comfortable about diversity and actually making diversity more inclusive. I think your boys in Silicon Valley have been getting some heat lately about the lack of diversity around big tech companies. I'd love to hear your perspective. Are we even treating the notion of diversity correctly? Does that definition need to be changed for the 21st Century?"

Pullen: "Yeah, that's one of the main points I believe in. Diversity is more than demographics. It's about certain experiences and the characteristics of each individual or corporation. It's important to understand that those experiences and cultures create something unique and it makes you relevant as a business and as a person. It ends up creating a culture for people to believe in. That's how you get strategic business decisions and strategic partners, by building that belief and by caring about those certain values. So by embracing each of those attributes, each of those experiences, no matter the demographic backgrounds, you're going to create something unique, something that's going to make you successful, whether it's the company or business. It's going to create an



amazing product and that's what everybody's goal is--to create some success out of what they're doing."

Beavers: "Does anyone else want to respond to that? How do we get everyone to actually buy into it? What does it take to get people who are traditionally non-diverse to buy into this?"

Brame: "I think that people who are not into it, aren't going to be into it. So we have to make it happen. If all the people who are the heads of the top corporations are not going to want to be diverse, then we need our own corporations and we need to take over with diverse corporations. It's not about, 'Oh, please, oh please include us.' It's about, 'You're going to hear me, you're going to see me, and I'm here. And if you don't like it, I'm going to take over.' And that's the attitude we have to have in terms of diversity."

McCurdy: [As referenced in NAMCO commercial] "So by 2020, the youth between the ages of 22-25 will represent approximately one-third of the population. What we're seeing, and the lack of companies wanting to diversify, is brought to them by the behavior. The behavior of these companies is the root. When

we look at behavior, it's influenced by your ideas, and your ideas are influenced by your education, and your education is influenced by the individuals you associate with. So, from the top down or the bottom up, it goes back to the head. If the head of the company does not have a vision of a more diverse – culturally, religiously, politically, whatever it may be – company, then it will not be so. So, like Nicole said, it's up to Generation Y to go after it and make it happen, and not stand by and wait for it to be changed. Because we all know change is not often receptive. Not everyone likes change. Change is scary. It's traveling to the unknown because that's not where you first got your success from."

Jantania: "I think to make a change, it needs to be practiced in regular intervals. It's not going to come very suddenly. We cannot simply implement it. We have to also practice it with our teammates. Our target should be the roots of the organization so that everybody accepts the change and then try to get into it by practicing [diversity], or having seminars on it, or attending conferences."

Beavers: “Devanshi, can you expand on your experiences, internationally? I know you have a lot of experience in India and in France. What is the dynamic when you’re working with your teams on diversity in these areas, and do you think the U.S. has anything to learn from those types of environments when they approach inclusion?”

Jantania: “Sometimes language makes a big barrier in the countries. Recently, I learned people don’t accept people from other countries very quickly. Even though they know English, they cannot accept others very well. When I was in France, there were two kinds of people. Those who very much speak English and there is the French sector. They don’t accept so well. We need to be very versatile with their language and they don’t accept English-speaking people very generously. As in, if you don’t speak English, we don’t welcome you. That’s the difference. There are working languages like English, but we need to still work on language because people won’t communicate if you don’t know their language.”

Beavers: “Is there anyone else here who is multilingual besides Devanshi? [Fong raises his hand.] Hector, can you talk about your experiences with this in the workplace? Is it a benefit or are there obstacles?”

Fong: “This summer I was a lifeguard at the Aria Resort and Casino and before that I was a pool attendant, so there was a lot of interaction with many different visitors from many

