

Corporate America in Support of Pro-LGBT Legislation

Don't Leave **Who You Are** Behind
Gay, Lesbian, Bisexual, Transgender & Friends Network



Nike GLBT&F Network
Out & Equal Summit 2009

Julia Brim-Edwards, Orson Porter, Randy Lyons



AGENDA

- Nike Team
- Keys to success
- Public Policy Process
- Our Story
- Lessons learned
- Q & A

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Today's Objective: Share the evolution of Nike's support for pro-LGBT legislation and discuss lessons learned that might assist others in developing a case for support.

Nike is a company

Nike Mission: To bring inspiration and innovation to every athlete in the world.*

**If you have a body, you are an Athlete*

- 33,000+ employees worldwide
- 7,000 employees in Oregon
- 140+ countries
- Cole Haan, Converse Inc., Hurley International, Umbro





Partnership with GPA Team

- Nike's Global Government & Public Affairs team is made up of 17 professionals and support staff located around the world. The team covers the global political capitals of Washington, D.C., Beijing and Brussels as well as our headquarter community in Oregon. Nike Government Affairs also has a presence in Singapore, Moscow, Vietnam, and Thailand.
- The Government and Public Affairs team leads and coordinates Nike's advocacy with state, regional, and national governments and representatives the company in the business community and on public affairs issues. The Team is affiliated with Nike SB&I and works closely with the business units, HR, Legal, Communications, Employee Networks, and Diversity & Inclusion teams.



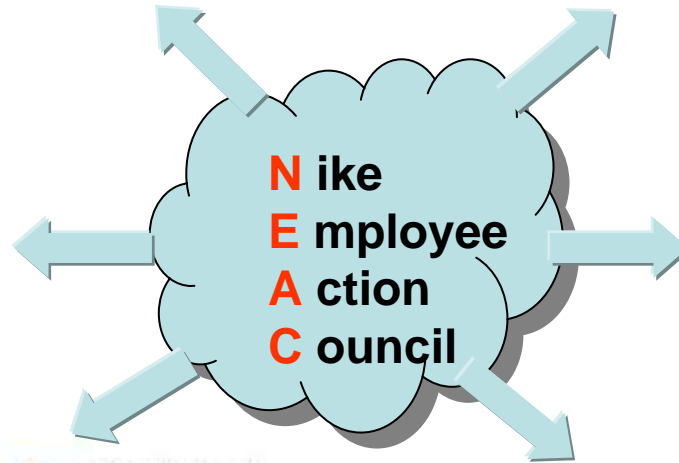
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Nike Networks



