

FINANCIAL INDUSTRY EXPO DRAWS INTERNATIONAL INFLUENCERS AND BANKING GIANTS TO GO BEYOND BUSINESS AND DISCUSS INDUSTRY DIVERSITY AND INCLUSION

2017 Financial Services Expo Exceeded Expectations, Offered Best Practices to Embrace Diversity

AUGUST 21, 2017, DALLAS—During the 2017 Financial Services Expo held at the Irving Convention Center in Irving, TX, board co-chairs of The Council for Inclusion in Financial Services (CIFS), Cheryl Travis-Johnson and Marques Woods, assembled dozens of marquee-level speakers and international influencers to address the community's **and** industry's most pressing needs.

From making the business case for diversity and inclusion, to helping Millennials build a firm financial future, and even understanding the government's role in securing institutions' assets as they manage the money of millions of Americans, the 2017 Financial Services Expo the expo took a top-down approach to inclusion by hosting lenders, bankers and mortgage brokers alongside the general public (including small businesses/entrepreneurs) to foster deeper relationships and trust across industries.

Committed to results, an onsite career fair offered immediate job opportunities, with multiple companies hiring diverse candidates on the spot at the expo.

We saw the need for an event to bring together people to create a path forward and bridge the gap between words and actions," says Cheryl Travis-Johnson, board co-chair for CIFS.

Additional Highlights Include: attendees who traveled from as far away as Hawaii for insight and opportunities. Wells Fargo Advisors received the Commitment to Inclusion in Financial Services Award for their work with the CIFS to provide wealth management to customers who would benefit most from the information and services. The inaugural **award** was accepted by **Wells Fargo Financial Advisors** John Darden, and Candy Hawkins, and Andy Evans.

Attendees were also able to network and dance the night away at the popular FUSHION Networking Event to the music of DJ Capo and Texas' own Tje Austin Band from hit show, The Voice.

Notable Speakers Include: **Keith D. Murray**, Founder–President/CEO of PCV Murcor, **Ron Busby**, President/CEO of U.S. Black Chambers, Inc., **Ryan Davis**, Senior Vice President, Sourcing (Procurement) at Bank of America, **Cam Kerry**, former General Counsel and Acting Secretary of the United States Department of Commerce, close advisor/national surrogate for his brother, John Kerry during the 2004 presidential campaign, **Zakiya Larry**, CEO of Quest Media Training, Brand and Media Expert, **Leslie R. Ridgley**, Director of Diversity and Inclusion and Wells Fargo Advisor, **John Yen Wong**, Founding Chairman of the Asian Real Estate Association of America. For a full list of speakers:

<http://finservexpo.com/industry-experts/>

Panel Topics Included: The Millennial Economy, The Wealth Revolution, #WomanToWoman, A Seat at the Big Table, Economy Panel, Advocacy Groups, How to Master Social Media, The Future of Banking in Your Community, Disruptive Technology, Doomsday: Prevention and Regulatory Perspective, Doing Business with a Corporate Seller, and more.

MORE INFORMATION: www.IrvingExpo.com - **B-ROLL AVAILABLE** - **PHOTOS ATTACHED**

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About The Council for Inclusion in Financial Services (CIFS) - An industry initiative created to help the financial services industry develop and sustain an inclusive workforce and bridge the gap between the varied industry-wide diversity and inclusion initiatives. Initially formed to address the requirements of Section 342 of The Dodd-Frank Act relating to utilization of women and minorities suppliers as well as their inclusion in senior leadership roles, CIFS now addresses the fundamental challenges that inadvertently create exclusionary practices which limit all groups. The CIFS develops tools, training, certifications and sourcing vehicles for organizations across the financial services industry.
www.councilforinclusion.com