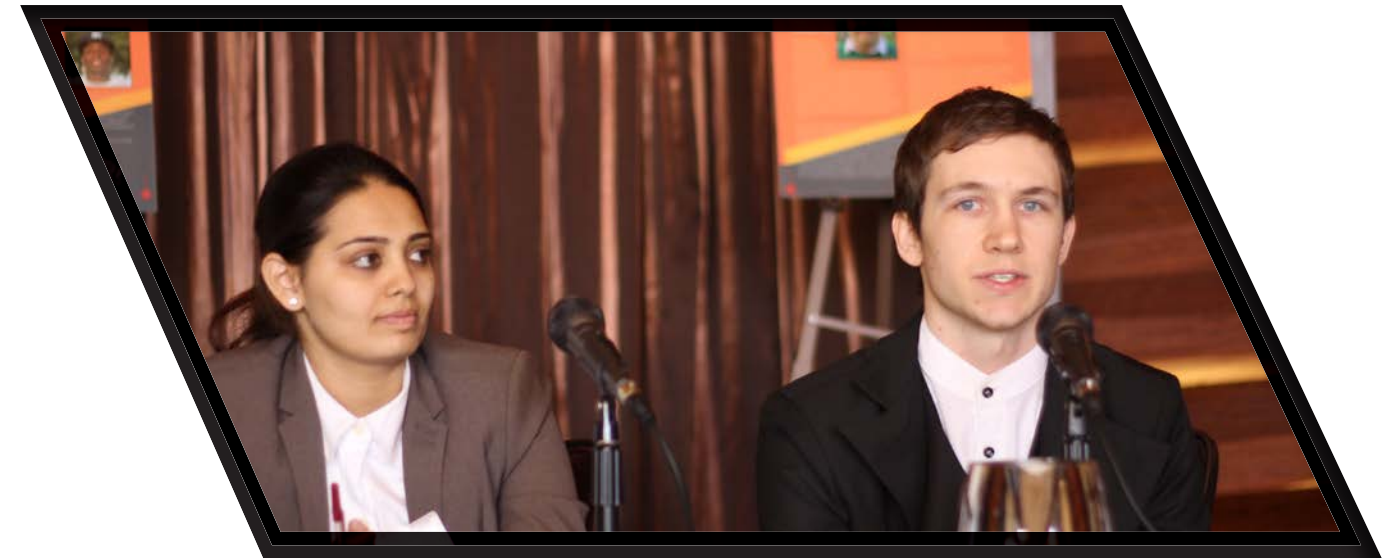
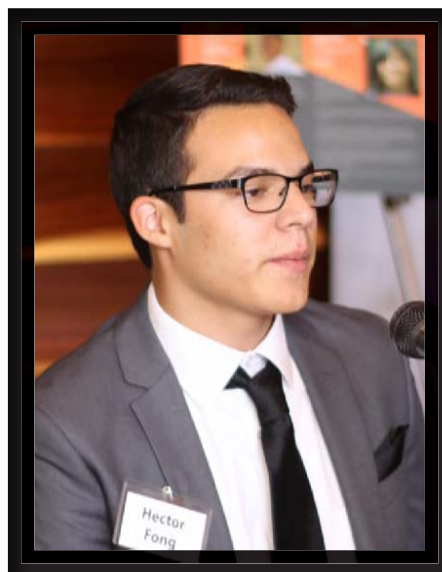
different places. I speak Spanish as my first language and I found that, when I interacted with guests, speaking Spanish made them feel more comfortable, more included. I think it improved their stay and their general experience at the resort.”

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Brame: “I’m not going to say I’m multilingual, but I can do my job in two other languages. It’s really helpful for other people when they come up. I work at a bank, so it’s kind of an important thing when you are talking to somebody about their mortgage or credit card payments. It’s important they understand what is going on and why they are being charged. I’ve actually taken the time. I have people who speak

Spanish at my job, but I take the time to learn how to say ‘payment’ and ‘mortgage’ and money amounts in Spanish and it definitely helps. People love it and they’re surprised that I’ve taken the extra step to learn how to communicate with them. I’m a businesswoman, so obviously I want their business. It does, to what Hector was saying, make them feel more included and like they can bring their business here because there are people here who care enough about them to learn the language they speak. I wanted to touch on the international thing as well. I’ve never been out of the country – I do watch a lot of YouTube – and I have seen, in different places throughout the world that people with darker skin tend to be in lower caste systems, whether it be darker people who have transitioned from Africa into India or people in China who have darker skin. I think it’s a worldwide problem. If you look different, you are treated different. I don’t think it’s just the United States, I think it’s the whole world. I think it’s going to take a lot more than just us pushing for corporate diversity to have it change. We want global diversity to be accepted, as well.”

Beavers: “Speaking about the benefits, Nicole, you mentioned that



about diversity. When I came in from the airport this morning – after my second coffee – I was on the people mover and I saw all these advertisements for the University of Las Vegas. There were things like, ‘Training Tomorrow’s Leaders’ and something about a sports team. The biggest and final one, I’m assuming the most expensive one, was that it was the college’s most diverse campus. I thought it was interesting that this is obviously geared toward people investing in their education, laying out lots of money, so it made me think in connection to this panel. Is that something that you think about when, Hector? Where you will attend college or, as a young professional, where you will be entering the workforce? How do you think about diversity and how do you negotiate that as a young leader of color?”

Fong: “Last year I made a really big decision to switch over to the current school I’m in. I think what really drove that decision was my desire to improve myself so I can go back and improve my community. I wanted to pick something that gave me an edge so I can come back and help other people and be a role model for people in the same situation, that I did not have growing up.”

