



Tips for cultural competency during the holidays

The holiday season is a time often considered to be from early October through the end of December. People around the world celebrate various holidays, religious and cultural, during this period of the year.

In America, Canada, the UK, and Germany, this diversity of holidays prevails, so it is important that we are inclusive and respectful of celebrated holidays different from our own. When we do this, we learn to have a greater appreciation for different cultures, and therefore, a greater understanding of others' journeys. Here are some tips on how to be culturally competent during the holiday season:

1. **Use inclusive terminology:** Try to refer to this time of year as “the holiday season”, rather than as “Christmastime”. When sharing excitement, say “Happy Holidays” rather than “Merry Christmas”. If you know what the individual is celebrating, then you can directly address them, such as “Happy Hanukkah.” Make sure you are fully aware of their celebration before you do this—do not stereotype. *(Continue, Page 2)*

SENIOR LEADERSHIP SPOTLIGHT



“I am proud to walk side-by-side with my fellow colleagues at CHG as we journey down our DE&I path. CHG has been a welcoming and exciting place for me to work and grow professionally. Our commitment to DE&I will only strengthen our workplace and CHG as a whole.”

–Tracy Manning, Vice President,
Corporate Controller, NextGen ERG
Executive Sponsor

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C.H. Guenther offers ways to explore, celebrate diverse cultures around the world

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2. **Learn about other holidays:** The more you know, the more understanding you can be of others' circumstances and celebrations. Explore other holidays by researching or by joining other festivities.
3. **Ask kindly what others are doing for the holidays:** Asking about others holidays is great for team bonding and communication; you are getting to know each other better. Simply ask "How do you celebrate the holidays?"
4. **Make sure you environment is not exclusive:** If you are having a celebration with a diverse group, either have it include elements of all winter holidays, or none at all (e.g., snow/winter wonderland theme, playing general winter music—like Let it Snow, etc.)
5. **Provide accommodations where needed,** and don't schedule major appointments on religious or cultural holidays.

A few holidays (list may not be fully inclusive) are:

- Mawlid (Muslim), 10/7-10/8
- Thanksgiving (Canada), 10/10
- Diwali (Hindu, Jains, Sikhs), 10/24
- Native American Heritage Month, November
- All Saints Day (German), 11/1
- Repentance Day (German), 11/16
- Thanksgiving (U.S.), 11/24
- Bodhi Day (Buddhist), 12/8
- Las Posadas (Mexico and Central America), 12/16-12/24
- Hanukkah (Jewish), 12/18-12/26
- Solstice (Pagan), 12/21
- Christmas (Christian), 12/25
- Boxing Day (UK and Canada), 12/26
- St. Stephens Day (Germany), 12/26
- Kwanzaa (Africa), 12/26-1/1

Be sure to watch DEI's Fall Learning Video Series

Lunch and Learn videos from this fall are still available for all employees to watch. Enter the links below in your browser to catch up on or re-watch our last three Lunch & Learns.



- **August Lunch & Learn: Let's chat with Women at CHG ft. Kiki Hights**
<https://bit.ly/womenLandL>
- **September Lunch & Learn: The Impact of Being Hispanic in the Workplace ft. Yorika Velasco-Caballero**
<https://bit.ly/HHMLandL>
- **October Lunch & Learn: Pronouns & Inclusive Language in the Workplace ft. Robert Salcido**
<https://bit.ly/PronounsLandL>

ERG'S ON THE MOVE!



HISPANIC ERG

- Celebrated Hispanic Heritage Month with weekly member features in our CHG Friday update
- Lunch & Learn: The Impact of Being Hispanic in the Workplace



PRISM ERG

- Attended LGBTQ+ Unity Conference, National Coming Out Day
- Lunch & Learn: Pronouns & Inclusive Language in the Workplace



WOMEN AT CHG ERG

- Lada Ladies Food Truck for Women's Equality Day
- Wear purple for Women's Equality Day
- Wear pink for Breast Cancer Awareness
- Mobile Mammogram for Breast Cancer Awareness
- Volunteered at the Fairweather Family Lodge for women and children
- Lunch & Learn: Let's chat with Women at CHG ft. Kiki



Don't miss your opportunity to join an **ERG at CHG!** This is a great way to have your voice heard!

Contact us today (dei@chg.com) to learn how to start making a difference at CHG.

You make a difference at CHG! Join an ERG today

You can join an ERG of your choice at any time! Our membership is currently open-ended.

To learn more about our ERGs, please watch the video associated with this QR code or go to: <https://vimeo.com/698767754/388a3c8ab4>.





