



NEXTPRACTICESNEWS

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INCLUSION IN ACTION:

SPEAKING THE CUSTOMER'S LANGUAGE

Having sign-language proficient pharmacy technicians on staff "is definitely an asset," says **Brian Page**, store manager at **3585 Lexington Ave., N., in Arden Hills, Minn.** "Patients in the deaf community come to this Walgreens because they know we can communicate with them; we can help them."

Senior pharmacy technician **Brittany Patricelli** says deaf and partially deaf customers initially expect to rely on printed instructions when they bring scripts into a pharmacy. "They become so excited when they realize I know sign language."



Brittany Patricelli

Patricelli studied sign language in high school and has completed several college-level interpreter courses. "You don't necessarily learn drug names or words like 'copy' or 'insurance'," she says, but "I am

able to finger spell those words to help fill in the gap for patients."

Even if you work closely with hearing impaired team members, you might not realize how it can feel to not be proactively included in workplace banter and meeting discussions. One team member who empathizes is **Caleb Miller**, an inventory control specialist at the **Edwardsville, Ill. distribution center.**

Day one on the job was a revelation, Caleb recalls. "I grew up in a very small town, and I had never met a deaf person before being introduced to **Mark Hynes**, the team member who trained me that first day."

When he noticed how often managers brought in sign language interpreters for meetings and training, Miller became inspired to learn sign language. "I've learned how much those team members value having sign language interpreters in the workplace, because it allows them to be fully engaged like everyone else," he says.

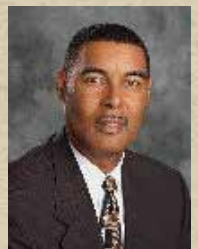


Caleb Miller (left) and Mark Hynes

Supplier success stories

By sponsoring LATINO FASHION WEEK® (LFW™) "TIMELESS" Sept. 30 through Oct. 4, Walgreens celebrated the talents of local, national and international Latino designers, highlighted multicultural skincare, haircare and other beauty products available in our stores and gave visibility to selected Hispanic-owned suppliers through displays and sampling. "I am very proud to have Latino Fashion Week sponsored by Walgreens," says Arabel Alva Rosales, LFW cofounder and producer, and CEO and president of AAR & Associates. "Walgreens has helped expand and support our national platform covering Chicago, Los Angeles, Dallas, and Miami."

Professional Systems Inc. (PSI) President and CEO **Bill Burton** credits Rona Fourte, director of supplier diversity, Diversity & Inclusion, with bringing PSI to the attention of Hal Friend, director of physical security and integrated video services, Asset Protection Services, in 2013. Friend, in turn, connected PSI with Comm-Works®, a major provider of networked, integrated security systems for Walgreens. As a Comm-Works service partner, PSI provided video surveillance to Walgreens stores in Illinois and Wisconsin last year, Bill says, which has led to additional clients.



Bill Burton

Have you seen inclusion in action? Or, do you see an opportunity for more to be done? If so, email the editor of D&I Next Practices News at sylvia.alston@walgreens.com.

News & Notes

Learning what it takes to lead

In a standing-room only event attended by more than 350 team members last month, Indra Nooyi, chairman and CEO of PepsiCo, shared insights about preparing for and rising to the challenges of leadership.

“Going from middle management to the C-suite is tough,” Nooyi said, during her interview with **Sona Chawla**, president of digital and chief marketing officer. “No CEO I know has a relaxed life. The issues are huge. Change is a constant. Investors are short-term oriented and impatient.

“The definition of diversity in different parts of the world is very different,” Nooyi continued. “In the United States, our definition is very multifaceted, because we think about diversity in all its richness.” In the other parts of the world, she said, companies can face challenges integrating women into the workforce or managing ethnic tensions.



Indra Nooyi

A family affair

More than 20 **Orlando, Fla.**, team members including, at left, store managers **Steve Weiser** at **4905 E. Irlo Bronson Memorial Hwy. in St. Cloud**, **Nechma Sarraga** at **2050 E. Osceola Pkwy. in Kissimmee**, and **Maria Borja** at **13880 Towne Place Blvd. in Orlando**, Fla. administered flu shots and offered blood pressure screenings at Telemundo | NBCUniversal's La Feria De La Familia in August. In addition, **Lisa Otero Martinez**, pharmacy manager at **8000 Lake Underhill Road in Orlando**, shared a variety of healthy living tips during a TV news interview at the fair.



From left, **Steve Weiser**, **Nechma Sarraga**, and **Maria Borja**

Making brand-building connections

During the mid-August Multicultural Retail 360 Summit in Anaheim, Calif., **Martha Garnica**, manager-multicultural marketing, **Marketing and Customer Experience**, and **Rona Forte**, director of supplier diversity, **Diversity & Inclusion**, participated on a panel about attracting Asian and Hispanic consumers and professionals. **Pat Faye**, Director of Local Merchandising and Procurement, **Rodrigo DeAngelo**, category manager-multicultural, and **Jason Foss**, regional merchandise manager - Nevada/Southern California, of **Retail Products: Regional Merchandising and Non-Mainland Business**, and **Daniel Minchella**, marketing program lead, **Pharmacy Healthcare Marketing**, also represented Walgreens at the summit.

In August, too, certified minority and women business owners attended the *2015 Diverse Supplier Business Summit* at Walgreens University, to learn about bidding opportunities and meet one-on-one with category managers.

#IGotTested

In the days leading up to this year's National HIV Testing Day on June 27, more than 8,200 people learned their HIV status and received counseling about staying healthy regardless of the outcome. That's because Walgreens teamed up with Greater Than AIDS, health departments and community-based organizations to provide free HIV testing and information, in more than 150 U.S. cities.



“People are realizing that HIV testing is a crucial part of maintaining good health and that they're empowered to take positive action once they know their status,” says **Glen Pietrandoni**, senior director-virology, **Specialty & Infusion**.

CHAMPIONING HEALTH, HONORING CULTURE



Promoting healthy living, cultural inclusion and teamwork; strengthening ties with supplier partners including Neutrogena and PepsiCo; and honoring a 2,000-year-old Chinese tradition. These are just three of the benefits Walgreens has enjoyed as North America title sponsor for Major League Dragon Boat (MLDB) racing series since 2010. As the races and bespoke festivals move between Philadelphia, New Orleans, Chicago, Richmond, Va., and Cape Canaveral, Fla., culminating with the final international championship in Orlando, Fla., According to race organizers, The Chicago event alone attracts more than 43,000 spectators annually. Each festival features a Walgreens Health and Wellness Village, where consumers can take photos, check their blood pressure, sample products and learn about programs such as “Balance Rewards for healthy choices®.”

Teaming to win

At this year's Chicago International Dragon Boat Festival in July, members of Walgreens Asian Network and MLDB presenting sponsor PepsiCo's Asian Network got in on the action, paddling for two racing teams led by **Mike Nelson**, store manager at **261 W. Townline Road in Vernon Hills, Ill.**, and **Jason Bodam**, **DesPlaines, Ill.** district manager, “In one of the races, we won 1st place,” says **Gazala Bazal**, WAN chair and team lead, lease administration, **Corporate Accounting**.

Next Practices News is published quarterly by **Diversity & Inclusion**. We welcome your feedback and ideas for future issues. Send your comments to sylvia.alston@walgreens.com.