Brame: “I’m from Chicago, originally, and when I was in sixth grade, there was one white person in class with us; everyone else was black. When I moved here, there were Asian people, which I had never before seen in my life, and Hispanic people. There were people from India. There were people from Canada, France, from everywhere. I think it’s great. I love it. When I dive into trying to learn another language and trying to communicate with another person, I learn that we’re all the same. We all like TV, we all like food, we all work, we all need money, and we all have bills. We are all the same person. We look different, we speak a different language, but we’re all the same. I think diversity shows that to people. If you’re not diverse, you’re going to look at people of another ethnicity or group as if they are weird or strange – ‘I don’t know about them’ – but once you’re in that situation, you can see the person is just like me. They like basketball, I like basketball. I think that’s really huge with diversity and picking schools and going to where you want to work if we’re going to be facing an extremely competitive job market, as you saw before. We are some of the most highly educated; a lot of our parents

couldn’t go as far as we could. They gave up a lot so we could go this far. That means it’s going to be tough. When we graduate and are ready to apply for jobs, it’s going to be difficult. When we’re ready to go and open our own businesses, there are going to be a lot of us who are striving for excellence. Diversity will show you how to work with people; how to accept people who are different from you. It’s not going to make it easier, but it’s definitely going to play a role that you know how to interact with people with a different ethnicity than you. It will take you further in life.”

Jordan: “Part of my decision to go to UNLV was because they are ranked as one of the most diverse schools in the country. Last year we were No. 6 and the year before we were No. 8. This year I think we are either No. 4 or No. 5. That shows that students want to be in a diverse setting. I think it shows how we strive to understand other cultures. At UNLV we also have over 200 diversity and inclusion clubs and every week there is a diversity event, an opportunity to learn about other organizations. Anything you could possibly think of,

we have it at UNLV. In order to be effective, internationally, we have to start practicing having a diverse mindset and I think that plays a part in our decisions in joining schools or organizations."

McCurdy: "When going about making the selection on where to further your education, for me, the first point of contact with someone that lead me into a positive direction was with a lady named Yvonne Jackson. I had never been to a college before. I could have been, but life happens, so I was a little late going into college. I met this lady and she looked like me. Like Hector mentioned about working at the Aria pool, it makes you feel warm and wanted. I felt like she was kind of nurturing me. She was helping to build my confidence and helping me to take the next steps. So it's safe to say that seeing someone who looks like you is extremely important when picking a school and picking a job, because you don't want to be the only one when you choose to dive into a new direction. That is very lonely, very scary and, quite frankly, you will have no one to relate to. So in choosing a school or job place, I would say that someone that looks like you is more beneficial and that should influence where you decide to go and better yourself. For me, that was my deciding factor. I thought, she was awesome. Okay, I'm going to CSN and I'm here today. I might add that she influenced me and mentored me, monitored her investment, ministered to me, and also showed me how I can get money, which are the four M's that are very crucial to the success of the youth – mentoring, monitoring,



ministering, and money. In order for youth to be successful, we need those four M's, and she provided the avenue for me to gain all four of those. So for me, it was her."

Fong: "I think it's also important for us to go to non-diverse institutions for higher education to bring them diversity. Show them, through interactions, that they should be more comfortable with being diverse and not just going to a specifically already diverse place. I think it's important for us to bring diversity to other schools and workplaces."

Beavers: "Well said. So we've talked about diversity in the workforce. The flip side of that, is thinking about diversity as a consumer. I know that folks of my generation, we're very big into organic food. We're big into labels that this is GMO, that this is artisanal. We care about that as consumers. There's something that Doug spoke to, on his panel in much more expertise than I can espouse, called supplier diversity. When big corporations or universities do outside business, it matters who they do business with. Is that with businesses

that look like us? Is that going into our communities? Is that paying our rent? Is it that last M? Is that something you can think about as a consumer? If not, how do we get that conversation going because it has tremendous impact for our communities? How do we make it 'sexy'? How do we make it the next 'organic'?"

Jordan: "I think, as youth, we live on the internet, obviously, with Tumblr, Twitter, and social media. So I think if we can post how we feel, we should also go on the internet and look up organizations that support us as minorities, as youth. Do your research. You can easily find case studies on certain organizations and corporations with lawsuits on diversity for not being diverse enough or not being inclusive. We need to be proactive in that sense. And if that organization does not support people who look like us or who share our mindset in diversity, then we should not support them. We should take that initiative."

