

Q4
2015



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LETTER FROM THE BOARD

Dear Égalitarians,

Welcome to 2016! Since we are still in the month of January and 2015 is just a few weeks behind us, I wanted to take some time to acknowledge some of our group's accomplishments from last year.

- Égalité launched two new chapters in Indianapolis and Philadelphia. With these two chapters now firmly in place, we now have a presence in nine cities across the country with over 900 members.
- Égalité raised over \$70,000 for a variety of LGBT charities across the country.
- Égalité helped support eight Publicis Groupe agencies score a perfect 100 on the Human Rights Campaign's 2016 Corporate Equality Index.
- Égalité had a record number of Publicis Groupe ambassadors (23) attend the Out & Equal Workplace Summit in Dallas.
- Égalité allotted a portion of its budget to be a sponsor of the first-ever Out For Undergrad conference in Chicago.

I hope you will agree we have much to be proud of. I would like to thank each of the Égalité board members across the country who have invested a considerable amount of time and energy into making Égalité a continued success. Without these board members (complete list on the last page of this newsletter), Égalité could not possibly thrive the way it has. And of course to all our members, thank you for continuing to show up and be active participants in the opportunities brought to you by Égalité.

As a parting thought, I would like to introduce you to Alicia Case. Perhaps you've already seen on our Facebook page that Alicia will be joining me as the new National Co-Lead for Égalité. Alicia is based in New York where she works at Publicis LifeBrands Medicus and served as the Co-Chair of Égalité in New York throughout 2015. Congratulations Alicia!

-Devin

**OUT
& ABOUT**

PUBLICIS GROUPE AMBASSADORS HEAD TO DALLAS FOR OUT & EQUAL

The fall season is always a busy time of year for Égalité and this year has been no exception. In addition to the various Spirit Day celebrations that took place across the country, Égalité also sent a delegation of some 23 ambassadors to the Out & Equal Workplace Summit in Dallas, Texas. In addition to attending a host of workshops, panel discussions, and plenaries on topics of equality and inclusion in the workplace, the Publicis Groupe delegation of Égalité ambassadors also took the time to meet and review the group's strengths, weaknesses, and opportunities for continued growth and success in 2016.

PUBLICIS GROUPE AMBADASSADORS HEAD TO DALLAS FOR OUT & EQUAL



**PUBLICIS GROUPE
AMBASSADORS AT THE
OUT & EQUAL SUMMIT IN
DALLAS, TEXAS.**



**ÉGALITARIANS AT ONE OF
THE OUT & EQUAL SUMMIT
PLENARY SESSIONS.**

PUBLICIS GROUPE SPONSORS THE FIRST-EVER OUT FOR UNDERGRAD MARKETING CONFERENCE

This year, Égalité dedicated a portion of its budget so that Publicis Groupe could sponsor the very first Out For Undergrad Marketing Conference, which took place in Chicago. The conference was a perfect opportunity to network with and recruit LGBT and ally candidates who will soon be joining our industry. Many Égalité members served as mentors and panelists and a team of recruiters from across the Publicis Groupe agency network were on hand to help recruit during the career fair.



**ET FRANKLIN PARTICIPATED
IN ONE OF OUT FOR
UNDERGRAD'S PANEL
DISCUSSIONS CENTERED ON
CONSUMER DEMOGRAPHICS.**

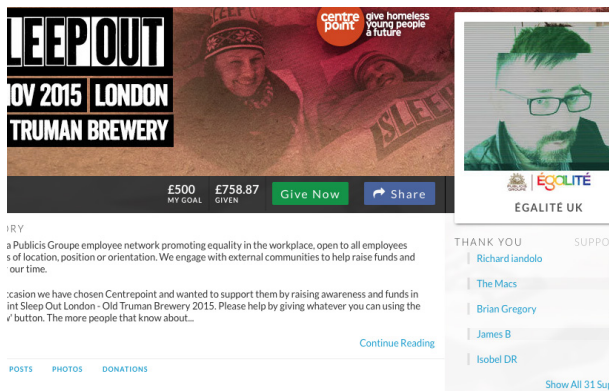


**PUBLICIS GROUPE AGENCY
RECRUITERS WERE ON HAND
AT THE OUT FOR UNDERGRAD
MARKETING CAREER FAIR.**

RE-ENERGIZING ÉGALITÉ IN LONDON

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For anyone who has been following Égalité's growth since its inception in 2012, you'll know that a London-based chapter had set up shop. The group went into hibernation but has reemerged under new leadership. Members of the newly relaunched chapter participated in London's Sleep Out event and slept out on the streets of London to raise money for the Centrepoin charity, which helps homeless youth. The group managed to raise over \$ 2,200 in support of this fundraising initiative.