"Diversity unites each and every one of us; we are all the same in that we are all different ... I have had such a positive first DEI experience at CHG, a company that celebrates these values. The CHG culture is unmatched."

NICOLE LENNON

My first experience of DEI in action at C.H. Guenther

Before I came to work with Kiki (Kanetra) Hights, Director of Diversity, Equity & Inclusion (DEI) at CHG, I worked on diversity & discrimination research at Rice University from my sophomore year through graduation. In the research world, we work hard to identify problems and study possible solutions. However, that's often where the process ends.

In the corporate world of DEI, we focus heavily on actually implementing solutions. Coming into my summer internship, I was looking forward to the opportunity to learn about this "action" area of DEI.

My first day at the company, Kiki showed me her strategy for DEI at CHG: areas of focus, initiatives, goals, and actions. The elements of our strategy were focused on making CHG the best workplace, supplier, and company it could be from the diversity standpoint so that we could improve the business with actionable initiatives. I felt so excited to finally be a part of the solution, making real changes in an amazing company.

Along with helping Kiki with her tasks, I focused a lot on my main summer project – designing a supplier diversity program from scratch. I learned from the procurement department how we currently manage our suppliers. I made emails and calls to other companies to learn how they started their supplier diversity programs, and I scoured the internet for the best services to help us build the most efficient supplier diversity program possible. What helped the most during this project was how everyone I came across at CHG was supportive of DEI and recognized the importance of our department and its efforts.



"I know that it is not easy to be open to uncomfortable conversations, especially when voices in society argue DEI initiatives are "too progressive," "unnecessary," or "divisive.""

Nicole Lennon



I am thankful that my first DEI experience has been at this company. You all have been so open-minded and willing to listen & learn. I gave four presentations on diversity topics over the summer, and every single person I presented to was receptive to the hard work we are doing in the diversity department. Having open-minded colleagues is most definitely not a given!

I appreciate my CHG coworkers' efforts to see the world from an inclusive and equitable perspective, however hard and counterintuitive it may be. I know that it is not easy to be open to uncomfortable conversations, especially when voices in society argue DEI initiatives are "too progressive," "unnecessary," or "divisive." However, the more we learn, it is easier to see how important Diversity, Equity, and Inclusion is to us all.

Diversity unites each and every one of us; we are all the same in that we are all different. How can we help our neighbor have a better time? Our coworker? Our direct reports? And, how will all DEI efforts help our company culture, and therefore our business? Several studies have shown that having a Diversity department increases corporate profitability. In part, companies achieve the most success when all employees can achieve their own success, are treated fairly, and feel included, important, and like they belong. The study and implementation of DEI aims to reach this conclusion.

I have had such a positive first DEI experience at CHG, a company that celebrates these values. The CHG culture is unmatched, and I have felt welcome from Day One. I look forward to all that I will continue to learn in my new role as Diversity, Equity, & Inclusion Analyst here at C. H. Guenther & Son.

OUR DEI MISSION

"To foster an environment where diversity of thought, race, age, gender, and other diversity dimensions are valued and leveraged throughout the organization. In turn, this will create a culture where employees are valued, recognized, and included for their similarities and differences, and those differences act not as barriers, but as platforms for new ideas and growth in support of the overall success of our Company."

Books to read over the holidays, movies, podcasts

The holiday season is the perfect time to spend reading a book by the fire or gathering with loved ones to watch a movie. We wanted to share with you some great media for you and your family to enjoy over the holiday season that explores diverse holidays and cultures.

BOOKS FOR ADULTS:

- A Treasury of African-American Christmas Stories, by Bettye Collier-Thomas (Black)
- Holidays on Ice, by David Sedaris (LGBTQ)
- Green Island, by Shawna Yang Ryan (Asian American)

BOOKS FOR KIDDOS:

- What Do You Celebrate? By Whitney Stewart (All)
- Home for the Holidays, by Sesame Workshop (All)



After reading, watching, or listening to these recommendations, do not forget to write down your thoughts or have a conversation with your family if you choose to share these moments together. It is important to discuss what you have learned and what you can take away to help increase how you will be more inclusive in today's environment.

MOVIES FOR ADULTS:

- Christmas Ever After (Disability)
- Happiest Season (LGBTQ)
- Nothing Like the Holidays (Latinx, Veteran)
- An American Pickle (Immigrant, Jewish)
- Black Nativity (Black)

MOVIES FOR KIDDOS:

- Something From Nothing (Jewish)
- Jingle Jangle: A Christmas Journey (Black)
- Rudolph the Red-Nosed Reindeer (discrimination)

PODCASTS:

- Diverse Holidays and Traditions, Cone Health (17 min, Audible)
- Holidays and Diversity: How Identity Shapes our Traditions (18 min, Soundcloud)
- Can Cultural Holidays Be Celebrated at Work?, Call In Podcast (20 min, online)

Pumpkins, leaves, cooler weather, apple picking...