McCurdy: "To play off what Jasmine said, we have to be proactive. As youth, and in Generation Y, we have to be more proactive. With our \$1.3 trillion that we spend as consumers, that's a



significant amount of resources that we're working hard for and just giving away. It would be beneficial for us to pay more attention to who is behind those counters. Know how this business or institution goes about diversifying itself and we make a difference. But the only way we can make a difference is to scale back from social media a bit. I spoke to a gentlemen in the back, named Darrell, and we have to become more doers. We can't just talk about it and post and tweet and rant and rave; we have to go out there and make steps, set our foot firmly in the ground, move forward and create the diversity we want. It's not going to happen by itself. It's going to come through, what Jasmine said, by being proactive and digging and grinding and getting into it. You've got to be a bit disgusted. Disgust isn't a negative thing; it actually is a bit positive. When you're disgusted with something, you can do two things. You can go the negative route or you can use that disgust and recreate that energy and channel it into a more positive direction than the feeling you feel. I guess that's where it leads me today because I was disgusted about where my life was going. I was bit disgusted in what I saw going on in my

community. I grew up in a lower-income area around a lot of individuals who aren't here with me today. I am the last one standing – literally. So you have to be a bit disgusted and proactive, like Jasmine said, and accept change, like Hector said."

Beavers: "I think that's really powerful, and to push further on that point, what does that look like? We saw just a couple of days ago with the election that frankly, our generation didn't do a good job at showing up. We didn't show up. We're disgusted. I talked to my mom about how disgusted I was, but beyond sending in my mail-in ballot, I'll admit I didn't step up enough. What can we do to mobilize our collective power as youth? That purchasing power -- that demographic presence, and the fact that we can use social media and, quite frankly, our parents are just catching up. How can we channel that energy as young folks?"

Jantania: "Social media is playing a big role in promoting those products. When we purchase online, we contribute to diversity because we don't see the person that product is coming from. I think in our own way, we are supporting diversity when we purchase online."

Pullen: "I grew up with a lot of diversity and adversity. I didn't have a father growing up. So out of good and bad characteristics and experiences, I was able to establish that adversity, and I built strength out of that. I built strength out of the disgust, the word William used. I fought it, and I wanted to make something of myself and be successful, whereas my family wasn't. I wanted to be something. That's something we have to take initiative on, each and every one of us. We



have to take personal responsibility. I remember a business panelist -- a Hispanic woman -- who mentioned that, I believe, her mother has a hard time with English. It's our personal responsibility as people, if English is the standard language here in the U.S., to learn that language. But it's also everyone else's personal responsibility to help them understand that language. You take companies like Whole Foods, who I currently work for, and they created the first national certified organic grocer in the United States. They have set standards and qualities in the U.S. that no one else was brave enough to do. They had that strength. What they did was create a culture out of it. So what you get are programs like animal welfare and whole trade, where people aren't dying for collecting pineapples anymore and where their children can actually go to school. So you take that, and a lot of that is that personal responsibility."

Beavers: "Before we open it up to questions, the last one I want to post to everyone here is, what should folks, not of our generation, know

about how to engage us? What's the gap? How do we make sure that this pipeline is filled for advocates moving forward?"

Jordan: "I think there needs to be a conversation between an older and a younger generation. Even though we're young, we do have great ideas, great things that we want to accomplish. But, we need to realize that we don't know everything, so we need to learn from our elders in order to better ourselves and better them. At the same time, we need to switch our mindset. For example, when we show up to jobs, we're also taught by an older generation that, as soon as you walk in the room, if it's say, me and Nicole walking into the room, then we say it's only one of us who is going to make it, and that's how it is. That's not how it should be. We should both, equally, be able to go into a room and represent ourselves, our cultures, and our skills and not be counted as, okay, there's only one position to fill so you're out of luck. I think there needs to be that exchange of learning and engaging youth to encourage us into participating in voting because that will make us see the need for our voice being heard."

Brame: "I'd like to add something. My stepdad is about 72 years old, so we have this conversation all the time. It's not filled with encouragement, by the way. It's filled with fear; filled with doubt. It's a warning. Most of the conversations I have with him are a warning, and we need that. We grew up in a society where things are different, that we can do anything, it's 2014."



[Hotel alarms start to go off.]

Beavers: "That's the warning!"