PETER ANDIC OF SALTERBAXTER MSLGROUP'S SLEEP OUT LONDON FUNDRAISING PAGE.



VENUE FOR SLEEP OUT LONDON.

ÉGALITÉ LONDON'S PLANNING COMMITTEE



PUBLICIS GROUPE AGENCIES SCORE BIG ON THE HRC'S 2016 CORPORATE EQUALITY INDEX

2016 was a big year for many of the Publicis Groupe agencies which scored high marks on the Human Rights Campaign's (HRC) 2016 Corporate Equality Index (CEI). The index is based on an extremely detailed survey that was completed by each participating agency in collaboration with Égalité. As a result, DigitasLBi, Leo Burnett, MSLGROUP, Razorfish, Re:Sources, Saatchi & Saatchi North America, Starcom MediaVest Group, and ZenithOptimedia all scored a perfect 100 on the HRC's 2016 CEI.

Égalité is exceptionally proud of Re:Sources and Saatchi & Saatchi North America, both of which scored a perfect 100 for the first time this year.

Congratulations to all participating agencies!



**CHAPTER
UPDATES**



October is always a busy month for Atlanta's LGBT community, with PRIDE, Spirit Day and AIDS Walk Atlanta all happening within weeks of each other. Égalité Atlanta participated in the 5K AIDS Walk and run for the third year in a row, and I think this year was our best yet! We had a team of about 20 walkers, as well as a few runners, and were able to raise over \$1,400. Our annual rainbow Jell-O shooter fundraising was a big hit again and continues its tradition of being one of our more successful fundraising events. We also won the (self-appointed) best dressed award in our awesome new group t-shirts! The Atlanta chapter finished out the year with its annual holiday happy hour, where we again collected donations to fulfill the Lost and Found LGBT Youth Shelter's Christmas wish list. 2015 was an awesome year and we are all looking forward to doing it all again this year!



ANNUAL ATLANTA CHAPTER AIDS WALK
JELL-O SHOOTER FUNDRAISER



PRE-AIDS WALK PHOTO SHOOT

É G A L I T É A T L A N T A

PRE-AIDS WALK PHOTO SHOOT.



ÉGALITÉ LOS ANGELES

BRIANNE WORLEY, TEAM ONE



The fourth quarter of 2015 was very busy for the Team One's Égalité chapter. During September and October, we prepared for AIDS Walk LA and all of the fundraising that comes with it. In addition, we sent a few Égalité members to Models of Pride, an event held by the LA LGBT center, for a day of recruiting. Both events happened during the same weekend so we had our work cut out for us. We were also invited to participate in another job fair a few weeks after Models of Pride benefitting the transgender community. While we had somewhat of a lull in November, we closed out Q4 in December with a charitable day volunteering for AIDS Project LA.

On October 10th, Égalité and Team One Talent/HR teamed up to recruit at the USC Models of Pride Event attracting thousands of LGBT high school and college kids for mentorship programs, workshops and potential jobs/internships at companies like Team One. They had a great day recruiting and tried to stay cool in their outside booth as we experienced a heat wave in Southern California. On October 29th, we also participated in the LA LGBT Center and city of West Hollywood sponsored job fair to benefit the transgender community. We were 1 of 40 LA-based hiring organizations looking for great talent and committed to supporting the community.

Égalité and Team One Employees also partnered up with Team Toyota this year to help fund raise and walk for AIDS Walk Los Angeles in October. Team One employees worked hard to put on various fundraisers throughout the month of September and first week of October to help raise funds in support of the cause.

We kicked off our fundraising season by partnering with Lexus for a cupcake fundraiser from Frosted Cupcakery. Team One employees were able to place orders for their favorite cupcakes but were also able to place orders for "pupcakes" as well, dog-friendly treats for man's best friend, which was a hit here! We also were able to donate some fun and desirable prizes via our media partners for the silent auction Lexus held.