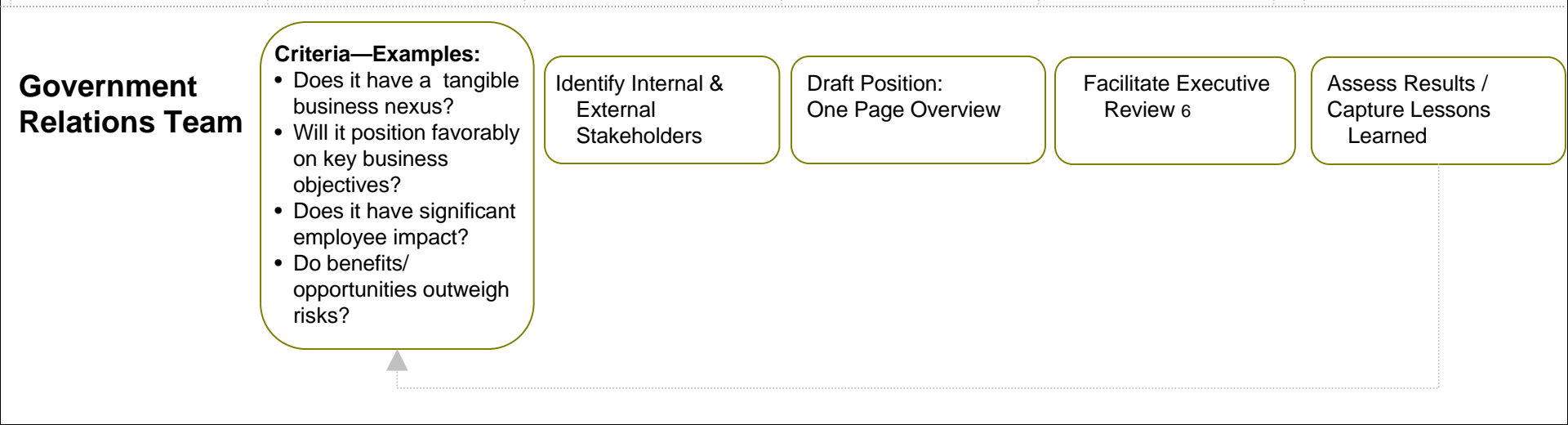
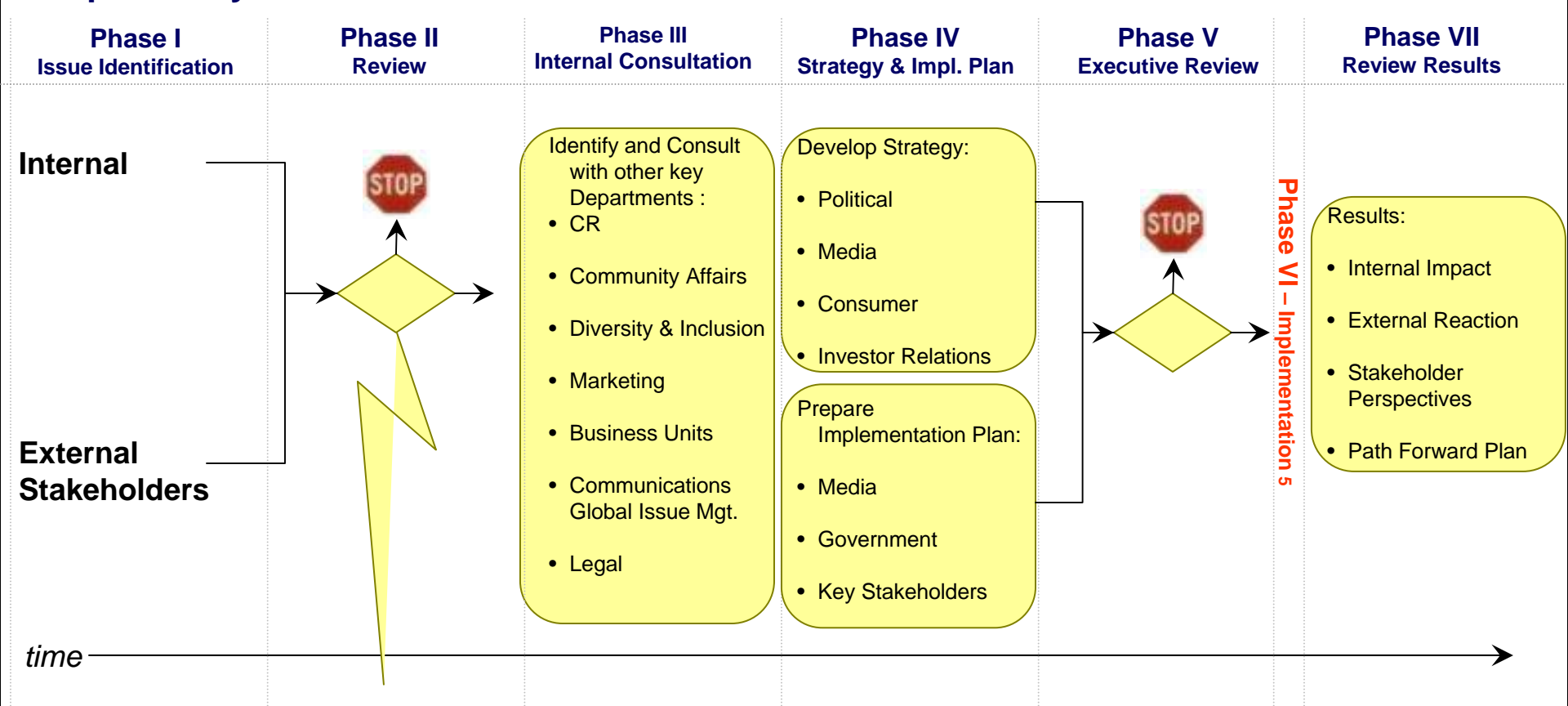


Keys to Success

- Partnership between Government Affairs, ERG (Nike's GLBT & Friends Network), Diversity and Inclusion organization, Communications team, and Senior Leadership
- Ongoing open and partnered communication
- Go where your strength is---where does it make sense for us to influence (Sphere of influence)
- Support from the top (CEO involvement)
- Defined process for determining what issues are relevant for Nike to include in policy agenda



Sample Policy Process





On the Offense Always: the business case



- Innovation
- Globally competitive workforce
- Inclusive workplace
- Recruit and retain high performing employees



Nike Evolution...