Brame, laughing: "That wasn't the warning I was asking for. Let me get back to it. What I got from my stepdad was the fact that, yes, you can do everything you want to do but be aware that there is going to be adversity. There will be hard times and not everything is going to be peachy. If you guys don't tell us what you went through, then we're not going to be strong enough to handle it. It's going to crush us and we're going to be done. Let us know, yes, I believe in you and you can do anything you set your mind to, but be aware there are going to be people out there that are going to try to stop you, just because of how you look, just because you don't speak English as a first language, just because of any reason they can find. Not everyone, but there are people who will do that. I got some of that but some of my friends didn't, and I have to be the negative Nancy all the

time. The dream crusher is what they call me. We have to be ready because it will happen to some of us. Not all of us, but some of us will face that. We will face racism and things like that in our lives, even though it is 2014, and we should be prepared."

McCurdy: "I definitely appreciate that alarm, because that's what is needed. There's an alarm going off within my body that says we can't stop. Sometimes we take things more lightly than what we should. We're in a generation that is becoming more and more diverse every single day. Yet people in higher positions, that are in these positions of power that dictate and influence and infiltrate our democracy, they're influencing. We have to formulate a plan and that plan is to get together, the old with the young, the seasoned with the not-so-ripe, and sit down and figure out an action. There has to be an action. We can sit and hold conferences and hear each other's opinions but what's next? What is the next step we're going to take? What is the next step into the unknown that we're going to take to make this talk an action? We're being targeted through the media, but yet we're not awake enough to see we're in bondage."

Fong: "I think a really big thing that the older generation should understand is that we're really open-minded. I think if the generation that



pushed the Civil Rights Movement got together with us, we would make a really big impact on anything we want. An example could be the LGBT movement, the whole human rights campaign. Decades ago it was ridiculed, it was shot down and now we have 32 states that accept gay marriage. I think that's a big step and I think if those generations got together I think we could push for more movements and have more equality."

Pullen: "A point I pushed earlier, we've all got to take personal responsibility, each and every one of us, no matter your age or demographic. We need to use the strength and sacrifice. We just need to power through in order to succeed."

Jantania: "We need to stand up, speak, learn, and foremost, to educate everyone because sometimes because of diversity, we don't get the chance to educate. We need to work on these differences and stand up all together."

[There is a call out for questions from the audience – or job offers, Beavers joked.]

Question 1: "Let me just say quickly, this is more of an observation than it is a question. I am proud of your generation. You're wonderful and you need to continue to do the things that you are doing. My generation is ready to sit back and hand the torch over to yours, so do us proud. Continue to do us proud."

Question 2: "I just wanted to say that I'm proud, too. I'm not too much older. I think it's very essential, like Chris P. was saying, to take personal responsibility. To touch on social media a little bit, it's very essential to not be consumed by all the ads, the target marketing, but to use it as a tool. It is very important in this day and age to stay relevant through social media. Keep doing what you guys are doing. You inspire me. To touch a little bit on what William said about diversity and corporations, it definitely stems to leadership, as long as we take personal responsibility as far as building our company cultures as owners, it definitely will contribute to bettering our society."

Question 3: "I would like to say, like everyone else, I am proud of you, too. I work for the City of Las Vegas and I work at a senior center, and we brought some of our seniors out. I would just like to say that, as a parent of an adult child, as a mother, my goal for my child was for them to be better than I was and for her children to be better than she is, and on and on so we're building a generation. So, I'm sure your parents want to encourage you to be better than they are. If they are not, then we are encouraging you guys to be better than what we were so that you can build the generation behind you. If you're not the next leaders, which we hope you are, then, eventually, someone behind you will be the leader. I'd also like to invite each one of you to get some wealth of knowledge from my seniors. If you don't believe that seniors can live a long time and give you a lot of knowledge -- a lot of them have done well for themselves -- come to my center and I guarantee you will see a wealth of knowledge."

Brame: "I have a response to that. I want to thank you for bringing your seniors with you. It's because of them that we're sitting here right now. It's because of all of you in this room that we're able to take the opportunities that are presented to us and I want to thank you all for that. To add to what you're saying, it's definitely something that is possible to get a wealth of knowledge from seniors. Like I said, my stepfather was born in 1944 and I should probably send him over to your center some time. [She laughs.] Since I was 10 years old, I've heard the stories about the things he's gone through and lived through and it's really built character in me. For those of us who have younger parents who didn't go through those kinds of things or maybe they didn't have grandparents around to tell them, it really builds character to know what people before you went through and how important it is to take those opportunities, because they couldn't take them. They fought every day just to stay alive. So, for us to be able to take these opportunities, it's from all of you guys, and, sincerely, I have to thank all of my ladies over there, as well."

Question 4: "This is a question for all my youth here. Danielle, you opened up by saying that the Y Generation has lived through Obama being president and also with adversities such as Trayvon Martin. I would really like to know, are there discussions going on with your

friends and peers at college, the Ferguson controversy going on right now, you know we don't see it as much in the news, but are you guys talking about these things and do you believe the dream? Have you seen the change or do you think we're sliding back because, perhaps, the youth aren't following or staying with the dream? What's the talk, please tell me?"