Team One volunteers also partnered with Égalité to put on several fundraising events within our agency walls that have been successful in the past. We partnered with our Strategy and Office Services teams to put on a pancake breakfast and partnered with our Print Production team for a Taco Tuesday lunch. These events were extremely successful and both ran out of food before the events were over!

Perhaps our most exciting fundraiser was our AIDS Walk raffle, which we were able to raffle off many different types of prizes that our incredible media team was able to secure via our media partners. We raffled off our items October 8th, the Thursday before the walk, at Team One and had an amazing turn out with food and beverage provided by Hulu and Égalité.

Between all of the above fundraisers and the money raised from our Team One AIDS Walk participants, plus a \$5,000 match from our Do Good Fridays team, we raised over \$12,000 for AIDS Walk!!!

We had an incredible day (albeit HOT) at the Los Angeles AIDS Walk on October 11th and are excited about our contributions towards the cause. So many people came together and worked hard for this so a BIG THANK YOU to everyone who participated!

For the final Égalité event of 2015, Team One members partnered up with Do Good Friday and returned for our 2nd year of holiday season volunteering and donations. We put together hundreds of bags of needed items for AIDS Project LA recipients in addition to making personal donations and financial contributions from the agency.

We are thrilled with all of the work we did in Q4 and look forward to what we will be able to achieve in 2016!



TEAM ONE EMPLOYEES READY TO START THE 6-MILE LOOP AT AIDS WALK LA FOR TEAM TOYOTA.



TEAM ONE ÉGALITÉ MEMBERS, TYLER WILLIAMS, DAPHNE DOBBS AND MICHAEL NNADI, AT THE MODELS OF PRIDE RECRUITMENT FAIR PUT ON BY THE LA LGBT CENTER.

TEAM ONE VOLUNTEERS ON DAY OF GOOD AT THE AIDS PROJECT LA SITE.



ÉGALITÉ INDIANAPOLIS

BY DIANA BELL, OPTIMEDIA



It's hard to believe this time last year there wasn't even an Indy Chapter! Since our formation in July of 2015, we have hit the ground running. We created excitement around Spirit Day and our whole office participated. We not only served some great food, but employees could win prizes. We emailed information regarding local LGBT initiatives to our staff prior to Spirit Day and during our party, we asked questions (from the information we distributed) and if an individual answered correctly, they won a prize! This provided an educational experience in a relaxed and fun atmosphere.

We have also joined the Indy Rainbow Chamber. The Chamber provides information regarding events going on in our city. We are looking forward to partnering with the Phoenix Theatre, Indy Pride, and the LGBT Indiana Youth Center in 2016.

On a personal note, as I look back at the past 6 months, I feel truly blessed to be a part of such a wonderful organization. Not only are we going to make a difference in our community, but we are also able to show our employees and clients that we truly are an inclusive organization. I have never really known what it meant to be an ally. I realize now that all I had to do was ask, "How can I help?"

Stay tuned for more updates from the Indy Chapter throughout 2016!



ÉGALITÉ NEW YORK

REVA MCEACHERN, RAZORFISH



Égalité New York packed a lot of achievements into a single quarter and had a great time in the process. We started things off with a bowling mixer in September, organized by Justin Juarez (MediaVest), held at Bowlmor Lanes at Chelsea Piers. It was a fun-filled night with 30 member participants, and a pleasant departure from the usual Manhattan bar rendezvous (though we still love those too). And it wasn't just the cheese sticks that were on fire, several members across teams with fanciful names, like the "Brittany Spares," proved aces in the lanes with back-to-back strikes.

The September mixer was a perfect recruiting ground for our next fundraising event. Led by team captains Franky DeJesus and Brian Vaught (ZenithOptimedia), Égalité New York participated in a bowl-a-thon fundraiser benefitting Classical Action, a fundraising program of Broadway Cares/Equity Fights AIDS. Returning to Bowlmor Lanes in November, it was another night of fun and fundraising, with over \$2,500 in donations and counting. Even those who didn't bowl played a pivotal role. Égalité cheerleaders supported, kept players on their game, and laughed at their expense all night!

Believe it or not, in between those two events we found time for two more. First for AdWeek in September, a group of NYC Égalité board members took to organizing a panel on "Marketing to the LGBT Consumer in 2016 and Beyond," featuring research conducted by Allan Dib (MSLGROUP) with a broad range of Égalité survey participants, and industry experts in creative, marketing and media as panelists. Special shout-out to Alicia Case (Publicis LifeBrands Medicus) for identifying the opportunity and coordinating with the AdWeek staff; the panel was hosted by Mr. Dib himself.