Nike athlete Reggie White makes homophobic statements. HRC asks Nike to void Reggie's contract.



Nike athlete Amelie Mauresmo comes out to press



Nike receives 100% Score on HRC Equality Index (2002-2009)



Nike remains neutral on Measure 36

Nike is the 1st Fortune 500 Company to support Civil Union legislation



Nike supports OR SB1000



Nike Awarded HRC Corporate Equality Award



NIKE Supports "It Takes A Team" Campaign (make athletics a safe and respectful place for LGBT athletes & coaches)

Added Transgender Medical Benefits

1994

1999

2000

2001

2002

2003

2004

2005

2006

2007

2008

Benefits extended To Domestic Partners



WHQ GLBF Network is created

Helen Carroll-NCLR speaks at 1st NCOD



Nike opposes Measure 9

EEO statement expanded to include Transgender

Network renamed to GLBT&F



Nike sponsors Portland AIDS Walk

Memphis GLBT&F Network formed

GLBT leaders attend Out & Equal Summit



Billy Bean Speaks at Nike WHQ



NIKE Supports Sheryl Swoopes on coming out



Out & Equal "Outie" Finalist ERG of the Year Trailblazer

Out & Equal "Outie" AWARD ERG Of The Year Champion Finalist



Nike leads the business community in support of the Oregon Equality Act and the Oregon Family Fairness Act Oregon Gov Ted Kulongoski signed May 9, 2007

Out & Equal "Outie" Finalist Champion Award Nike CEO



The Work Continues...



Out&EQUAL
GLBT&F Network
Members attend
6th Summit

ENDA

2009



Shelby County Non-Discrimination



Federal Level

ENDA

Nike has worked in partnership with HRC's Business Coalition For Workplace Fairness and other key stakeholders to lobby support toward passage of the ENDA bill. This year Nike spoke at the press conference to announce the introduction of the bill in the House and we were featured as one of the leading private sector supporters when the bill was introduced in the Senate.



HUMAN RIGHTS CAMPAIGN®



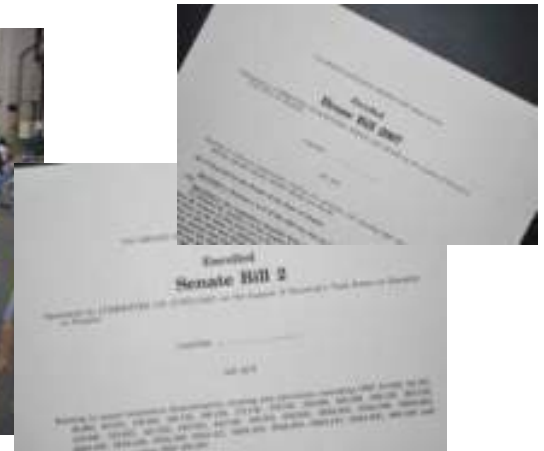
Another Key Federal legislative target:

Tax Equity for Health Plan Beneficiaries Act (BUSINESS COALITION FOR BENEFITS TAX EQUITY)



Back Yard

- Neutral: Oregon Measure 36
- Support: Washington State Non-Discrimination
- Participation in OR Governor's Task Force for Equality
- Leadership:
 - Oregon 2005: Senate Bill 1000
 - Oregon 2007:
 - Senate Bill 2 -- Oregon Equality Act (nondiscrimination)
 - House Bill 2007 -- Oregon Family Fairness Act (domestic partnership)
 - Washington 2009:
 - Business coalition in support of domestic partnership law





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Walking the Talk



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Lessons Learned

- Secure leadership support
- Walk the Walk: Are we perceived externally as we work internally?
- Leverage political relationships
- Plan for progress—align multi-year goals
- Develop a game plan/strategy for success
- Lay the ground work for business and community partners
- Develop strong community partnerships (Basic Rights Oregon and HRC)
- Involve the employee voice (GLBT & Friends Network)
- Be ready for reactions---have a plan
- Scope appropriately (where does it make sense to have an impact)

?S



I'm Nike
Nike = Team
Team = People
People = Diversity
Diversity = Perspectives
Perspectives = Innovation
Innovation = High Performance
Performance = Results and Impact

TOGETHER!
WE WIN!