McCurdy: "Socrates said that one of the worst things that could happen for a society is that people lose trust in their government and this being November 7, 2014, I think there is a bit of distrust in the air with our governing leaders. They can't even come together to do a common good for a massive amount of people. I won't speak on the topic, but if you can't put aside personal biases to help a greater population that is in dire need of that help, then what does that lead the people looking up at you to think? I've always been told not to say anything unless I have something positive to say or something worthwhile to say,

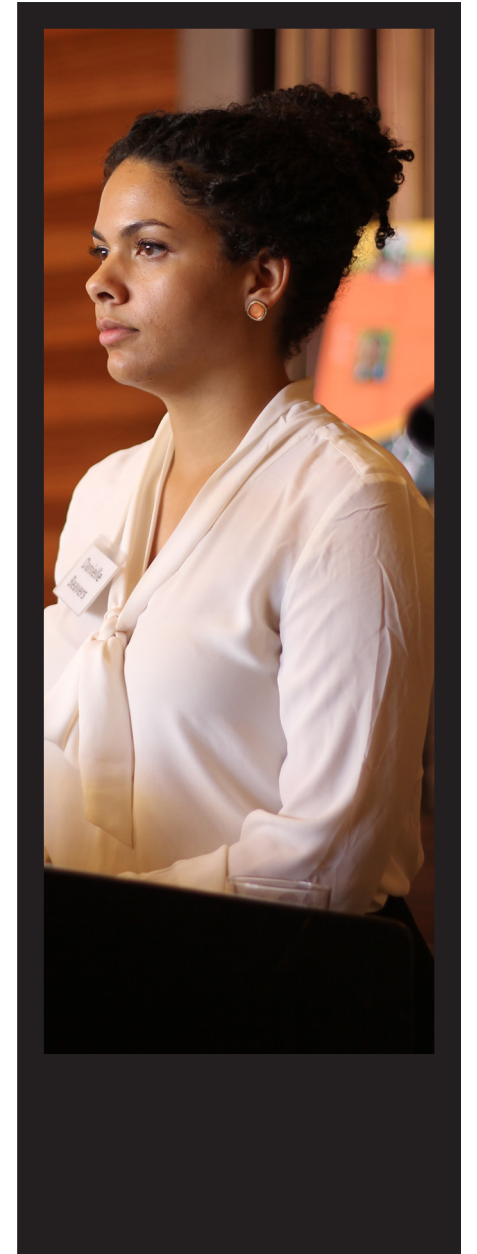
but this action that I'm seeing, this sort of behavior I'm seeing within my government, by my leaders, the type of inaction being had within certain disgusting circumstances that are happening in our lower income communities within our nation, it has lit a fire within myself to do better and strive to do more. So I think for the youth, there are some who start to lose hope, like Socrates warned us about, but there are a great many who will be inspired and they will have this passion. A lot of minorities today are extremely strong within, and it's hard-wired within their DNA today because of the individuals' shoulders that they've stood on. I'm extremely mixed within my family. My mom is of Cuban descent; my dad is black. I'm extremely proud of the people of which I come from. My great-grandfather was a slave; my mom knows what it is to pick cotton. These are strong individuals who we come from and it's already there. What's not there is the action. These conversations are being had. Are they as elaborate as they should be? No, because of that distrust. That is the root. We have to look at the root

of this situation. What we're talking about is just on the surface, what is portrayed through media, which we choose to adopt or shun. The discussion is being had, but the worst discussion you can have is an uneducated discussion. You have to have the knowledge to ask the right questions. You can go to school all you want, but if you don't ask the right questions, you won't retain any of the information. You'll just be sitting in class. So yes, the discussions are being had, but are they educated discussions? No. Do I personally try to convey as much knowledge about such topics as I can? Yes. But I am only one soul, one person who is seeking other people to join in on these discussions. We are not the future, we are the now, because the past is leaving."

Pullen: "I would like to add something. I think it's the lack of transparency for the government.