Next, we looked to Spirit Day as an opportunity to reimagine anti-bullying advocacy. In order to go beyond wearing purple as a sign of solidarity, we added a fundraiser and film viewing of "Out in the Night," a documentary by Blair Dorosh-Walther that presents the story of 4 young African-American women whose lives were forever changed because they fought back when harassed and attacked in the West Village on the basis of their gender identity and sexuality. Attendees had the chance to take a critical look at how bullying of LGBT people and people of color plays out on a mass scale in the media and our criminal justice system, and participate in a Q&A with the filmmaker. We raffled several items and raised a \$900 donation in support of the film.

We ended 2015 with our annual holiday party, which took to new heights this year with more top-tier raffle prizes than ever before, including a PRODUCT(RED) Apple Watch. Most importantly, we raised \$1,000 for the Ali Forney Center for homeless LGBT youth. It was an enthusiastic end to a bar-raising year for Égalité New York. Here's to even more success in 2016!



**REVA MCEACHERN PRESENTING
DONATION TO BLAIR DOROSH-WALTHER**

**ÉGALITÉ NEW YORK
MEMBERS AT THE
SEPTEMBER
BOWLING MIXER**



ÉGALITÉ LOS ANGELES

BY KRISTEN HOSACK, SAATCHI & SAATCHI LA



Reflecting back on an amazing 2015, we are so proud of all that we have accomplished last year, both within and beyond the walls of Saatchi & Saatchi Los Angeles.

Extending our efforts in an educational and philanthropic capacity, we have been able to provide several events for our employees that have helped raise awareness and educate, while also focusing on fundraising. This year, SSLA Égalité was able to make donations to two amazing nonprofits: The LA Gay & Lesbian Center's TEEP (Transgender Economic Empowerment Project) and GLAAD's efforts toward Spirit Day (The Gay & Lesbian Alliance Against Defamation).

In October, we celebrated Spirit Day with a happy hour, fundraiser and lunch screening of *It Gets Better* – Season 2, the second installment of the *It Gets Better* Project, started by Dan Savage.

As we close out the year, we are thrilled to announce our inclusion in the Human Rights Campaign list of 2016 Best Places to Work for LGBT Equality, scoring 100 on their survey. We are planning an agency-wide holiday event to toast to a successful year and an amazing way to start 2016!

For more information, or to become a part of the committee, email me at egalite@saatchila.com.



ÉGALITÉ SEATTLE

ASHLEY SOFIE, OPTIMEDIA



Égalité Seattle was pleased to host an all-agency fundraiser to benefit the 29th Annual End AIDS Walk in the Publicis Groupe offices on September 24. The Seattle chapter's fun-filled event raised money to benefit Lifelong, a local non-profit organization that provides services and support for those living with or at risk of HIV/AIDS and/or other chronic conditions, while working to reduce new HIV infections.

One of the event's most popular highlights was a large raffle that included thousands of dollars in prizes generously donated by several partners, vendors and clients of Publicis Groupe agencies in Seattle. Some of the more notable raffle prizes included two Xbox One systems, an Apple Watch with Beats headphones, and 10th row Janet Jackson tickets. The raffle generated more than \$3,600 in donations in less than two hours.

In addition to the exciting raffle prizes, other notable contributions that made the event even more successful included an open wine bar hosted by Quantcast and a beautiful and delicious catering spread for all to enjoy thanks to MNI Targeted Media. Mini rainbow colored cupcakes from Seattle's Cupcake Royale were also a big hit among attendees.

Sheila Dubail, Publicis Seattle's very own drag queen extraordinaire, gave an incredible and memorable performance to get the party started. Sheila was also kind to emcee the event, playfully and charmingly calling out the winners of each raffle prize. A BIG thanks to Sheila for taking the time to help give the event that extra bit of excitement and fun!

The Égalité Seattle End AIDS Walk Team set a goal of \$2,000 and ended up raising a total of \$4,450. The team's fundraising efforts ranked them in 9th place out of the 116 participating teams.

Égalité Seattle's team joined approximately 2,000 other walkers and runners in the 29th Annual End AIDS Walk at Seattle's Volunteer Park on September 26, collectively raising hundreds of thousands of dollars. Égalité Seattle is looking forward to raising even more money for Lifelong in next year's End AIDS Walk!