Diversity is not just for the Corporate World

Pumpkins, leaves, cooler weather, apple picking. These are a few words that come to mind when hearing the word Fall. One of the other things that come to mind is football. We all hear about it, watch it, and for some of us, we build our own dream team surrounding the sport; however, some of us do not think about the many diverse aspects that make up NFL teams.

The NFL is now increasing efforts in Diversity, Equity, and Inclusion. As they say in football, let us look at the stats. Out of 32 NFL teams, one team, the Jacksonville Jaguars, has one minority owner. The league only has five minority head coaches. In addition to minority positions, there is overall a lack of women in positions for the NFL in coaching or leadership.

Here is where the Rooney rule comes into place. The Rooney rule is an NFL diversity policy that mandates teams interview ethnic minority and women candidates outside the organization for coaching and front office positions. Teams must interview two external minorities for top positions, including head coach and general manager. Since the rule, many franchises have hired Black head coaches including Pittsburgh Steelers head coach Mike Tomlin. This new rule impacts the way that candidates are seen and creates a diverse pool based on skills and talents.

The Rooney Rule was adopted in 2003 based on recommendations made by the NFL's Workplace Diversity Committee. The committee's initial mandate was to focus on the small number of minorities in head coaching, but then expanded to include a greater number of positions across franchises. In 2009 the policy was amended to include general manager positions, and front office positions. Since this rule, many added items have been included in their diversity strategy to strengthen the impact of this policy, including analysis of job mobility patterns. Is it perfect? Not yet, but it is a start on their journey to improve the league and to make it a more inclusive environment. The league has included efforts to promote diversity and inclusion on and off the field by supporting organizations such as Women's Careers in Football Forum, and the Bill Walsh Diversity Coaching Fellowship.

Most league franchises have also hired diversity-based positions such as Director, VP or Chief Diversity, Equity, and Inclusion Officers to carry forward initiatives to create inclusive and equitable environments for their staff, coaches, and players.

As you can see, DEI impacts so much more than just major corporations and organizations, but also affects the way that we watch football on that Sunday afternoon or Monday and Thursday night. Who we see on the field and those making the decisions about coaching make an impact on the team. It is important to remember the impact of the decisions we make and how inclusion really does impact us all.



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PUMPKIN LOAF *with* CREAM CHEESE FILLING

Topping

- 2 Tbsp. Sugar
- 2 tsp. Flour
- ½ tsp. Cinnamon
- 2½ tsp. Unsalted butter, chilled

Filling

- 6 oz. Cream cheese, room temperature
- ¼ cup Sugar
- 1 tsp. Milk

Batter

- 2 cups San Antonio River Mill® Brand Sopaipilla Mix
- 1½ cups Sugar
- 1 tsp. Baking soda
- ½ tsp. Salt
- ½ tsp. Cinnamon
- ½ tsp. Nutmeg
- 1 cup Pumpkin, canned
- ½ cup Vegetable oil
- ⅓ cup Water
- 2 Eggs, large

1. **PREHEAT** oven to 325° F.
2. **GREASE** and flour a 9"x 5" loaf pan.
3. **Topping:** **BLEND** sugar, flour, cinnamon and cold butter in a small bowl, using a fork or pastry blender to make a crumbly mixture; set aside.
4. **Filling:** **MIX** cream cheese, sugar and milk in another bowl; set aside.
5. **Batter:** **COMBINE** Sopaipilla Mix, sugar, baking soda, salt, cinnamon and nutmeg in a large mixing bowl. **ADD** pumpkin, oil and water; blend until smooth.

Continued on reverse side.

RECIPE CONTINUED

6. **ADD** eggs, one at a time, mix well after each.
7. **POUR** half of the batter into prepared loaf pan.
8. **SPOON** cream cheese filling over batter, centering it in the middle of the batter.
9. **POUR** remaining batter over filling, be sure to completely cover cream cheese filling.
10. **SPRINKLE** streusel topping over the batter.
11. **BAKE** 60-65 minutes.
12. **COOL** 10-15 minutes before removing from pan to wire rack; cool completely.

YIELD: 2 loaves

Prep Time: 30 minutes

Bake Time: 65 minutes

Total Time: 1hour, 15 minutes



RECIPE COLLECTION

Featuring San Antonio River Mill Brand® Gourmet Baking Mixes sold in the Guenther House Store and at guentherhouse.com



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VIEW OUR ENTIRE RECIPE COLLECTION
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