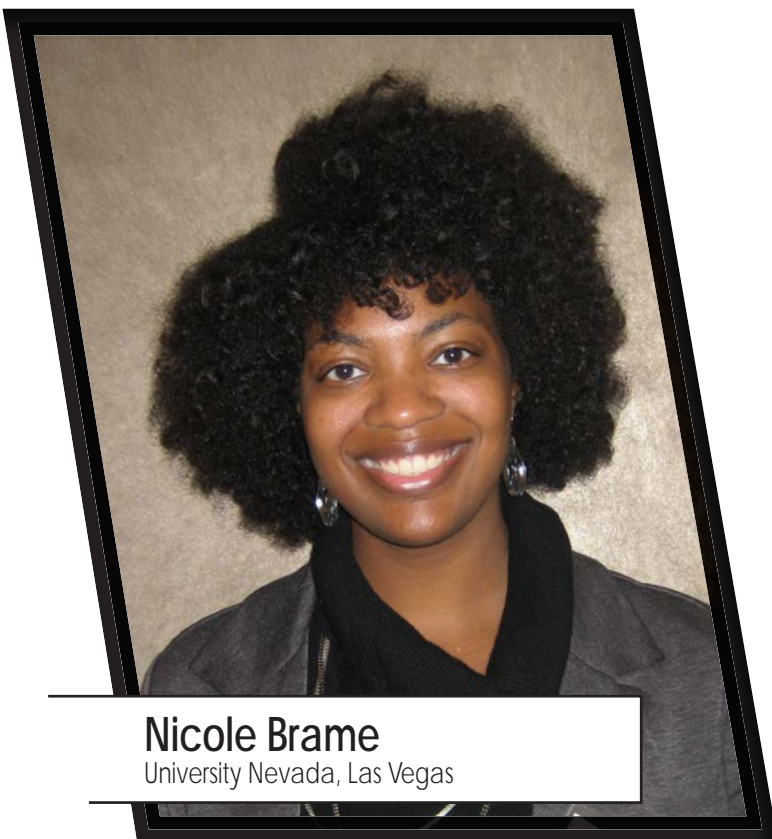
There's so much transparency to be had and for me, personally, it gives me a lot of distrust with the whole government system. I kind of disagree with Will here on this. I don't think the discussions are being had at all with a lot of people I talk to, whether it be with employees or friends. It's because of that lack of transparency that people don't understand what's going on. My girlfriend doesn't understand anything about business because she just doesn't care. There's no transparency for her to be able to learn and understand those social systems, the economic systems, the government systems. If you take, for example, other countries, they are doing it so much better. You take Nordic countries or Australia. Their government systems are functioning so much better than ours because they're able to embrace that diversity and that transparency better than us."

[This concluded the roundtable, and the audience gave its panelists a warm round of applause.]



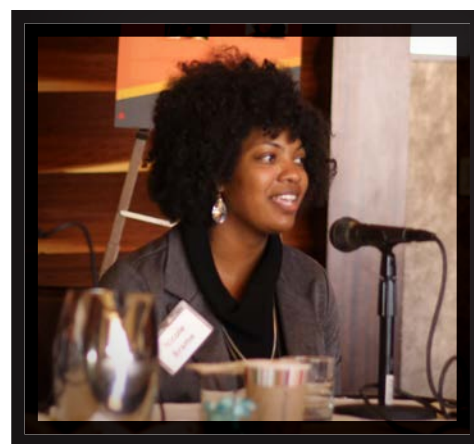
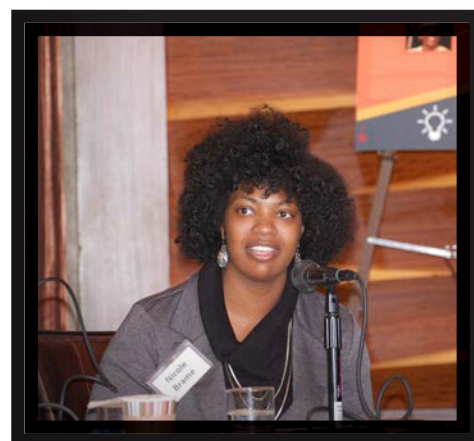
2014 NAMCO Millennial Generation Y Roundtable Panelists

Millennial Generation Y Roundtable



Nicole Brame
University Nevada, Las Vegas

Nicole Brame is currently a student at University of Nevada, Las Vegas (UNLV), majoring in Finance. She is a graduate of the College of Southern Nevada with an Associate in Arts degree and she volunteers her time, every so often, with the Natural and Sassy Hair Group and Three Square. Nicole is currently employed in the finance industry as a teller with prior sales and services experience. She is currently seeking an internship in the banking and /or finance industry which she hopes will lead to a full time role.