For more information about Lifelong, visit <http://www.llaa.org/about-lifelong>.

To be added to Égalité Seattle's distribution list, please email Greg Eppich at greg.eppich@mslgroup.com.



FROM L TO R: DEVIN OWENS, FRANCOIS NIKBAKHT, DAVID SPINNER (MIDDLE FRONT), CHARLIE SPINNER AND GREG EPPICH REPRESENT ÉGALITÉ SEATTLE AT LIFELONG'S 29TH ANNUAL END AIDS WALK



THE INCOMPARABLE SHEILA DUBAI!!

SEATTLE PUBLICIS GROUPE EMPLOYEES ENJOYING A VARIETY OF APPETIZERS AND DRINKS WHILE WAITING THE RAFFLE TO BEGIN

BUILDING BUSINESS

PEAS FOR PEACE BY EMMA CADIEUX



My name is Emma Cadieux, I'm 16 years old, and I'm from Boston. For my family Christmas party each year, we pick names out of a hat, and that is the person you buy a gift for. But alongside that gift, you also make them something. Make-it gifts have ranged anywhere from a snow-measuring stick to homemade trail mix in the past. When I was around twelve years old, I took an old mason jar and filled it with dirt from the backyard, and sprinkled some dried split peas on top. I glued the jar shut, and gave it to my aunt for Christmas, dubbing it "Peas On Earth." The idea always hung around us, and every time the holidays rolled around we would talk about how "We really should do something with that ideal!" but we never did, until recently. Over the summer of 2015, I attended a 3-day summit that gave advice on how to lead your school Gay-Straight Alliance. As a part of this summit, we learned a lot about many organizations that help out LGBTQ+ youth, and I wanted to do something to help those organizations and say thank you for everything they've done for people like me.

I paired the two ideas together in my head, and thought that maybe we could sell my idea and give a percentage of the profits to charities like the It Gets Better project, the Trevor Project, and STOMP Out Bullying. I handpicked some charities after doing research online, picking some that I felt connected to. My parents were on board with the idea, so we decided to get to work. We bought some prototype bottles from Etsy, and filled them, asking for advice from local businesses. We started in one store, and eventually built a website, met with lawyers and started to fill big orders. We are still in our beginning stages, but I can see this company going far, and I hope we are able to make a difference in the community. In the future, we hope to expand our business to the world of jewelry and wearables including shirts, sweatshirts, and beanies. Stay tuned for more sneak peaks from us!

As a young person in the LGBTQ+ community, every day I face the place with possibly the most orientation/gender-related bullying out there: high school. The rule for gay high school kids is simple, even nowadays: keep your head down. But it shouldn't have to be that way, and that is one of the main goals of our company. We stand with charities and funds that promote peacefulness, and social acceptance/justice. Perfect for a tree ornament, a desktop trinket, or a housewarming gift, our product does good while also encouraging it. Having the bottle on your worktop will remind you to have a peaceful day, and be kind to people.


Knowing that we are helping people with every bottle we sell is a feeling like no other. I'm so happy that we are able to make a difference in the lives of people that I feel personally connected to, and also encourage others to do the same. The tough part for me would have to be all of the technicalities, because I am only a high school student, and I'm not exactly familiar with most business terms yet. Regardless of my newness to business, I think our company offers something unique, and something worth taking a look at. If you're interested in our product, you can reach us at our website, peas-on-earth.net, where we have both the large- and small-sized bottles for sale. More information about all of our charities is available on our site as well. We at Peas On Earth hope you enjoy our product and our cause, and wish you all a peaceful new year!

***Editor's Note: To close out 2015, and to thank them for their partnership, Publicis Groupe's Talent Engagement & Inclusion Team gifted Peas On Earth to all the CEOs of Publicis Groupe agencies operating in the US, as well as members of Publicis Groupe's Talent Engagement & Inclusion Council.*

MEMBER SPOTLIGHT



KIRK GUTHRIE

A portrait of Kirk Guthrie, a man with short hair and glasses, smiling. The image is overlaid with a blue tint and a large, faint 'X' mark.

Kirk Guthrie, the Executive Director of Talent at Saatchi & Saatchi LA, has always had a passion for Diversity & Inclusion. As the youngest of 4 brothers, and an identical twin, the value of being an individual while maintaining inclusion was always an aspirational goal.

Kirk has been putting that passion to work professionally for over 18 years. He began his HR career in his home state of Arkansas, where he spent 16 years with Wal-Mart Stores Inc. and 5 years with Cox Communications before he got the incredible opportunity to lead the Talent Organization at Saatchi & Saatchi X in Fayetteville, AR.

After spending 3 years with Saatchi X, Kirk was presented with another amazing opportunity at Saatchi LA. A little over a year ago, Kirk and his Partner David made the move to the Los Angeles market. It was an easy decision when asked to be the Leadership Liaison to Égalité. Over the course of this first year, it has been an honor to see Saatchi LA roll out an Adoption Benefit and be selected as a Best Place to work with a score of 100 on the HRC's Equality index.

ÉGALITÉ NATIONAL

Razorfish – Devin Owens
Publicis Life Brands Medicus – Alicia Case

ÉGALITÉ ATLANTA

Moxie – Parker Nowell
Moxie – Erin Edmonson
Moxie – Chelsie McIver
Zenith – Chad Gough
Zenith – Nick Kuhr
MSL – Jodi Phillips
Razorfish – Christy McDonald

ÉGALITÉ CHICAGO

Arc – Michael McMillen
Digitas – Richard Wong
Leo Burnett – Brandon Balluf
Leo Burnett – Jessica Edwards
Leo Burnett – Lisa Ivy
Leo Burnett – Karl Wenzel
Leo Burnett – Ken Gilberg
Leo Burnett – Rich Stoddart
Performics – Andrew Sural
Razorfish – Donnie Young
Re:Sources – Nick Abbamonte
Spark – Stephanie Hall
Starcom – Tom Temmerman
VivaKi – Joe Griffith

ÉGALITÉ INDIANAPOLIS

Optimedia – Andrea Resnick
Optimedia – Casey Duckworth
Optimedia – Diana Bell
Optimedia – Emily Gaskins
Optimedia – Robyn Shoemaker
Optimedia – Tyler Riordan
Optimedia – Weston De Raimis
Publicis North America – Jeff Huser

ÉGALITÉ PHILADELPHIA

DH / PHM / RFH – Steve Williams
Digitas Health – Liz Glines
Digitas Health – Joann Leszczynsky
Digitas Health – Cailin Male
Publicis Health Media – Mark Bolen
Publicis Health Media – Jesse Hein
Publicis Health Media – Courtland Jaffe

ÉGALITÉ LOS ANGELES

Saatchi & Saatchi LA – Kristen Hosack
Team One – Jay Thongnop
Team One – Michael Nnadi
Team One – Brianne Worley

ÉGALITÉ NEW YORK

BBH – Armando Turco
Digitas – Royi Gavrielov
Digitas Health LifeBrands – Ed Hunt
MediaVest – Andrea Cancro
MediaVest – Ashok Sinha
Publicis Healthcare Communications
Group – Max Leader
Publicis North America (Chelsea) –
Bryan Rivera
Publicis North America (Herald Square) –
Christian Ewing
Publicis LifeBrands Medicus – Alicia Case
Re:Sources – Robert Camilleri
Roar – Zach Schwartz
Saatchi & Saatchi – Akash Sen
Starcom MediaVest Group – Jason Tennen-
baum
VivaKi – Corey Birtles
ZenithOptimedia – Brian Vaught
ZenithOptimedia – Franky DeJesus

ÉGALITÉ SAN FRANCISCO

Digitas – Gregg Mierow
Digitas – Ron D'Amico
MRY – David Trahan
MSLGROUP – Arielle Orona
MSLGROUP – Dara Sklar
MSLGROUP – Sarah Burchill
Optimedia – Christian Campos
Optimedia – Rachel Croopnick
Razorfish – Rob Huber
Re:Sources – Jim Cotant
Rosetta – Tania Valle

ÉGALITÉ SEATTLE

MSLGROUP – Greg Eppich
Optimedia – Ashley Sofie
Optimedia – Craigh Yeary
Publicis NA – Janelle Sosh
Razorfish – Caroline Honour
Razorfish – Charlie Spinner
Razorfish – Devin Owens
Razorfish – Francois Nikbakht
Razorfish – Trudi Jazayeri

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Re:Sources – Robert Camilleri

DESIGNER

Publicis – Jin hee Kwon

CHAPTERS & LEADERSHIP