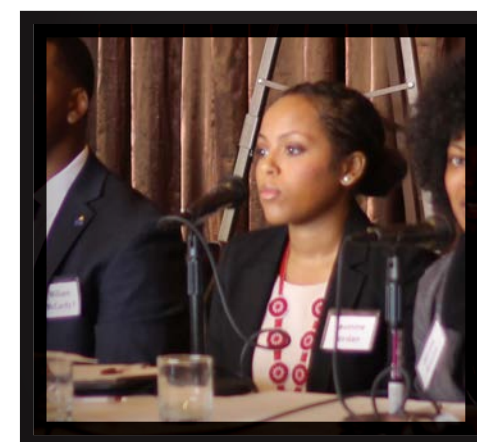
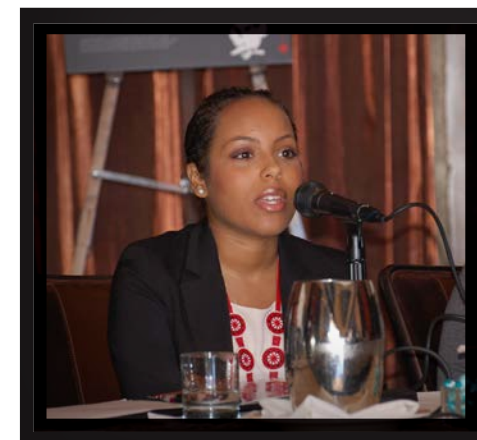
Jasmine Simone Jordan
University Nevada, Las Vegas

Jasmine Simone Jordan is an undergraduate student pursuing her Bachelor of Arts in Economics, while minoring in both Leadership & Civic Engagement and Marketing. She specializes in microeconomics with a focus on quantitative marketing, brand strategy/development, and product sales projection. In 2013, Jasmine was awarded the Commitment in American Indian Education & Community Award by the American Indian Alliance (UNLV Chapter), and in 2011, she was awarded the Senator John Ensign Senatorial Certificate of Achievement by Rotary Club International (Las Vegas, Summerlin Chapter) and the office of Senator John Ensign (Nevada).

Currently serving her fourth term, Jasmine is President of the Native American Student Association (also known as NASA) at the University of Nevada, Las Vegas. The NASA serves as a social and educational program dedicated to preservation of Native American culture and the educational attainment of American Indians at UNLV. During her term, Jasmine has created a supportive social network for fellow Native students, involvement opportunities, networking experiences, and resources to help these students succeed in collegiate life and beyond.

Raised in Las Vegas, Jasmine recognizes the importance of giving back to the community she loves and equipping local youth with the tools necessary to achieve their goals. In doing such, she has worked as a mentor, advocate, and speaker on issues such as minority health, improving education for under-represented students, and empowerment of minorities in leadership roles, through the enhancement of diversity and inclusion. Ms. Jordan has worked over 450 hours with numerous community service organizations such as the Minority Health Alliance, Key Club International, The Colors of Lupus Foundation, Girl Scouts of America, Ronald McDonald House Charities of Greater Las Vegas, Inc., The March of Dimes Foundation (Southern Nevada Chapter), and many more!

Jasmine explains, "I'm very committed to enhancing the community and serving as a role model to the next generation of minority leaders."





William McCurdy II
College, Southern Nevada

William McCurdy II, is a native of Las Vegas, Nevada, particularly West Las Vegas Heights. He currently serves as President of the Associated Students of the College of Southern Nevada Student Government (ASCSN). Having a strong interest in Nevada's local politics, William enjoys vesting his time and energy in supporting politicians through media exposure and strategic grassroots initiatives. He aspires to, one day, gain recognition as a leader in both local and global communities, doing his part to serve the world as effectively as possible.

William's college journey has been nontraditional. He has served as both a youth mentor and football coach. William is a testament to the positive outcome that can be realized with the support and guidance of strong community leadership. "My duty to myself and my community is to complete my studies at CSN and attain an Associate's degree. I plan on staying in the city by transitioning to UNLV and completing my baccalaureate degree in Health Care Administration. Consequently, earning a Master's of Healthcare Administration will demonstrate my expertise and passion to secure a position as a CEO of a medical institution." Ultimately, doing his part in the community, through various entrepreneurial ventures and contributing to the U.S. economy, gives him hope in becoming a leader and an inspiration for future leaders in generations to come.



Hector Fong
College, Southern Nevada High School

Hector is a first-generation Mexican American who will be the first in his family to graduate both high school and college. He attends the highly-competitive College of Southern Nevada High School, a dual credit program that allows him to earn college credit as a high school junior and senior. He has served 200+ community service hours, interned at Goldfarb Elementary School, the Desert Reign Foundation, MTO Café, as well as working part-time at the Aria Hotel pool on the Las Vegas strip. He has also participated on the Las Vegas High School football and wrestling teams. He aspires to be a Nevada politician to support and empower the East Las Vegas community.

